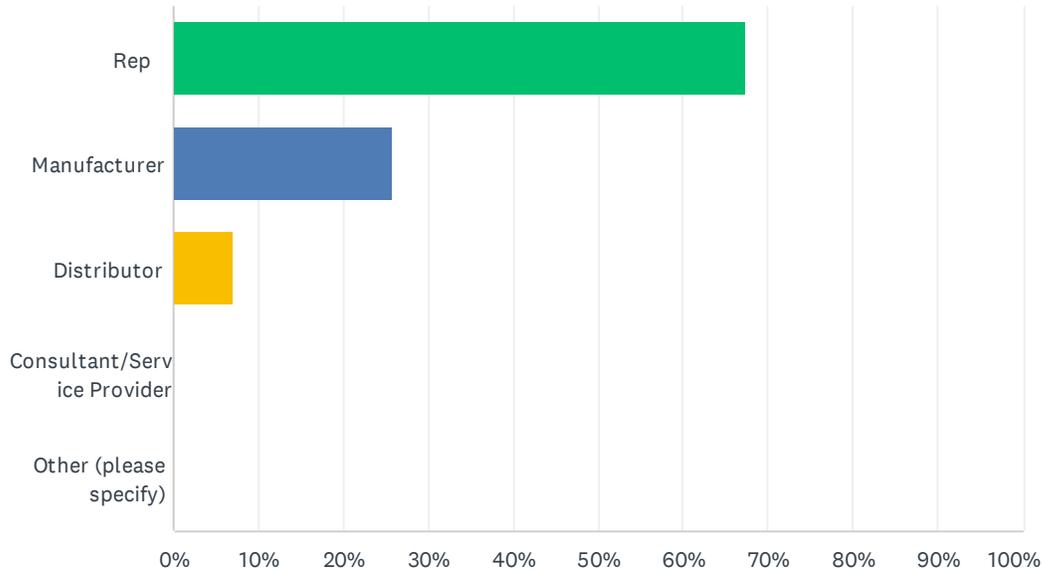


## Q1 Please identify your firm.

Answered: 101 Skipped: 0

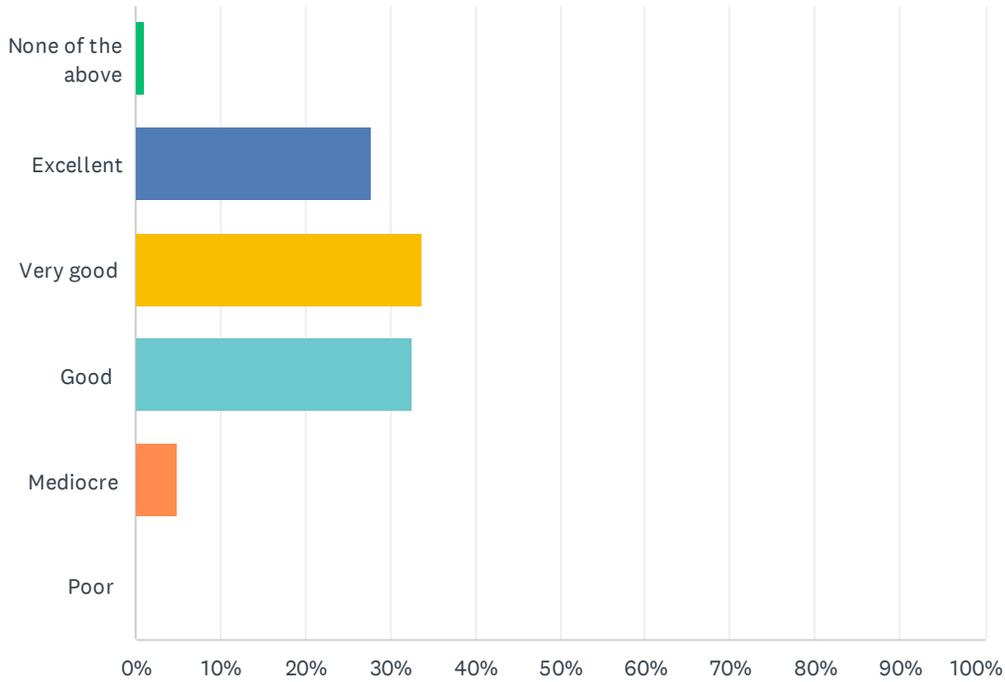


ANSWER CHOICES	RESPONSES	
Rep	67.33%	68
Manufacturer	25.74%	26
Distributor	6.93%	7
Consultant/Service Provider	0.00%	0
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>101</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How would you rate 2022 for your company?

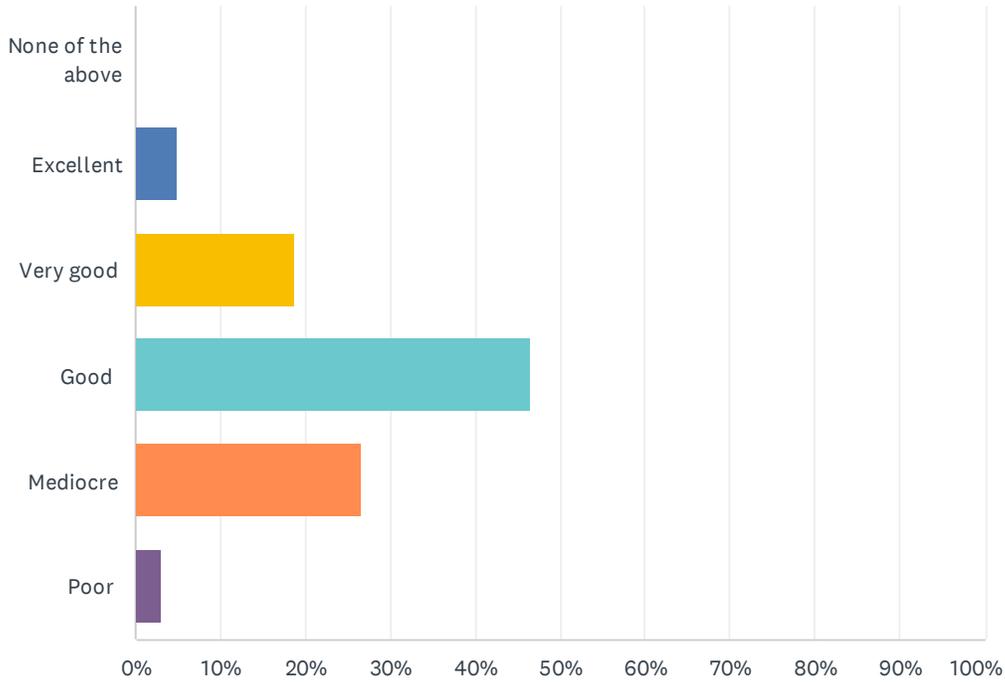
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	0.99%	1
Excellent	27.72%	28
Very good	33.66%	34
Good	32.67%	33
Mediocre	4.95%	5
Poor	0.00%	0
<b>TOTAL</b>		<b>101</b>

