



ECIA Member Newsletter

December 02, 2020

## Engineering the Conversation

Hosted by Lectrix | December 8-9 | [Register Today](#)



Register for this free online event designed to guide Sales and Marketing Managers in the B2B electronics industry through their biggest challenges. Hear stellar presentations from a number of industry and sales experts. ECIA's own David Loftus and Dale Ford will share insight on association initiatives and research. ECIA is a proud sponsor of this 2-day online event. [Register today.](#)

### Sales & Marketing Survey Results to Be Presented

[Click here](#) to participate in the first ever in-depth survey of what has changed in sales and marketing in the electronics industry since the Corona pandemic began. Questions cover: Sales, Marketing, People, Data, Technology, Budgets and Predictions. Results will be presented during the conference.

## Members Only: ITR Economics Webinar Series

Wed. | December 16 | 3:00-3:45 PM EST | [Register](#)

Managing in an Uncertain Economy Series: There is no crystal ball, but forecasting is the next best thing you can do to predict your business's economic future. ECIA is offering a monthly interview-style presentation series to help your company plan during these unpredictable times.

Join economist and forecasting expert [Alex Chausovsky, Senior Business Advisor, ITR Economics](#), who will provide data and analysis on what to expect for the remainder of the year and Q1 2021.

[Members must log in to register.](#) The October and November recordings and presentation decks are available from the [Members Only](#) page.

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### Upcoming Events

Tues/Wed, Dec. 8-9

- [Engineering the Conversation](#)

Wednesday, December 16

- [ITR Webinar Series](#)



## DTAM Research Webinar Recording Available



If you missed the "Applying The Wisdom of Crowds and Renewed DTAM Research webinar by Dale Ford, the recording and presentation are now available on the [ECIA webinar page](#). The important topic of the electronics DTAM information is a perennial "want" of the industry. Dale explains how this might be achieved with the participation of ECIA members. He proposes Annual and Quarterly research. If you have questions or want to participate, please [reach out to Dale](#).

## Welcome VPG Foil Resistors

ECIA is pleased to announce that VPG Foil Resistors has joined the list of esteemed component manufacturer members. VPG Foil Resistors are used for applications where performance is a high priority. These solutions are successfully employed in many environments that demand precision, stability and reliability.

Yaron Kadim, Vice President, Division Head VPG Foil Resistors commented, "The ECIA does great work and is an important contributor to the electronic component industry. We are pleased to become a member and join in the efforts of driving the industry forward."

"In spite of the challenges the industry is facing with the pandemic, ECIA continues to add to its roster of stellar companies in the component manufacturer, distributor and manufacturer's rep supply chain," added David Loftus, ECIA President and CEO. "We look forward to working with VPG Foil Resistors to promote the authorized channel for electronic components."

## Did You Know? ECIA Member Executives Share 2021 Predictions

### [Electronics Sourcing NA December Edition Features Industry Executives](#)

In case you missed it, ECIA's David Loftus joins a stellar group that includes a number of ECIA member executives in the latest edition of [Electronic Sourcing North America](#). The December magazine features industry experts sharing their predictions for 2021. It's an insightful read as we prepare for what lies ahead for the electronics component industry.

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Electronic Components Industry Association

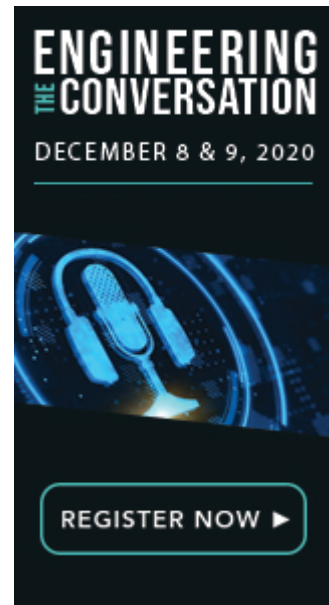
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