

# FEUD BREAKS OUT

## AT THE ALL-INDUSTRY KICKOFF RECEPTION

The Events Center was abuzz at *BeHive*: the EDS Kickoff Reception Tuesday evening, as over 400 EDS attendees mingled, networked and thoroughly enjoyed themselves.

“There’s a lot we can build on from the last two years, but it’s important that we maintain the momentum and manage our businesses for continued growth.”

— Kris Whitehouse, EDS President.

The high point of the evening? Definitely the *Feud*. Digi-Key and Mouser execs faced off in a rollicking version of the popular TV game show. Mouser ultimately prevailed (wait until next year!), but everyone was a winner, as the *Feud* raised over \$20,000 for Hiring our Heroes.



The Feud raised over twenty thousand dollars for Hiring our Heroes. Pictured: Glenn Smith of Mouser, Adriana Domingos-Lupher of Hiring our Heroes, Dave Doherty of Digi-Key and Robin Gray of ECIA.



Hayne Shumate and Pete Shopp of Mouser with the *Feud* Championship Belt.



ECIA President Bill Bradford and EDS President Kris Whitehouse at *BeHive*.

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Source: <sup>electronics</sup> sourcing  
ESNA Reader Survey 2018  
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# You're in Vegas; time to assess your chips

By **Bill Bradford**, President and CEO of ECIA



What industry has more chips than Vegas? If you said the potato chip industry, you're wrong; they only make around 111 billion chips annually. The answer is our electronic component industry, which shipped over a trillion semiconductors in 2018, an all-time record!

Some of these chips, however, have stacked up on the sidelines, causing some headwinds in the first half of 2019. While ECIA surveys show inventories continuing to rise and lead-times dipping, we have seen an improvement in bookings and reduction in cancellations, which bodes well for a rebound in the second half of the year – once inventories stabilize.

Many questions remain, however, with uncertainty over trade policies and fuzzy economic indicators out of China.

The Electronic Component Industry Association (ECIA) co-sponsors EDS to help you manage your chips and other electronic components. Our constant focus is bringing the supply chain together to advance our industry, grow the business, and increase efficiencies in the authorized channel. One key way we do this is through our Global Industry Practices Committee (GIPC). It is comprised of teams of subject matter experts (SMEs) from our member companies to tackle our most pressing issues, such as international trade compliance and environmental regulations. Visit us at [www.ecianow.org](http://www.ecianow.org) or visit our booth on the show floor to learn more.

With all the uncertainty we are facing, once again the early May timing of the EDS Summit could not be better! And what better place than Vegas to assess risks or to bet on a new idea? As you meet with your peers and partners, put on your poker face and figure out the best way to play your hand!

Bill



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**eao** 

## Building a Winning Team

Monday afternoon featured a dynamic discussion inspired by Women in Electronics on how diversity and inclusion helps to build winning teams, sponsored by ITA Group.



Moderators: Jackie Mattox, Women in Electronics and Rob Danna, ITA Group. Panelists: Eric Rushbrook, Amphenol; Alan Bird, Arrow Electronics; Phil Gallagher, Avnet; Dave Doherty, Digi-Key; William Lowe, Kemet.



## EDS: As easy as 1-2-3

10-11 a.m. in Grand Ballroom D

Join Bill Bradford and Walter Tobin this morning for *EDS Made Easy* from 10-11 a.m. in Grand Ballroom D. This lively session will help both new attendees and EDS veterans get the most out of the EDS. Highly recommended.

7

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## A dynamic day one for Spark

On Tuesday afternoon, the fifth-annual Spark Professional Development Group kicked off with a larger class and exciting new content. In case you're not familiar, Spark is an intensive three-day educational and networking program for up-and-coming professionals — a *summit-within-the-Summit* — offering seminars and workshops led by top industry professionals.

The class heard from ECIA President Bill Bradford and ERA CEO Walter Tobin about the role EDS plays in bringing manufacturers, distributors and representatives together. A round-table discussion followed, featuring Spark alums Kristin Matuga (Molex), Julie Bell (Littlefuse), Igor Strmac (Newark) and Adam Sporrer, (DHD).