### Q3 How are you forecasting 2023 for your company?

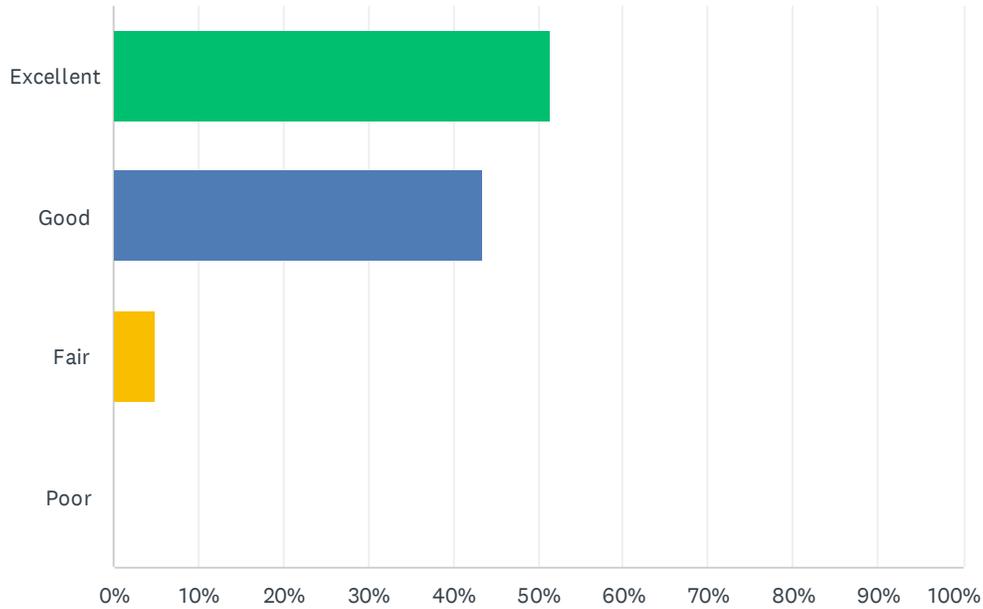
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Excellent	4.95%	5
Very good	18.81%	19
Good	46.53%	47
Mediocre	26.73%	27
Poor	2.97%	3
<b>TOTAL</b>		<b>101</b>

## Q4 How would you rate the overall health of your firm today?

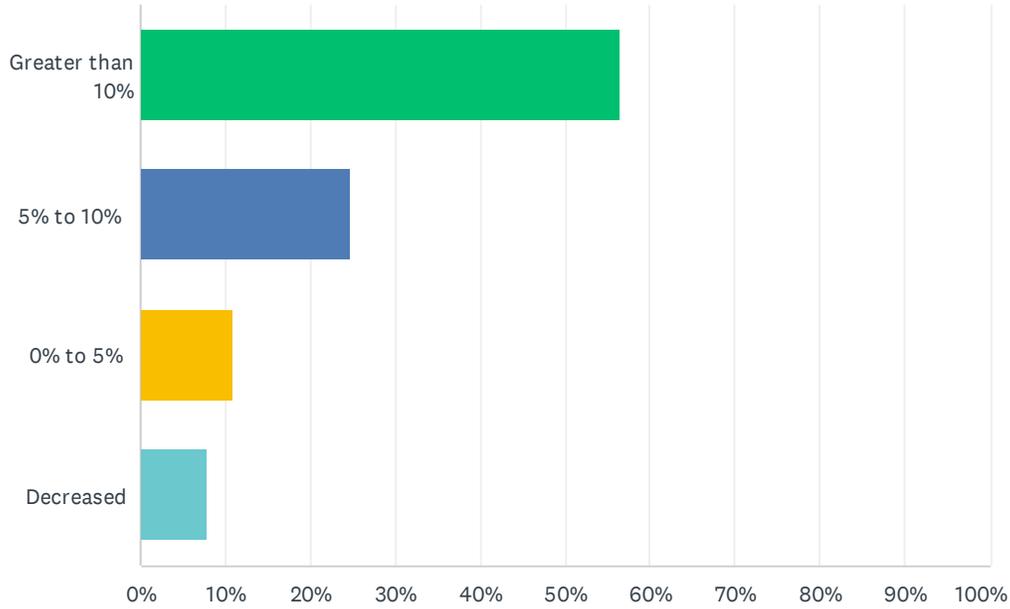
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	51.49%	52
Good	43.56%	44
Fair	4.95%	5
Poor	0.00%	0
<b>TOTAL</b>		<b>101</b>

## Q5 How has your organization's revenue changed in 2022 compared to 2021?

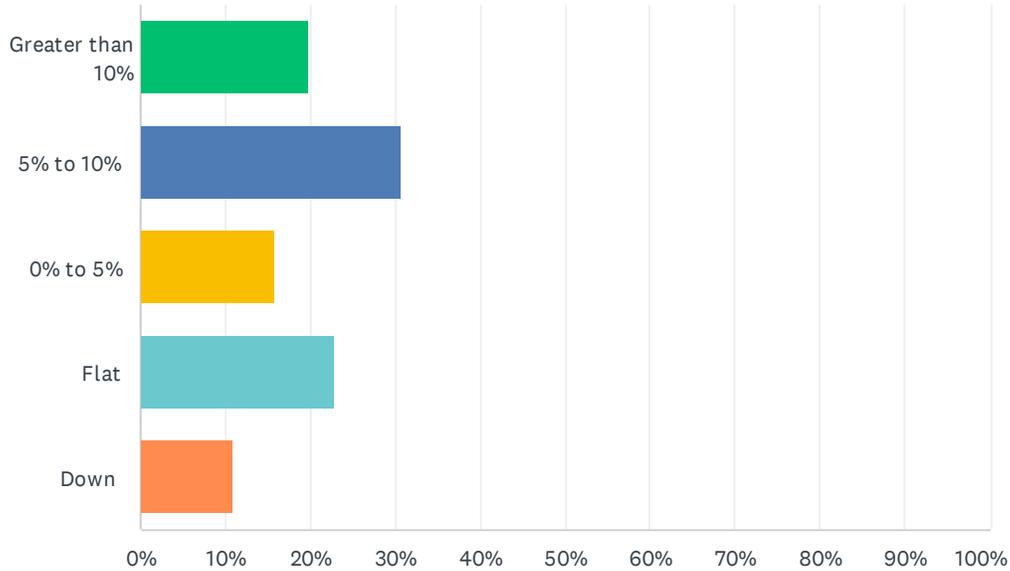
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greater than 10%	56.44%	57
5% to 10%	24.75%	25
0% to 5%	10.89%	11
Decreased	7.92%	8
<b>TOTAL</b>		<b>101</b>

