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## For Immediate Release

### Mouser Quality Director Chuck Amsden Receives ECIA Distinguished Service Award

**October 29, 2014** – [Mouser Electronics](http://www.mouser.com), Inc., a leading engineering resource and global distributor of semiconductors and electronic components, is pleased to announce that [Chuck Amsden](#), Mouser's Director of [Quality](#), has been honored with the ECIA Distinguished Service Award.

The award is presented annually by the [Electronic Components Industry Association](#) "to those individuals who have made significant contributions to the leadership and activities of the electronic components industry and the association."

The ECIA is a leading non-profit organization dedicated to supporting the expanding needs and interests of the authorized electronics supply chain. Amsden specifically was cited for his leadership on the SAE G-19AD Committee and for his contributions in drafting AS6496, the newest [anti-counterfeiting](#) standard in the electronics industry.

"Chuck's tireless contributions as a leading participant in the SAE G-19AD Committee and in drafting AS6496 have made a significant difference in the progress and success of ECIA's programs and has left a valuable legacy to the industry and ECIA," said John Denslinger, CEO of ECIA. "Without his participation and guidance, the association would not have achieved its acceptance and success."

The award was formally presented at the annual ECIA Awards Ceremony Oct. 27 in Chicago.

"It is a great honor to be recognized by the ECIA, an organization vital to our industry," Amsden said. "I was happy to be able to contribute to the committee and to AS6496 and it is very gratifying to be recognized in this way."

Amsden is responsible for Mouser's short- and long-term goals of quality assurance and compliance, all the while overseeing Mouser's ongoing commitment to improvement of processes, services and products that exceed customer "first experience" expectations. He joined Mouser in 2003. He has more than a quarter century of experience in quality assurance and compliance.

"Mouser strongly supports all efforts to help our industry identify and avoid counterfeit parts," said Pete Shopp, Mouser Sr. Vice President of Business Operations. "Our commitment to delivering authorized genuine components to our customers is crucial to our business, and Chuck is our go-to guy to make that happen. We congratulate him on this important award."

Mouser's President and CEO Glenn Smith received the ECIA Distinguished Service Award in 2011. Smith was recognized for leading a team of ECIA members to launch the only inventory search website that is limited to manufacturer authorized distribution.

Keith Privett, Mouser Vice President, Supplier Management, received the award in 2013 for his contributions to the ECIA's executive committee as well as for his leadership in Project Host, an educational program that provides students the opportunity to attend premier industry events.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 20 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 10 million products to locate over 4 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

#### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to more than 400,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

#### **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](http://www.ecianow.org) or call 678-393-9990.

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