Looking to take your up-and-coming professionals to the next level of their careers? Register them for the 2020 Spark program. Talk to EDS Show Manager Gretchen Oie or email her at [gretchen@edsconnects.com](mailto:gretchen@edsconnects.com).

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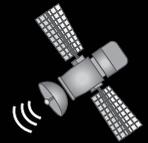
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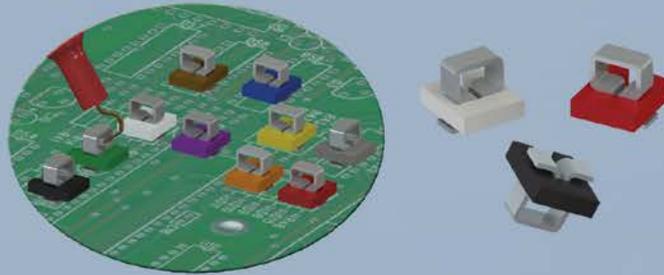
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# BEST PRACTICES

for a successful EDS experience

- 1** Register. To guarantee the most positive experience while in Las Vegas, it is imperative that you register. The sooner, the better to make sure your requirements are met. EDS is financially supported by the participation fees paid by manufacturers.
- 2** Create a calendar. You will have very little time to make any adjustments to your schedule while attending EDS, so planning in advance is of the utmost importance.
- 3** Schedule your meetings early. Most attendees start scheduling their meetings in December. You don't need to have the details planned out this early, but making sure you have a time slot reserved for your meetings is first and foremost. Plan early as schedules fill quickly and last-minute requests are difficult to accommodate.
- 4** While scheduling your meetings, identify specific people that you want in attendance. Relatedly, make sure the right people from your own company will be at EDS. If some key people's time is limited, make sure the schedule of meetings and dinners reflects their availability.
- 5** Make dinner plans just as early. It is also a good idea to agree in advance about the price range of the dinner and identify who will be paying (or if the bill is to be split), to avoid any confusion or awkward moments.
- 6** Set goals for the meetings. Identify your company's internal goals when crafting your presentation material. What do you want your company message to be, and what do you want from your distributors, reps or manufacturers in return?
- 7** Plan your hour wisely. Meetings are typically 50 to 55 minutes in length, so make it count. Allocate time for each of the companies to present and a 5-minute wrap-up period. It is a good practice to be respectful and aware of time to allow everyone to be on time for their next scheduled meeting. Keeping all of your appointments at the Mirage, rather than off-site will allow you to maximize your time at EDS.
- 8** Prepare materials in advance. Having back-up documentation will only help in making the meeting count, instead of needing to "go back and check" on some details that could have been prepared. Consider having all of your materials on a USB Drive to help facilitate a good flow in the meeting.
- 9** Allow time before the meetings to set up your rooms or meeting space. Make sure you have the necessary equipment such as A/V requirements, cables, drinks, snacks, business cards, handouts or giveaways, etc.



## for successful meetings with your reps

- 10** Once the meetings start, keep track of who is there and what is discussed. Assign a person to keep meeting notes, action items, and commitments.
- 11** Recap and agree to any follow-up items prior to the meeting's end.
- 12** Post-meeting, follow up. It is important to follow up within 30 days before everyone forgets what was agreed upon at EDS. It is easy to get wrapped back up in our daily jobs when returning home, so it is imperative to follow up and keep the momentum going from a successful week at the EDS Leadership Summit.
- 13** If you are hosting meetings, send out confirmation emails 60 days, 30 days and a week before EDS begins. Try and get the list of attendees of the individual distributors beforehand.
- 14** Appoint one individual from your team to keep track of your entire teams' appointments including dinners and other social events.
- 1** Respect time. Due the nature of EDS, reps are often overscheduled, so 2- and 3-hour rep meetings create a huge challenge.
- 2** Due to hourly time slots, off property events are extremely challenging and may not be attended at all by reps.
- 3** Try to hold meetings away from the busiest days. Wednesday and Thursday are used primarily for distributor/manufacturer meetings. In most cases reps need to attend these.
- 4** Avoid weekend meetings out of respect for attendees.
- 5** Do not expect your reps to bring extra people from their company to Las Vegas just to attend the manufacturer/rep meeting unless participation is required.
- 6** Meetings should be focused on NPI, strategies, tools for the reps to use going forward, mid-year state-of-the-union type subjects, issues and challenges. It is extremely challenging to do business reviews, rep council meeting QBRs, etc. due to the nature of the short time slots and active meeting schedules. The quality of these meetings tend to be diminished because of the amount of meetings at the show.

