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FOR IMMEDIATE RELEASE

ECIA 2016 Distinguished Service Award Winners Exhibit Outstanding Dedication to the Industry

Atlanta, GA – At its annual conference in Chicago, ECIA honored some of its top members with the Distinguished Service Awards. The awards are presented to individuals who have made significant contributions to the association. This year’s roster of honorees is especially noteworthy for having devoted time and energy above and beyond their day jobs in the service of the association and the industry. The award acknowledges the dedication and hard work of these leaders and expresses the gratitude of ECIA members and staff.

ECIA Chairman Blair Haas, Bud Industries, presented award plaques to the 2016 recipients and noted their unique contributions:

Erix Max, president of the Genie Group, an electronics marketing and fulfillment organization. Eric has been active in the industry for over 45 years and spent the better part of those years as a devoted member of industry associations. He served as a board member and past president of EDS. He was the chapter president for the Southeast NEDA Chapter then served on the NEDA Board and the NEDA Education Foundation.

Todd McAtee, Mouser Electronics’ vice president of Americas, business development. As a champion of authorized distribution and the independent manufacturers’ rep model, Todd has been actively involved with ECIA, serving on several committees, helping to develop the ECIA Manufacturer Representative contract, and assisting in the event planning for the ECIA Regional Meeting Series. He also currently serves on the Board of Directors for EDS and the ERA planning committee for the 2017 ERA Management and Marketing Conference.

David Norris, has been active in the industry as a manufacturer’s rep for 43 years. He established Norris & Associates in 1988 and it continues to cover the New England area today. Dave has a long history of association involvement: he served ERA in a number of roles as a member of the New England chapter’s executive committee and chairman of multiple ERA conferences. He has been involved on Rep and Partner Councils. He also provides leadership as vice president of the EDS Board.

Kip Poncher, Hawk Electronics grew up in the electronics industry and is now President of Hawk Electronics. As a third-generation professional, Kip has worked almost every job within our industry over the last 38 years. Following in the footsteps of his father, Kip served on the NEDA Board of Directors for many years and just completed a term on the ECIA Board.
Pat Quilty recently retired after 34 years with Honeywell. His most recent role was global vice president of sales for the Honeywell Sensing & Controls Division. He served on both the ECIA and the EDS boards and their respective executive committees.

Paula Renfrow, vice president marketing, Americas, TTI, Inc. and the force behind the TTI Specialist. Paula was instrumental in refining the scope of the ECIA Marketing Council and served as its Chairman for two years and remains an engaged contributor.

ECIA and the ECIA Foundation salute the generosity and dedication of these award recipients.

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 generating critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.