



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **EDS All-Industry Breakfast Program to Feature Guest Speaker Dennis Zogbi**

The Electronics Representatives Association (ERA) and the Electronic Components Industry Association (ECIA), the co-sponsors of EDS, have announced that they will again co-host their annual free breakfast program at EDS on Thursday, May 18, 2017. The event's guest speaker, Paumanok CEO and Founder Dennis Zogbi, will share his insight on lead times, the direction of passive technology and an outlook for the future.

Zogbi is the author of more than 260 market research reports on the worldwide electronic components industry and has extensive industry knowledge and experience.

"Dennis has a pulse on passive components, raw materials, applications, markets, and advanced technology like no one else," said John Denslinger, ECIA president and CEO. "In a world dotted by specialists and dominated by volume manufacturers, Dennis is the industry's resident expert on sourcing, production and use of passive technology."

ERA CEO Walter Tobin added, "Dennis is a widely published and trusted resource in our industry. We are thrilled to have him as the keynote speaker at our EDS all-industry breakfast program."

The event is free to EDS attendees and starts at 6:45 a.m. in the Mirage Hotel's Events Center. Attendees can register for the program at [era.org](http://era.org).

#### **About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. ERA member representative firms (often called "reps") provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

#### **About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the

authorized sale of electronic components to the end customer. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.

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