## Q6 Compared to 2022, what are your organization's growth plans for 2023?

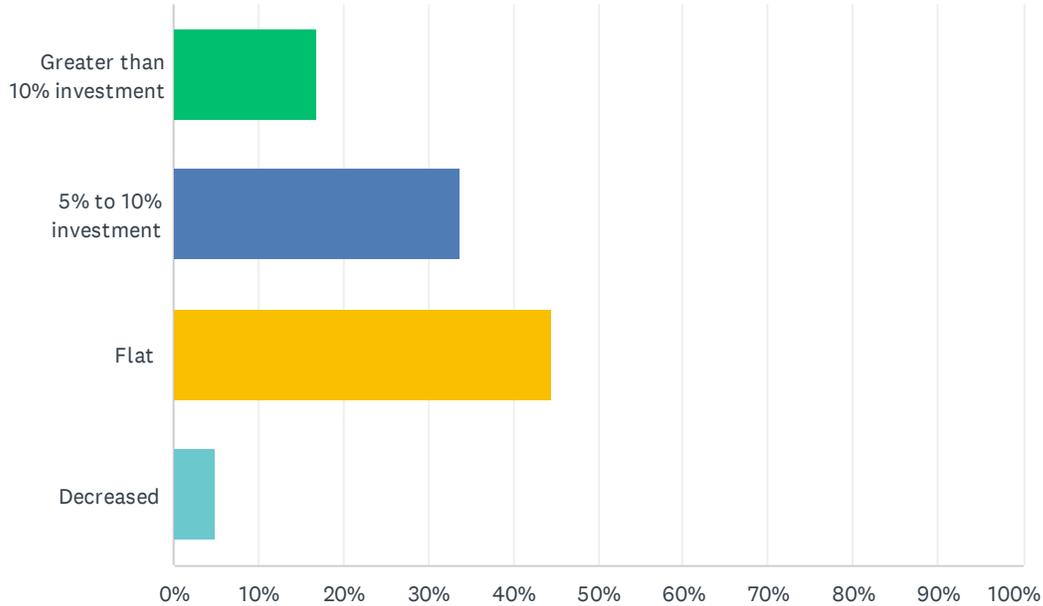
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES
Greater than 10%	19.80% 20
5% to 10%	30.69% 31
0% to 5%	15.84% 16
Flat	22.77% 23
Down	10.89% 11
<b>TOTAL</b>	<b>101</b>

### Q7 What amount is your organization forecasting in 2023 regarding investment in operating costs? (e.g. software, equipment, hiring employees, training, etc.)

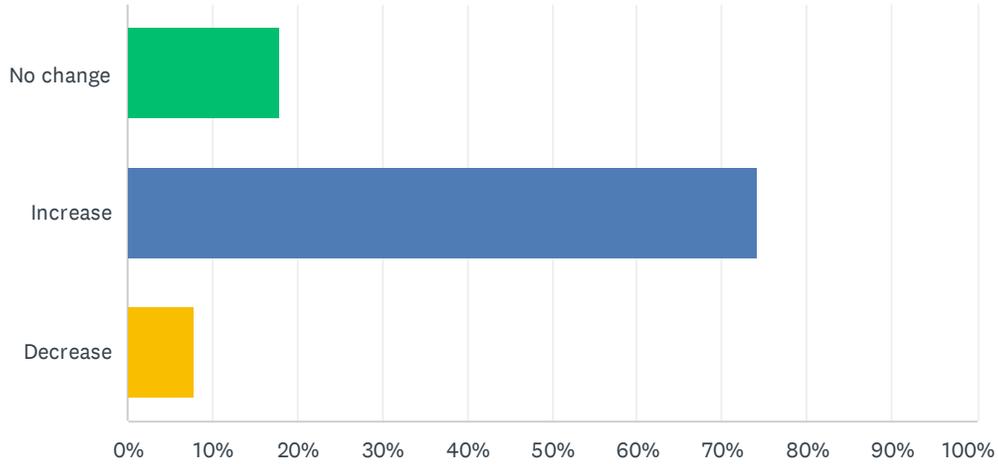
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greater than 10% investment	16.83%	17
5% to 10% investment	33.66%	34
Flat	44.55%	45
Decreased	4.95%	5
<b>TOTAL</b>		<b>101</b>