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## EAO Series 61 E-Stop Compact Adds IP66 for Increased Protection

EAO, the expert partner for innovative, intuitive and reliable Human Machine Interfaces (HMIs), announces that its new Series 61 E-Stop Switch Compact has increased its versatility for use in harsh industrial environments by being tested and approved to meet IP66 certification in addition to the existing IP67 and IP69K requirements.



IP66 certification provides protection against powerful water jets. IP67 provides protection against immersion, up to 1 meter in depth, and IP69K provides protection against powerful high temperature water jets. Therefore, the ability to meet the complimentary protective requirements of each standardized measurement further illustrates the Series 61 E-Stop Compact as the ideal solution for critical functions in hazardous environments especially for space restricted applications.

Key advantages of the Series 61 Compact E-Stop Switch include:

- Meets EN ISO 13850, EN 60947-5-1, EN 60947-5-5 and EN IEC 60204 certification
- Low back panel depth (21.2mm)
- Up to three switching elements
- 27mm or 40mm diameter lens
- Globally recognized complete, single part numbers
- Optional LED illumination (6-32VDC)

Typical applications for the Series 61 E-Stop include handheld control units, production and plant machinery, construction machinery, and vehicles and special vehicles.

### SHORT CIRCUIT



"Come on in! There's room for two more"

## Semiconductor Sales See Sharp Decline on Backside of Cycle

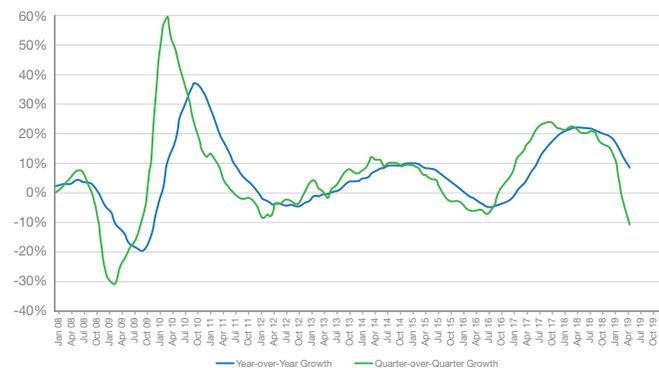
### Memory ICs Lead the Downturn

by Dale Ford, Chief Analyst

#### Shifting Gears for a New Phase of the Industry Cycle

The semiconductor industry is cyclical. That law has lasted longer than Moore's Law in terms of how it shapes the fortunes of the semiconductor industry. The industry is currently on the back side of its tenth annual growth cycle. Previous cycles have lasted from three to five years with the average cycle lasting just over four years. The current cycle began with renewed sales improvement in June 2016. If historical patterns hold, this means the earliest the current cycle will hit bottom is Summer of 2019 but would more likely extend to Summer 2020. The worldwide growth in semiconductor sales presented in Figure 1 is based on data reported by The World Semiconductor Trade Statistics (WSTS) organization.

Figure 1 — Worldwide Semiconductor Growth Cycles



Source: World Semiconductor Trade Statistics (WSTS)

The strong swings in DRAM and Data Flash IC pricing have served to amplify the swings of the overall semiconductor market cycle for most cycles. However, the peak and bottom of cycles for all major semiconductor categories have generally aligned. While categories such as Analog ICs and Discrete semiconductors do not experience the same volatility as Memory ICs, the shape and timing of their cycles generally align with the overall semiconductor industry cycle. Participants in the electronics and electronics components industries will be working to anticipate the next upturn in cyclical growth.

