



NEDA Headlines

2010 NEDA Executive Conference

Competing For The Future: Are You Ready Today For Tomorrow? October 17-19, 2010

Join industry leaders for the annual NEDA Executive Conference. The 2010 conference, "Competing For The Future: Are You Ready Today for Tomorrow?" features a distinguished group of speakers:

- ◆ Dave Anderson, Corporate Executive Board
- ◆ Francois Calvarin, Souriau
- ◆ Glenn Derene, Popular Mechanics Magazine
- ◆ John Engel of WESCO
- ◆ Lloyd Kaplan, iSuppli Corporation
- ◆ Paul Kasriel, Northern Trust Company
- ◆ Stephen Kaufman, Harvard Business School
- ◆ Dr. Barry Lawrence, Texas A&M University
- ◆ John McDonald, GE Digital Energy
- ◆ Ali Sebt, Renesas Electronics America Inc.
- ◆ Brad Whitworth, Cisco

NEDA members receive a \$100 discount rate when they register by September 24. After September 24 the registration fee is \$920. Save even more with multiple attendees from the same company; the first two attendees pay full price and every subsequent attendee pays \$595. Register at <https://www.formdesk.com/neda/execconf>.

Discounted hotel rates of \$159 are also available at the InterContinental Chicago O'Hare Hotel. Ask for the group code "NED" when you contact the hotel to make room reservations. Call 800-341-7949 or reserve online at <http://www.ichotelsgroup.com/h/d/ic/1/en/cwshome/DPRD-874NY9/ORDAP/website/>. The reservation cut-off date is September 24, 2010.

Thank You! 2010 NEDA Executive Conference Sponsors

- Opening Reception — **Digi-Key & Molex**
- Monday Breakfast — **Mouser Electronics**
- Monday Morning Networking Break — **Allied Electronics**
- Monday Luncheon — **EE Times Group, a UBM Company**
- Monday Afternoon Networking Break — **Arrow Electronics**
- Monday Evening Reception — **Carlton-Bates Company & Littelfuse**
- Tuesday Breakfast — **CNA Insurance**
- Tuesday Morning Networking Break — **Mouser/TTI**
- Conference Binder — **Sharp Microelectronics of the Americas**
- Badge Lanyards — **Murata**
- Room Keys — **Texas Instruments**
- Note Pads — **Tyco Electronics**
- Conference Pens — **netCOMPONENTS**
- Promotional Marketing Sponsors — **EDN of Cannon Communications LLC; EE Times Group, a UBM Company; Electronics Sourcing; Hearst Business Media; and Penton Media**
- Exhibit Booth — **CNA Insurance**
- General Conference Sponsors — **Bourns Inc.; Hearst Business Media; Honeywell Sensing & Control; KEMET and Vishay**

The 2010 Channel Marketing Awards Competition

Challenge your marketing team to enter this annual event and earn some well deserved recognition! Winning entries will be announced at the 2010 NEDA Executive Conference in Chicago in October.

Take advantage of this unique opportunity to show off your marketing expertise. Entries must be received at the NEDA office by Friday, September 17th and represent marketing efforts conducted between July 1, 2009 and June 30, 2010. For a copy of the brochure go [to http://www.nedassoc.org/documents/2010BrochureWEB.pdf](http://www.nedassoc.org/documents/2010BrochureWEB.pdf)

NEDA Industry Career Center Summer Special ENDS JULY 31!

Hurry time's running out to streamline your hiring process with targeted access to electronics industry professionals. Between now and JULY 31st, 2010. NEDA member companies can enroll in a program that offers unlimited postings for one year - for a one-time fee of \$900!

Contact Customer Service at 1-800-491-8833 to add Resume Search Capabilities.

To take advantage of this SUMMER SPECIAL, please contact the NEDA office at 678-393-9990 for the special code or email: admin@nedassoc.org.

For more information go to <http://careercenter.nedassoc.org>.

Electronics Primer For Sale

This book is a one of a kind comprehensive desk reference book that provides a basic explanation of the electronic products and their features, the applications and customers, the market size and future trends, for the manufacturers and their authorized distributors. The book includes chapters on Analog, Communications, Logic, Processors, Interconnect, Passive and Electromechanical Components. The book also includes a glossary of commonly used terms. This is a great book for your sales staff to newly hired employees. Go to www.formdesk.com/neda/electprimer to order your copy today!

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Save these dates

- NEDA Executive Conference, October 17-19, 2010, InterContinental Chicago O'Hare, Chicago, IL, register at www.nedassoc.org

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