## Q8 How do you expect your total operating cost to change in 2023 compared to 2022?

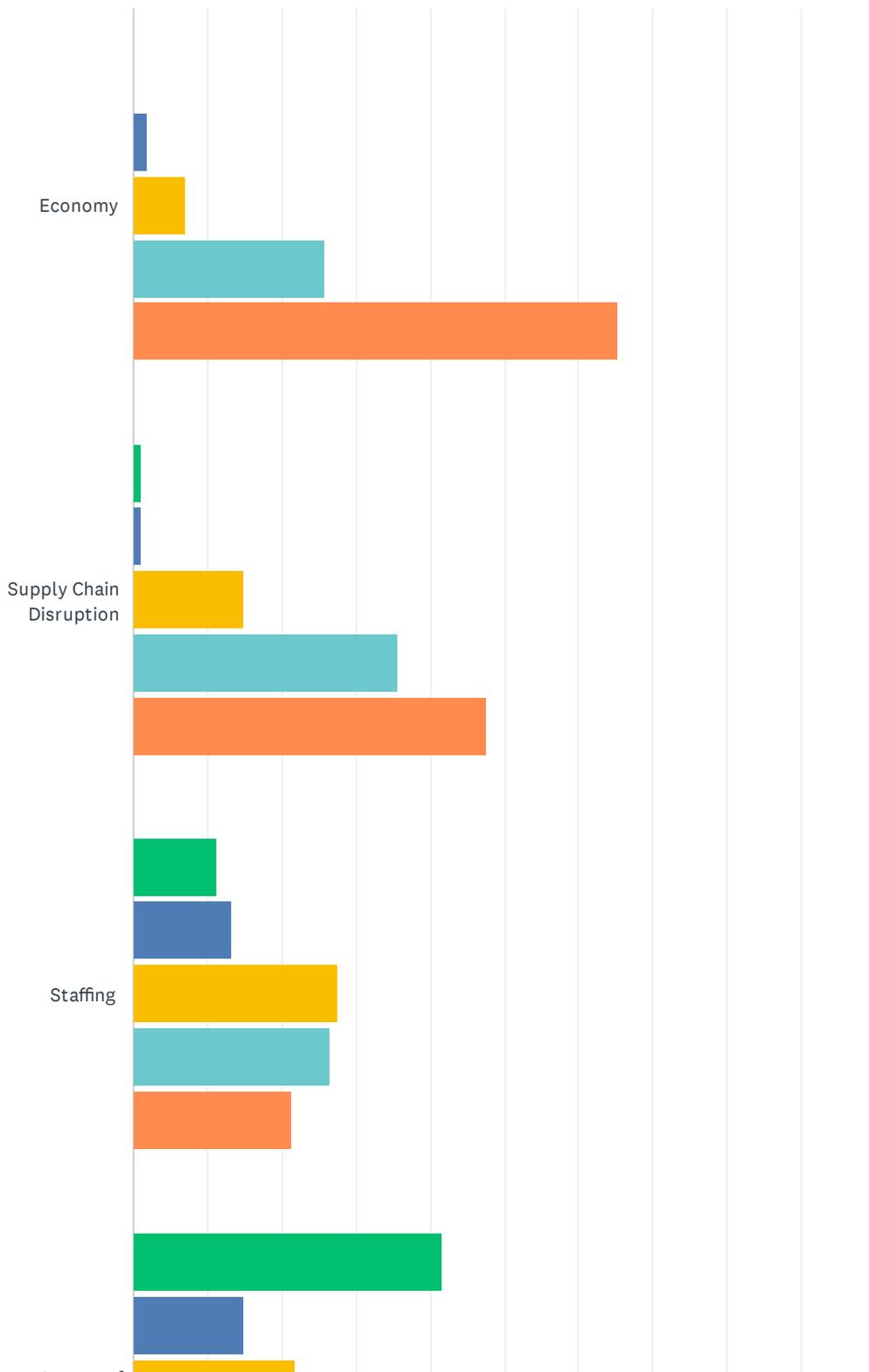
Answered: 101 Skipped: 0



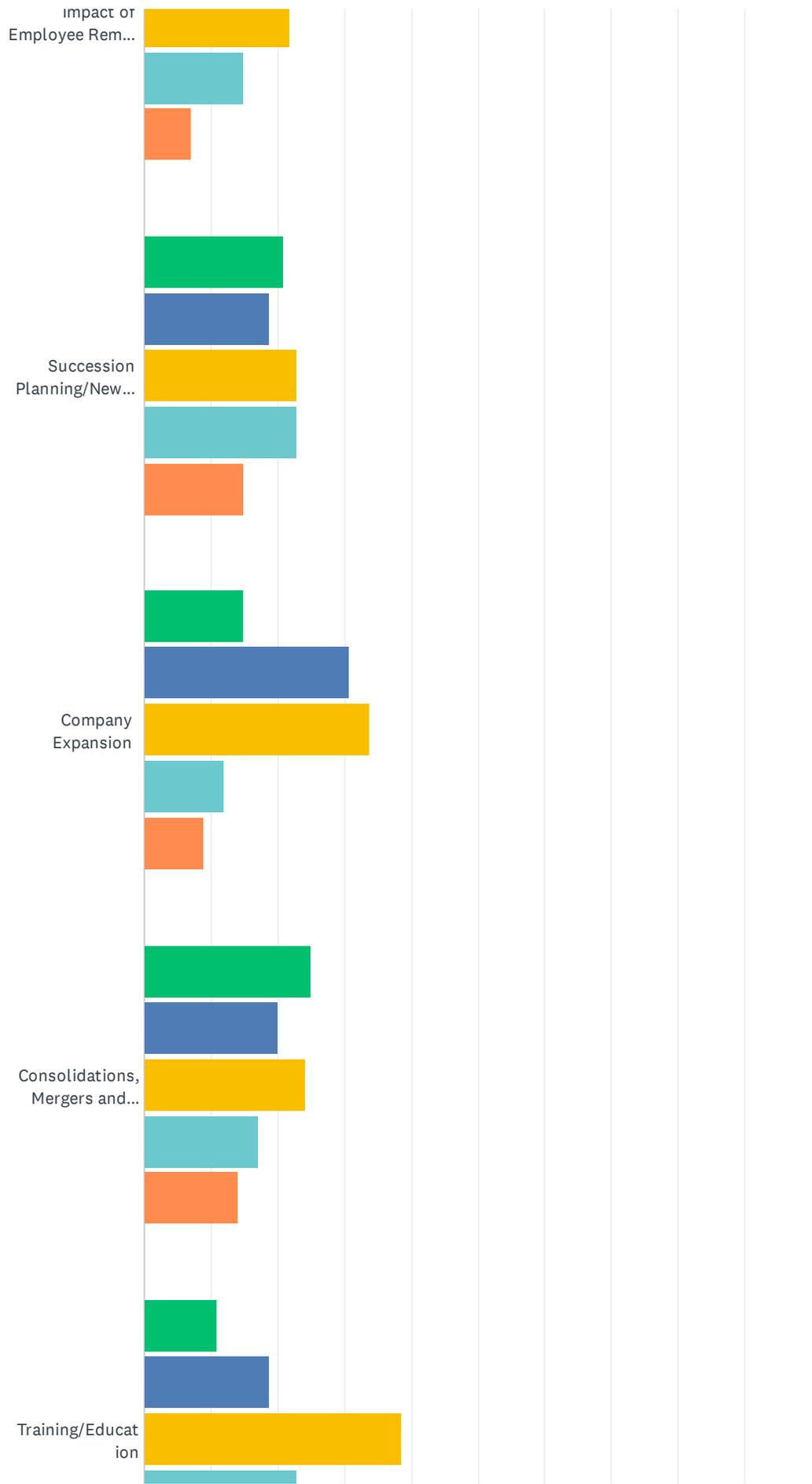
ANSWER CHOICES	RESPONSES	
No change	17.82%	18
Increase	74.26%	75
Decrease	7.92%	8
<b>TOTAL</b>		<b>101</b>

Q9 Please rate how important each of the following topics will be in the coming year to your organization (1 to 5 rating, 1=not at all important, 5=very important).

