

June 2021

President's Message

Hold Onto Your Hats

The roaring 2020s so far are living up to expectations with a veritable tsunami of supply chain disruption. There is surging demand for electronics, severe material shortages - especially in semiconductors - and uncertainty from continuing lock-downs in some parts of the world as the vaccine roll-out hits some snags. Notwithstanding these hiccups, as our Chief Analyst Dale Ford tells it, the perfect storm of the technology triumvirate -- 5g, Internet of Things, and cloud computing - is still a solid growth foundation for the long term, and the industry is poised for a spectacular decade.

At ECIA our work promoting and improving the business environment for the authorized sale of electronic components continues unabated. The recent Board and Council meetings were virtual, and I thank all those who participated on those somewhat onerous zoom meetings, which, let's face it, are not as fun as getting together in person. The good news is that our next set of meetings will be in person in Chicago, after the Executive Conference.

Here's what a fly on the virtual wall at our recent meetings would have heard about:

- ECIA membership is thriving – we continue to attract companies that want to work with their industry peers to improve efficiencies.
- We heard an update on the Design Registration initiative from Don Elario as it enters phase 2.
- There's been excellent progress made by the Rep Council on the implementation of the [Automated Data Exchange](#) multi-year ETL technology solution initiative to connect CRM systems. The Council is also leading a work group to determine best practices for Business Reviews.
- Dale Ford reported on the Top 50 North American Distributors list, DTAM and other research studies.
- A "[100 Years of the Authorized Channel](#)" e-book is being developed to allow companies to tell their story alongside a timeline of industry events.
- The ECIA Foundation's e-learning program is nearing a launch date. Jim Kaplan's leadership and passion for this important program intended as basic training for those new to the industry has accelerated both the content creation and the funding.
- [EDS](#) is on for August 30 – September 2 and Las Vegas is open for business! We are encouraged by how much is back up and running. We anticipate a very good turnout so start firming up your meeting schedule.
- The [Executive Conference](#) in Chicago is likewise moving forward with the theme of Charting the Course Forward. A fantastic program includes Dean Kamen, one of the industry's most innovative luminaries. I personally am looking forward to meeting him and hearing what he has to say about STEM education and the future workforce.

A lot is going on! And of course none of this would be possible without the engagement and dedication of the members, who we can't thank enough. I won't start naming names, because there are just too many of you to list. The [Global Industry Practices Committee](#) Subject Matter Expert (SME) pool alone has nearly 100 people available to consult. Active and engaged members within the companies in the component supply chain are the lifeblood of this organization. Thank you.