

February, 2021

President's Message

As I am writing, we have just closed out the NFL season with SuperBowl LV. While the teams were expected to be a close match, Tom Brady and a strong Buc's effort on both sides of the ball helped reinforce pundits' opinions that TB12 is the GOAT! And some pretty entertaining commercials to boot, especially from [Bud Light Lemon Seltzer](#). Budweiser, like several other brands, sat out 2021 Superbowl for beer ads and instead is donating to the Covid-19 vaccination awareness effort. In the lemon seltzer ad, the old saying 'when life gives you lemons...' is taken to a whole new level.

It is beginning to look like the electronics industry has made lemonade out of what looked to be a pretty catastrophic economic situation, as [ECIA's Chief Analyst Dale Ford has reported](#). As the component industry ramps up, ECIA has been very busy preparing for what everyone hopes will be a robust recovery. Here are some highlights.

Leadership. We have a [fantastic Board of Directors team](#), Chaired by Frank Flynn, Sager Electronics. At the recent meeting, Mark Shiring, President of ebm-Papst, Inc. was voted Chair-elect and Tony Roybal of Avnet was elected as a new Director. Our three Council Chairs, Mike Morton, TTI, Inc, Robert Kirch, Vishay, and Alan Ahern, Crowley Associates have all agreed to continue in their positions. We are very grateful for their hard work and leadership.

Newest members. We've had a great start to 2021 with new and returning member companies. Welcome Electrocomponents/Allied Electronics and Automation, Avnet, Crosslink Technology Inc., NextGen Components, Inc., Newark, Southbridge, and Renesas.

Initiatives. The GIPC has been operating full throttle, completing Phase One of the Design Registration project and completing the Best Practices for Manufacturers Websites. The Independent Manufacturers' Rep council has spearheaded the [Automated Data Exchange Initiative](#) which resulted in the development of a new digital solution to help eliminate the inefficiencies of B2B communications among electronic component manufacturers, distributors and independent manufacturers reps through CRM systems.

Research. Chief Analyst Dale Ford continues to generate valuable industry-focused research and analysis. In addition to the monthly and quarterly ECST survey, he has embarked on new DTAM research and has been recruited for many industry seminars and articles.

Member resources. We continue to [bring webinars, podcasts, and other educational](#) opportunities to members and the greater industry on topics of vital interest such as global environmental compliance, data security, much more.

It's going to be a great year and we couldn't be more ready for the opportunities and challenges that lie ahead! So with just a little trepidation, we will raise a glass of lemonade to 2021 and be glad we dodged some killer lemons 😊