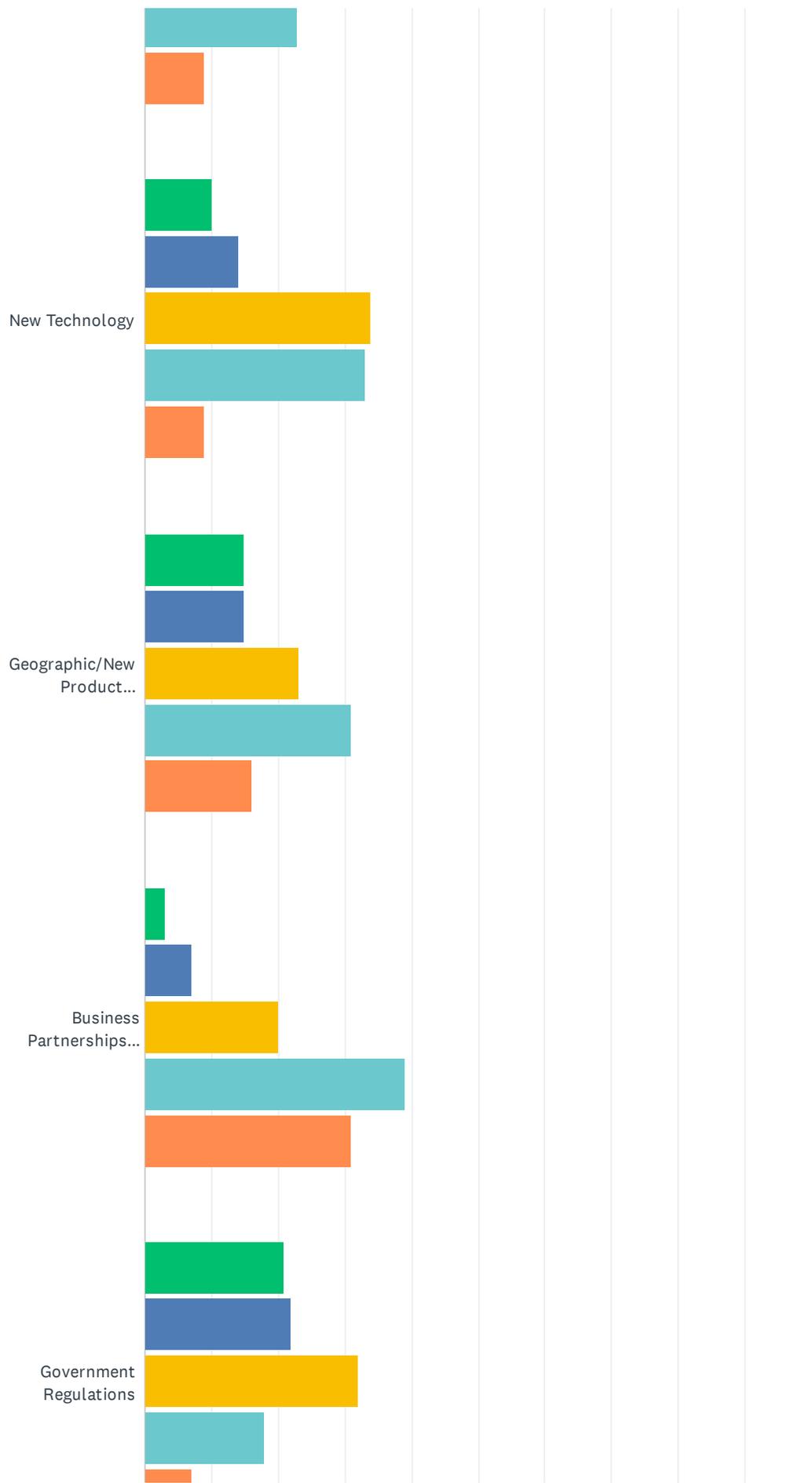
Answered: 101 Skipped: 0



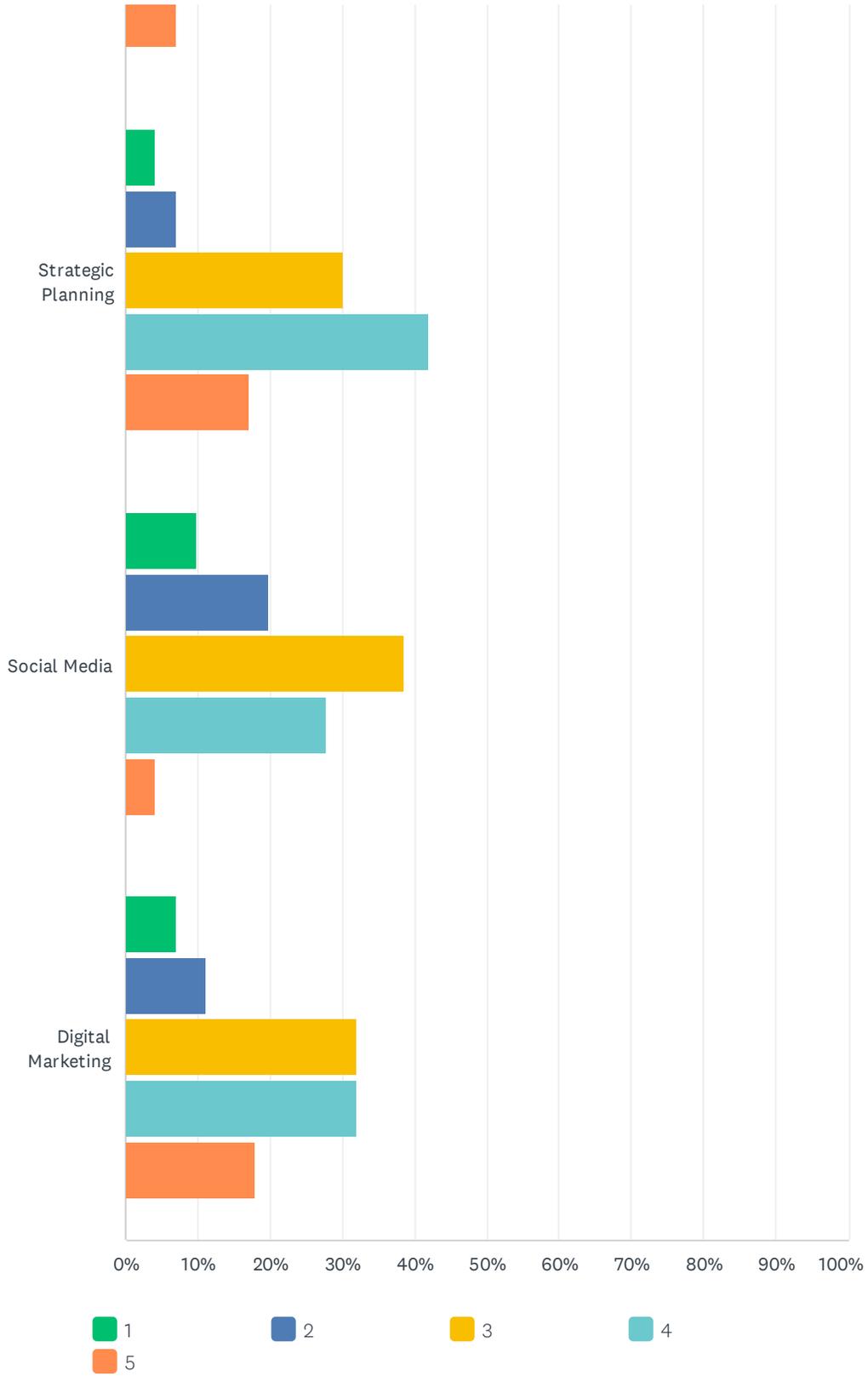
# 2023 ERA Industry Forecast Survey



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## 2023 ERA Industry Forecast Survey

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Economy	0.00% 0	1.98% 2	6.93% 7	25.74% 26	65.35% 66	101	4.54
Supply Chain Disruption	0.99% 1	0.99% 1	14.85% 15	35.64% 36	47.52% 48	101	4.28
Staffing	11.22% 11	13.27% 13	27.55% 27	26.53% 26	21.43% 21	98	3.34
Impact of Employee Remote Work	41.58% 42	14.85% 15	21.78% 22	14.85% 15	6.93% 7	101	2.31
Succession Planning/New Hires	20.79% 21	18.81% 19	22.77% 23	22.77% 23	14.85% 15	101	2.92
Company Expansion	14.85% 15	30.69% 31	33.66% 34	11.88% 12	8.91% 9	101	2.69
Consolidations, Mergers and Acquisitions	25.00% 25	20.00% 20	24.00% 24	17.00% 17	14.00% 14	100	2.75
Training/Education	10.89% 11	18.81% 19	38.61% 39	22.77% 23	8.91% 9	101	3.00
New Technology	10.00% 10	14.00% 14	34.00% 34	33.00% 33	9.00% 9	100	3.17
Geographic/New Product Expansions	15.00% 15	15.00% 15	23.00% 23	31.00% 31	16.00% 16	100	3.18
Business Partnerships (with reps, manufacturers and/or distributors)	3.00% 3	7.00% 7	20.00% 20	39.00% 39	31.00% 31	100	3.88
Government Regulations	21.00% 21	22.00% 22	32.00% 32	18.00% 18	7.00% 7	100	2.68
Strategic Planning	4.00% 4	7.00% 7	30.00% 30	42.00% 42	17.00% 17	100	3.61
Social Media	9.90% 10	19.80% 20	38.61% 39	27.72% 28	3.96% 4	101	2.96
Digital Marketing	7.00% 7	11.00% 11	32.00% 32	32.00% 32	18.00% 18	100	3.43

#	OTHER (PLEASE SPECIFY)	DATE
1	Banking and interest rates will be a factor in 2023 that cna affect us fairly significantly.	12/28/2022 7:14 AM

