

March, 2021

President's Message

It's hard to believe it is already the end of the first quarter!

2021 has been packed with momentous events:

- We've celebrated "National Months" - Mentoring, Black History and Women's History; days that honored presidents, civil rights icons, and engineers. We've witnessed a storming of the US Capitol building and the peaceful transition to a new administration.
- The US successfully landed the Perseverance rover on the surface of Mars.
- Covid vaccines are well on their way into waiting arms across the US and the virus's hold on the population seems to be weakening.
- The US government has just passed a monumental relief package, promising to bring resources to individuals, businesses, schools and states in need.

And on the association front, it has been a very productive quarter:

- The industry continues to show signs of a strong rebound, albeit not without some serious semiconductor shortages. ECIA's Board of Directors took a stance on this shortage and with an article on [The Automotive Semiconductor Shortage - An Accident Waiting to Happen?](#) The trade press in the US and abroad picked up the article. An opinion written to [the Wall Street Journal](#) was also published. We want to hear from you – do you also support the assertion that the authorized channel could have helped this situation? [Let me know!](#)
- ECIA worked with NAM on an important EPA action that will impact component manufacturers, especially those in the supply chain for electro-mechanical components. That work led to a successful delay to the ban on products containing a chemical called PIP (3:1). [Click here for more detailed information.](#)
- ECIA welcomed a record number of members this quarter – a sign that the efforts of our Councils, Committees and the Board are not going unnoticed. We are pleased to have the following companies join us: Manufacturers - **Crosslink Technology Inc.**, **Maxlinear**, **Phytec America**, **Renesas** and **Siemens Building Technology**; Independent Manufacturer Rep - **SouthBridge**; and Distributors - **Avnet** and **Newark**; **NextGen Components, Inc.**, **RS Electronics** and **Allied Electronics and Automation**.
- The ECIA Service Partner Program added [Budde Marketing](#), industry leaders in channel data analysis and management.
- The [Board of Directors](#) selected as its Chair Frank Flynn of Sager Electronics and Mark Shiring, ebm-papst, as Chair-elect. Avnet's Tony Roybal was elected to a 2-year Board director term.
- The 12-person [Council](#) structures are now complete with the addition of Tony Roybal, Avnet and Chris Beeson, RS Electronics to the Distribution Council. The virtual Joint Council Meeting is scheduled for May 10-12.
- [EDS](#) registration will soon open. We are excited to see as many members as possible during the August 30 – September 2 event at the Mirage Hotel in Las Vegas.

Just like many of you, ECIA staff looks forward to the day we can meet face-to-face. In the meantime, check out our webinars and podcasts for some virtual connections!