# EDS in action DAY ONE



The energy was high all day in Connections Café as attendees held meetings, relaxed and recharged.



Samsung Electro-Mechanics (SEMCO) presents Digikey with their 2018 Partnership Award. Pictured: Gopal Garg, SEMCO; SH Hong, SEMCO; Jason Simoneau, Digikey; Chris Goldsbury, SEMCO; Hermann Reiter, Digikey; Mike Pena, SEMCO; Juno Kwak, SEMCO.



Samsung Electro-Mechanics (SEMCO) presents Future Electronics with their 2018 Top Distributor Award. Pictured: Juno Kwak, SEMCO; SH Hong, SEMCO; Jacques Hing, Future Electronics; Chris Goldsbury, SEMCO; Mike Pena, SEMCO; Gopal Garg, SEMCO.



Advanced Thermal Solutions, Inc. presents their 2018 Distributor of the Year award honoring Digi-Key Electronics and ATS Excellence Award honoring Jon Mauriala of Digi-Key.

L to R: Karen Prince, ATS; Steve Nolan, ATS; Dave Doherty, Digi-Key; David Stein, Digi-Key; Sharon Koss, ATS; and Kaveh Azar, ATS.



Meeting in Mouser's Suite.



A quick, informal meeting outside the Grand Ballroom on Tuesday morning.



Hughes-Peters wins 2018 *Distributor of the Year* award from Triad Magnetics. Pictured: Mark Counts, Jeff Dognaux, Jim Heitbrink and Kim Brookshire of Hughes-Peters and Randy Eller and Ongela Starks of Triad Magnetics.



Clarence Semple of Newark presents to the group at Spark.



Jim Kaplan of Cornell Dubilier



It was an active morning at the Registration desk.

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## Meet you at the *crossroads*

You could sense the energy of EDS at the Connections Café on Tuesday. The seats were filled all day with attendees holding impromptu meetings, catching up, or just taking a quick break from the action. No wonder it's known as the EDS "crossroads." Located in the Grand Ballroom, the Connections Café features a docking station to charge phones and laptops, coffee and water and plenty of seating options. The Café is open daily from 6:30 a.m. to 6:30 p.m.



### SHORT CIRCUIT



"Finally, I just have a quick 47-slide wrap up."

## Keystone Electronics 14th Annual "Texas Hold-Em" Poker Night

The highly-anticipated, invitation-only, "Texas Hold-Em" Poker Tournament designed for the enjoyment of Keystone's authorized distributors is celebrating its 14th consecutive year at EDS.

The tournament will take place at The Mirage Poker Room on Wednesday evening, where check-in begins at 8:15pm, seating arrangements will be announced at 8:45pm and "dealers shuffle your cards" and "Lady Luck" takes over at 9:00pm.

For those who expect to be late, please stop at Keystone's Booth 215 at The Mirage Event Center during the day to arrange seating. This year's tournament coincides with Keystone's 47th year as an active EDS exhibitor. Nothing can be more relaxing, cash prizes more enticing, laughs more enjoyable! A tasty variety of cool beverages will be available for everyone, including observers.



# Positronic announces regional distributor awards

For each calendar year, Positronic recognizes the growth and contributions of its Authorized Distributors. For 2018, Positronic is proud to recognize a Distributor in each Positronic sales region, the Americas (AMER), Asia Pacific (APAC), and Europe/Middle East/Africa (EMEA). The recipients of the 2018 awards are:

## Americas: Powell Electronics



John Neilson (Regional Sales Manager, Positronic), Ernie Schilling (President/CEO, Powell Electronics), Paige Mallett (Product Manager, Powell Electronics), Peter Swandrak (Territory Manager, Positronic)

## APAC: K2 Korea Co. Ltd.



Bill Gentry (VP of Business Development, Positronic), Moonhoan Kim (President, K2 Korea Co. Ltd.), Jay Sandidge (Director of APAC Sales, Positronic)

## EMEA: CEL



John Grimm (VP of Sales and Marketing, Positronic), Alain Gorrec (CEO, CEL), Marco Spontoni (Commercial Director, CEL), Pascal Lafon (Regional Sales Manager, Positronic)



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