## Q10 When planning for 2023, for which markets do you project sales growth? (write in response)

Answered: 93 Skipped: 8

#	RESPONSES	DATE
1	EV, Medical, Military, Semiconductor	12/29/2022 8:05 AM
2	10%	12/29/2022 12:27 AM
3	military	12/28/2022 5:40 PM
4	EV, SEMI TOOLS	12/28/2022 11:24 AM
5	server	12/28/2022 10:26 AM
6	Auto/Transportation, Industrial/IoT, Def/Aero, Medical, Communication (wired/wireless)	12/28/2022 9:26 AM
7	All, to include key markets...Auto, HVAC, Robotics, Wearables	12/28/2022 9:12 AM
8	industrial, mil/aero	12/28/2022 8:51 AM
9	EV and alternative energy	12/28/2022 8:41 AM
10	IOT	12/28/2022 8:15 AM
11	Mil/Aero Medical	12/28/2022 7:46 AM
12	We are likely to grow in electromechanical switches and relays, thermal interfaces, discrete semiconductors, and adhesives	12/28/2022 7:41 AM
13	Electrification and Infrastructure (EV Charging)	12/28/2022 7:39 AM
14	Mil aero	12/28/2022 7:33 AM
15	Robotics, Clean Energy, Medical	12/28/2022 7:32 AM
16	Military and Aerospace	12/28/2022 7:31 AM
17	Mil-Aero Transportation / EV Oil Patch	12/28/2022 7:23 AM
18	Mil Aero, Transport and energy	12/28/2022 7:14 AM
19	Medical and industrial, EV	12/28/2022 7:07 AM
20	Aerospace (MIL & Commercial); Military	12/28/2022 7:07 AM
21	Thats alot of questions! There is much to consider (1) Recession issues, (2) war in Europe, (3) China wants Taiwan, (4) Supply chain, (5) Bookings receding, (6) Inventory out of balance in the channel, (7) WFH, (8) staffing and more -	12/22/2022 2:43 PM
22	Electric Vehicles, Renewable Energy	12/19/2022 5:58 AM
23	military-new budget just passed by Congress and Ukraine support	12/16/2022 5:15 AM
24	Mil aero, industrial	12/16/2022 4:46 AM
25	Medical, EV and Mil/Aero	12/15/2022 10:17 PM
26	EV's, Data Centers, Mil/Aero, Medical	12/15/2022 1:29 PM
27	Industrial	12/15/2022 1:06 PM
28	Industrial, Medical	12/15/2022 12:52 PM
29	Medical	12/15/2022 11:49 AM
30	Flight test	12/15/2022 10:00 AM

## 2023 ERA Industry Forecast Survey

31	Military	12/15/2022 9:52 AM
32	lot	12/15/2022 9:48 AM
33	EV and Military	12/15/2022 8:50 AM
34	Military Telecom/Datacom	12/15/2022 8:49 AM
35	AI and related	12/15/2022 8:36 AM
36	Auto chargers, solar, & weapons	12/15/2022 8:10 AM
37	Medical, Aerospace, EV	12/15/2022 8:10 AM
38	Industrial, Agriculture, Hospitality	12/15/2022 8:06 AM
39	military,	12/15/2022 8:00 AM
40	Medical, EV and military	12/15/2022 7:57 AM
41	Automotive and Military	12/15/2022 7:49 AM
42	Mil Aero & EV/Power Storage	12/15/2022 7:28 AM
43	Military, Alternate Green Energy	12/15/2022 7:22 AM
44	Automotive	12/15/2022 7:20 AM
45	HVAC, EV, Automotive	12/15/2022 7:20 AM
46	Transportation and Medical Devices	12/13/2022 12:55 PM
47	North America, Asia Pacific and Western and Central Europe	12/13/2022 6:12 AM
48	Industrial, Mil-Aero, Medical, EV	12/1/2022 5:38 AM
49	Healthcare, robotics	11/30/2022 6:49 AM
50	Medical and food equipment	11/30/2022 6:25 AM
51	Medical and General Industrial	11/30/2022 4:35 AM
52	Industrial, Defense, Transportation, Alternative Energy	11/29/2022 7:33 PM
53	robotics/automation	11/29/2022 3:20 PM
54	Automotive	11/29/2022 1:59 PM
55	Health defense and energy	11/29/2022 1:46 PM
56	Hi-Rel, E-Mobility	11/29/2022 1:10 PM
57	Enterprise, IoT, Medical	11/29/2022 12:25 PM
58	Electrification, EV Market, Semicon.	11/29/2022 12:23 PM
59	Medical	11/29/2022 12:23 PM
60	Military, Space and Energy	11/29/2022 11:44 AM
61	EV, Industrial, Medical and Mil Aero	11/29/2022 11:27 AM
62	Military	11/29/2022 10:43 AM
63	military/space	11/29/2022 10:39 AM
64	Mil aero	11/29/2022 10:05 AM
65	Aerospace, UAV's, Space & EV's	11/29/2022 10:03 AM
66	EV and Space	11/29/2022 9:46 AM
67	MIL/Aero; semiconductor fabs; electric vehicle; national labs	11/29/2022 9:22 AM
68	Medical, Industrial	11/29/2022 9:19 AM

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69	Defense	11/29/2022 9:15 AM
70	Aerospace	11/29/2022 9:08 AM
71	Automotive	11/29/2022 9:03 AM
72	Industrial, military	11/29/2022 8:58 AM
73	Medical, Defense and industrial	11/29/2022 8:58 AM
74	We are expecting sales to be flat--the same as in 2022.	11/29/2022 8:56 AM
75	EV's and medical	11/29/2022 8:50 AM
76	Robotics & Automation, EV Charger, LED Lighting	11/29/2022 8:46 AM
77	Military and medical	11/29/2022 8:37 AM
78	Little to none	11/29/2022 8:36 AM
79	Automotive	11/29/2022 8:29 AM
80	Alternative Energy and EV	11/29/2022 8:28 AM
81	Process and Factory Automation, Transportation, and Medical	11/29/2022 8:27 AM
82	military, auto	11/29/2022 8:26 AM
83	Networking, Electronics, Industrial, Instrumentation	11/29/2022 8:26 AM
84	Automotive	11/29/2022 8:25 AM
85	EV, Mil Aero, Medical	11/29/2022 8:17 AM
86	Mobile Equipment, Medical, Military	11/29/2022 8:16 AM
87	Enterprise, Medical, Truck and Bus, Enclosure	11/29/2022 8:16 AM
88	Medical, Mil-Aero and Robotics	11/29/2022 8:14 AM
89	The Electrification market is out fastest growing market	11/29/2022 8:11 AM
90	industrial	11/29/2022 8:10 AM
91	EV, Medical	11/29/2022 8:08 AM
92	Auto, Specialty Vehicle, Medical	11/29/2022 8:08 AM
93	Auto, Medical	11/29/2022 8:07 AM

## Q11 When planning for 2023, for which markets do you project a decline? (write in response)

Answered: 85 Skipped: 16

#	RESPONSES	DATE
1	Communications	12/29/2022 8:05 AM
2	Consumer	12/29/2022 12:27 AM
3	consumer	12/28/2022 5:40 PM
4	CONSUMER	12/28/2022 11:24 AM
5	PC	12/28/2022 10:26 AM
6	Consumer/Handsets/Computing may remain under pressure 1H23....as well as Tier1 CM's as they burn down inventory	12/28/2022 9:26 AM
7	None	12/28/2022 9:12 AM
8	consumer	12/28/2022 8:51 AM
9	Oil & Gas	12/28/2022 8:15 AM
10	Commercial/Industrial	12/28/2022 7:46 AM
11	We may see decline in heat sinks, power semiconductors e.g. IGBTs, custom magnetic products, and capacitors	12/28/2022 7:41 AM
12	Consumer	12/28/2022 7:39 AM
13	Commercial	12/28/2022 7:33 AM
14	Industrial Equipment	12/28/2022 7:32 AM
15	Mobile Communications	12/28/2022 7:31 AM
16	Telecom Technology/IOT	12/28/2022 7:23 AM
17	Industrial	12/28/2022 7:14 AM
18	Industrial	12/28/2022 7:07 AM
19	The broad market.	12/22/2022 2:43 PM
20	medical capital equipment- hospital consolidation	12/16/2022 5:15 AM
21	Consumer, automotive	12/16/2022 4:46 AM
22	Industrial/Commercial, Audio, Food & Beverage, HVAC, White Goods.	12/15/2022 10:17 PM
23	Transportation	12/15/2022 1:29 PM
24	Telecomms	12/15/2022 12:52 PM
25	Military	12/15/2022 11:49 AM
26	manufacturing	12/15/2022 10:00 AM
27	Medical, Industrial, Consumer	12/15/2022 9:52 AM
28	Home appliances	12/15/2022 9:48 AM
29	Consumer/computer	12/15/2022 8:50 AM
30	Commercial and industrial and consumer	12/15/2022 8:49 AM

## 2023 ERA Industry Forecast Survey

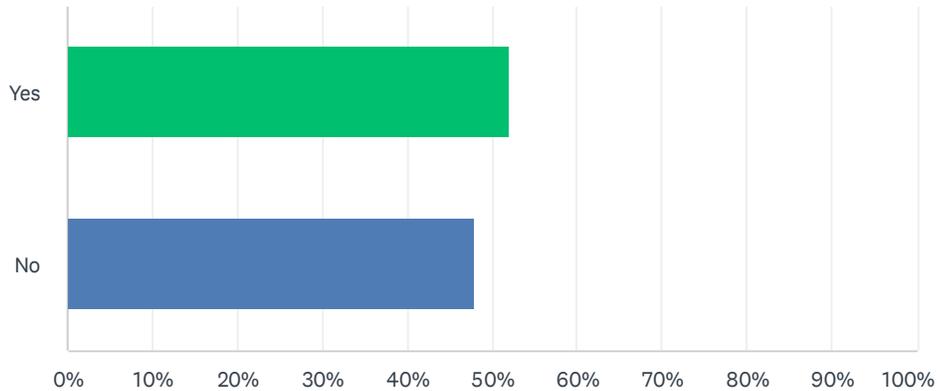
31	None	12/15/2022 8:36 AM
32	Computers, Semiconductors & IC's	12/15/2022 8:10 AM
33	set top boxes, telecommunications	12/15/2022 8:10 AM
34	Consumer	12/15/2022 8:06 AM
35	automotive, consumer	12/15/2022 8:00 AM
36	consumer, white goods, instrumentation	12/15/2022 7:57 AM
37	Computer	12/15/2022 7:49 AM
38	Computer, consumer	12/15/2022 7:28 AM
39	almost all others	12/15/2022 7:22 AM
40	all others	12/15/2022 7:20 AM
41	None	12/15/2022 7:20 AM
42	Eastern Europe	12/13/2022 6:12 AM
43	Auto, communications, PC-computing, Cell phone	12/1/2022 5:38 AM
44	General Industrial	11/30/2022 6:49 AM
45	None	11/30/2022 6:25 AM
46	Auto	11/30/2022 4:35 AM
47	Consumer, Data Processing, Communications	11/29/2022 7:33 PM
48	infrastructure and telecom	11/29/2022 1:59 PM
49	none	11/29/2022 1:46 PM
50	Passive components	11/29/2022 1:10 PM
51	PC, Mobile Cell Phone	11/29/2022 12:25 PM
52	Industrial Equipment	11/29/2022 12:23 PM
53	Consumer, Industrial (capital intensive OEMs), Automotive, Whitegoods	11/29/2022 11:44 AM
54	Consumer, Audio, Networking EQ, Power	11/29/2022 11:27 AM
55	Food Service Equip	11/29/2022 10:43 AM
56	consumer	11/29/2022 10:39 AM
57	electronics in general	11/29/2022 10:05 AM
58	Military	11/29/2022 10:03 AM
59	telecommunications	11/29/2022 9:46 AM
60	Medical, instrumentation	11/29/2022 9:22 AM
61	Automotive	11/29/2022 9:19 AM
62	Consumer	11/29/2022 9:15 AM
63	Consumer	11/29/2022 9:03 AM
64	construction related	11/29/2022 8:58 AM
65	none	11/29/2022 8:58 AM
66	We are expecting sales to be flat--the same as in 2022.	11/29/2022 8:56 AM
67	Automation	11/29/2022 8:50 AM
68	Automotive	11/29/2022 8:46 AM

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69	Everything else. Industrial, commercial, etc	11/29/2022 8:37 AM
70	Consumer, compute	11/29/2022 8:36 AM
71	all others	11/29/2022 8:29 AM
72	None	11/29/2022 8:28 AM
73	Solar, Semi tooling, Construction	11/29/2022 8:27 AM
74	consumer	11/29/2022 8:26 AM
75	A&D	11/29/2022 8:26 AM
76	Consumer	11/29/2022 8:25 AM
77	Home improvement products IE Spa industry	11/29/2022 8:17 AM
78	Consumer	11/29/2022 8:16 AM
79	Consumer, Telecom	11/29/2022 8:16 AM
80	Consumer	11/29/2022 8:14 AM
81	Not sure we see any markets declining in 2023	11/29/2022 8:11 AM
82	military	11/29/2022 8:10 AM
83	General industrial--pretty much everything but EV and Medical. Certainly down in Home and Building Controls	11/29/2022 8:08 AM
84	Consumer, Industril	11/29/2022 8:08 AM
85	Indutrial	11/29/2022 8:07 AM

## Q12 Has COVID-19 continued to impact your business and operations in 2022?

Answered: 100 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	52.00%	52
No	48.00%	48
TOTAL		100

#	OTHER (PLEASE SPECIFY)	DATE
1	some, but thankfully China is stopping zero covid policy so supply should be less choppy due to had shut downs impacting the supply chain	12/28/2022 9:26 AM
2	Through continued supply chain disruptions.	12/28/2022 7:39 AM
3	Face-to-face engagement with customers continues to be very challenging.	12/28/2022 7:32 AM
4	Customer New project introduction delays	12/28/2022 7:31 AM
5	Customers working remotely or hybrid continue to challenge sales.	12/16/2022 4:46 AM
6	we have unvaccinated employees - some customers require vaccination for a visit.	12/15/2022 1:06 PM
7	face to face sales calls have declined. Hard to build relationships	12/15/2022 7:57 AM
8	Face to face	12/15/2022 7:20 AM
9	There has been an impact due to Covid-19 but it reduced over the year.	12/13/2022 6:12 AM
10	In China, Covid lockdowns continue to impact the business.	12/1/2022 5:38 AM
11	China Shutdowns	11/30/2022 6:49 AM
12	Tough to visit customers who are still working from home	11/30/2022 6:25 AM
13	Many customers are still not in the office on a regular basis making it difficult to track down, meet, and present additional products	11/30/2022 4:35 AM
14	Remote / distributed organizations will impact our operations - less efficient, more challenges	11/29/2022 7:33 PM
15	Customers still working remote.	11/29/2022 9:03 AM
16	Covid has been very profitable	11/29/2022 8:07 AM

## Q13 What "big thought" are you having for 2023?

Answered: 76 Skipped: 25

#	RESPONSES	DATE
1	Need to hire more salespeople!	12/29/2022 8:07 AM
2	More principals	12/29/2022 12:27 AM
3	when in 2023 will the inventory issue effect the overall market?	12/28/2022 5:40 PM
4	FILL THE FUNNEL WITH NEW DESIGN WINS AS CURRENT BUSINESS WILL BE FLAT TO DOWN	12/28/2022 11:24 AM
5	Potential merger/acquistion with other rep company.	12/28/2022 10:26 AM
6	That would be confidential...but what I can share is... Walter Tobin is a great guy! :) and Happy New Year to our ERA Friends!	12/28/2022 9:26 AM
7	Another challenging year. Slow / choppy first half sales due to customer inventory reduction / burn and then a resumption of demand and growth in the second half positioning us for good growth in 2024.	12/28/2022 9:12 AM
8	survive inflation/recession and manage out of supply constrained market while managing price adjustments to satisfy customers and principals	12/28/2022 8:51 AM
9	Get out to see more customers	12/28/2022 8:41 AM
10	Holding my breath hoping we don't have a recession in the latter part of 2023	12/28/2022 8:15 AM
11	BIG ORDERS!!	12/28/2022 7:46 AM
12	Our firm's initiative to expand social media, website engagement, and digital marketing has potential to be the biggest "innovation" of 2023.	12/28/2022 7:41 AM
13	Electrification, AI , Robotics, iot, sensors for measuring everything will continue to grow exponentially. We are positioning our company to focus on these markets . We believe that business in these sections will continue to be robust even if there is a recession in the broader economy.	12/28/2022 7:39 AM
14	"I Have One Word for You: Plastics"... LOL	12/28/2022 7:32 AM
15	Should we hire more resources or not.	12/28/2022 7:31 AM
16	Partnerships	12/28/2022 7:23 AM
17	Expanding Geo footprint internationally	12/28/2022 7:14 AM
18	keep listening to the market	12/28/2022 7:07 AM
19	When to retire (don't tell Walt)	12/22/2022 2:43 PM
20	Are we going into recession, and if so, how will that impact future growth opportunities.	12/19/2022 5:58 AM
21	consumer products could be a casualty of any recession	12/16/2022 5:15 AM
22	New programs at customers are being funded...get in early!	12/16/2022 4:46 AM
23	Downturns often present opportunity	12/15/2022 10:17 PM
24	Smart, well run rep organizations will survive. Others .. who knows.	12/15/2022 1:29 PM
25	More key account focus with direct sales to the customers - more value add and custom product	12/15/2022 1:06 PM
26	Operational Excellence	12/15/2022 12:52 PM
27	Will we ever get back to seeing customers face-to-face as often as Pre-Covid?	12/15/2022 11:49 AM

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28	Looking forward to seeing our customers abandoning remote work	12/15/2022 10:00 AM
29	How to have employees stay employed longer.	12/15/2022 9:52 AM
30	Expansion	12/15/2022 9:48 AM
31	Expand client interaction through digital marketing and communications.	12/15/2022 8:50 AM
32	Keep the funnel growing	12/15/2022 8:49 AM
33	Build revenue!	12/15/2022 8:36 AM
34	Get new govern body	12/15/2022 8:10 AM
35	The market is not going to see the growth that some factories are projecting. One is saying 20% and that is just not going to happen in 2023.	12/15/2022 8:10 AM
36	customers having over bought in 2022 with a slowing 2023 how will that impact business?	12/15/2022 8:00 AM
37	more creative with logistics	12/15/2022 7:57 AM
38	Expansion! To the bottom line and geographically.	12/15/2022 7:49 AM
39	Need to brace for crash	12/15/2022 7:22 AM
40	buckle in, its going to be a bumpy ride	12/15/2022 7:20 AM
41	Expansion	12/15/2022 7:20 AM
42	Increase Human Capital for Increasing Resiliency and ability to continue Adapting and Thriving regardless of the economy.	12/13/2022 12:55 PM
43	Focus on applications related to Automation and EV ecosystem.	12/13/2022 6:12 AM
44	Defense to Offense	11/30/2022 6:49 AM
45	Expect the 1H of 2023 to be rocky but stabilizing in 2H; ability to pivot will be important	11/29/2022 7:33 PM
46	Recession	11/29/2022 1:59 PM
47	Plan for the cliff.	11/29/2022 12:23 PM
48	I hope it's a small bubble burst as a result of overordering during supply disruptions and growth returns at a moderate level in Q3-4.	11/29/2022 12:23 PM
49	Thank god the Astros won! We are hoping for a soft landing and no recession if we can curb inflation and government handouts. Macro events (Geopolitical events in Russia, Taiwan and China, interest rates and healthy world population) will need to be positive if we are going to have a decent 2023.	11/29/2022 11:44 AM
50	In person contact is critical	11/29/2022 11:27 AM
51	tighten our belts	11/29/2022 10:39 AM
52	Looking forward to the conference	11/29/2022 10:05 AM
53	Finding high caliber youth to become the future of our organization has been a big challenge.	11/29/2022 10:03 AM
54	Business will continue to slow with rising interest rates and continued supply chain issues.	11/29/2022 9:46 AM
55	Expanding into a new geography	11/29/2022 9:19 AM
56	How to respond to B2C expectations in a B2B market	11/29/2022 9:08 AM
57	Will customers return to the office.	11/29/2022 9:03 AM
58	Back to basics - Do a better job with the Principals we have	11/29/2022 8:58 AM
59	Get back in front of the customer	11/29/2022 8:58 AM
60	We need to transition our focus from working through supply chain challenges to more proactive new product development and launches.	11/29/2022 8:56 AM
61	Need raw materials	11/29/2022 8:50 AM

## 2023 ERA Industry Forecast Survey

62	It will be a much tougher year than 2022 without any doubts!	11/29/2022 8:46 AM
63	Buying another rep firm	11/29/2022 8:37 AM
64	Money is no longer free, M&A across the semiconductor space slows, and we have a brief bit of stability on the supplier side.	11/29/2022 8:36 AM
65	We are looking for consolidation opportunities as the market reduces - perhaps other reps who are not as financially stable at us.	11/29/2022 8:29 AM
66	We are not a huge company, so gaining customers and programs always continues to be achievable.	11/29/2022 8:28 AM
67	We are still small and agile, and while most companies are reeling it in and fearing the upcoming "downturn". We are very optimistic that a downturn may lead to more customers whom we can get in front of and introduce ourselves and our solutions. We are setting ourselves up for success in what looks to be a rough time ahead.	11/29/2022 8:27 AM
68	unifying our synergistic sales strategy post acquisitions	11/29/2022 8:26 AM
69	Execution	11/29/2022 8:25 AM
70	No big thoughts here, lots of little thoughts.	11/29/2022 8:17 AM
71	Watch expenses, visit more customers, keep an eye on technology changes and look out for another possible blindside event.	11/29/2022 8:16 AM
72	Tighter engagement with distribution and more of a collaborative approach with our manufacturers on joint initiatives.	11/29/2022 8:14 AM
73	Continue expanding on value add representation.	11/29/2022 8:11 AM
74	Crazy will continue it just may be a different crazy.	11/29/2022 8:08 AM
75	Customer engagements are more important than ever.	11/29/2022 8:08 AM
76	Cash is KING!	11/29/2022 8:07 AM