



# ERAI Executive Conference

Counterfeit Electronic Parts: Avoidance, Detection, Mitigation, Disposition  
Hosted by ERAI & IHS, April 28-29, Las Vegas



## Event Overview:

Don't miss this one-of-a-kind opportunity to gain access to the supply chain industry's most current market intelligence. This two-day conference, hosted by ERAI & IHS will focus exclusively on performance requirements, counterfeit avoidance/identification and risk mitigation techniques.



In response to a significant and increasing volume of counterfeit electronic parts entering the supply chain, SAE International is releasing a family of standards (AS5553, AS6081 and AS6171) that will provide uniform requirements, practices and methods to mitigate the risks of purchasing and supplying counterfeit electronic parts. This family of standards works cohesively to encompass the entire supply chain. AS5553 is intended for use in aviation, space, defense and other high performance/reliability electronic equipment applications and has been adopted by the DOD and is being flowed down to the OEM and CM communities. AS6081 shares the same intention but is applicable exclusively to Franchise and Independent suppliers, while AS6171 will serve as the supply chain industry's first standard written specifically for the benefit of the testing/inspection community. Precedents are being set that will influence all facets of the supply chain, in both the commercial and government sectors.

ERAI, Inc. and IHS will gather professionals from all sectors of the market including distribution, Original Equipment Manufacturers (OEM), Contract Manufacturers (CM), government agencies, testing/inspection facilities and non-profit associations servicing the industry to address many of the issues that are plaguing the market.

## Who Should Attend:

- **Independent/Franchise Distributors**
- **Original Equipment Manufacturers (OEM)**
- **Contract Manufacturers (CM)**
- **Procurement Managers**
- **Quality Managers**
- **Inspection/Testing Professionals**
- **Government Agencies**
- **Industry Associations**
- **Contracts personnel**

If you are involved in the purchase, sale, use or inspection of integrated circuits, you should not miss this unique educational and networking opportunity. Certificates of attendance will be provided.



**REGISTRATION FORM IS ON THE LAST  
PAGE OF THIS BROCHURE**

## Lecture Topics Will Address:

- AS5553 Overview and Realization
- AS6081 Overview and Realization
- AS6171 Overview
- IDEA-STD-1010B Overview
- How to seamlessly integrate AS5553/6081 into your ISO Quality Management System
- How to effectively conduct an on-site distributor assessment
- How to prepare for an on-site assessment
- Hedging liability/risk
- Contract language required to confiscate, quarantine and subsequently destroy counterfeit parts to avoid their reentry to the supply chain
- Most current counterfeiting techniques and identification methodologies
- The latest solutions to efficiently gather critical market intelligence



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## Corporate Exhibitors





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## Speakers



### **Phil Zulueta**

Manager Engineering Assurance and Advanced Technology Group, Quality Assurance Office  
**Jet Propulsion Laboratory (JPL)**

Phil Zulueta supervises the Hardware Technology Assurance Group at Jet Propulsion Laboratory, Pasadena CA, a team of engineers and technologists involved in a variety of disciplines that include: Electronics Packaging Assurance, Non-Destructive Evaluation, Manufacturing Technology Transfer and Certification, Electronic Assembly Inspection, Optical Metrology and Electro-Static Discharge (ESD) Awareness and Control. He chairs a JPL task group that addresses issues in counterfeit electronic components and is also a Program Element Manager for the NASA-wide Electronic Parts and Packaging Program, an activity that evaluates new and advanced electronics packaging technologies for NASA applications.

Prior to joining JPL, he was Western Regional Manager for Electro-Science Laboratories in King of Prussia, PA, Program Manager for Ball Aerospace in Huntington Beach, CA, Engineering Group Manager for Hughes Microelectronics in Newport Beach, CA and a Microelectronics Process Engineer for Northrop Electronics in Hawthorne, CA. His education includes a Masters degree in Business Administration from Pepperdine University and a Bachelor of Science degree in Materials Engineering from California State University Long Beach. Phil is a past President of the International Microelectronics and Packaging Society (IMAPS) and is currently the Chairman of the SAE International G-19 Counterfeit Electronic Components Committee, chartered to address aspects of preventing, detecting, responding to and counteracting the threat of counterfeit electronic components.



### **Debra N. Eggeman**

Executive Director, **Independent Distributors of Electronics Association (IDEA)**

Debra Eggeman is the Executive Director of the Independent Distributors of Electronics Association (IDEA), a non-profit trade association. Debra earned her formal education in Quality Assurance and Reliability from Fullerton College in California and has been an active member of the electronics industry from varying perspectives for over thirty years. Her experience in the field began with Odetics, Inc., an OEM specializing in both flight data recorders for NASA and other space agencies and flight critical assemblies for U.S. military aircraft. Her tenure of twenty years with this OEM provided a solid foundation of industry knowledge that would support her entrance into the Independent Distribution business.

In 2002, Debra joined Rand Technology as Vice President of Quality and Operations, and she later accepted her position with IDEA. As Executive Director, Debra chaired and managed the development of the industry's first consensus based component inspection standard, IDEA-STD-1010: Acceptability of Electronic Components Distributed in the Open Market, and the creation of the IDEA-ICE-3000, the first professional inspector certification exam available to the industry for electronic components purchased from the open market. Debra regularly appears as a guest speaker providing presentations, lectures, and workshops at industry quality and anti-counterfeit events. Debra also serves on the SAE G-19 Committee and has been a participating member since its inception in October 2007.



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## Speakers (Continued)

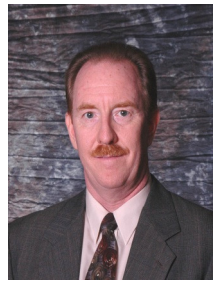


### **Sultan Ali Lilani**

Technical Customer Interface, **Hi-Reliability Microelectronics**

Sultan Ali Lilani is the technical customer interface at Hi-Reliability Microelectronics, a Division of Silicon Turnkey Solutions Division in Santa Clara, Calif. Hi-Rel Micro is located in Silicon Valley with complete in-house project management, hardware/software design manufacturing, test, qualification and counterfeit mitigation in the area of advanced microelectronic components and subsystems. Previous to Hi-Rel Micro; Sultan was Director of Quality and Reliability for 18 years at NEC Electronics, a subsidiary of NEC Japan.

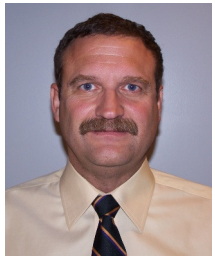
Sultan is the co-chair of SAE G19A Counterfeit Committee chartered to develop a standard that standardizes practices to detect suspect counterfeit components, to maximize the use of authentic parts, and to ensure consistency across the supply-chain for test techniques and requirements.



### **Kevin Beard**

President, **NQA, Inc.**

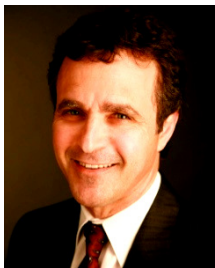
Kevin Beard holds the position of President of NQA, Inc. responsible for all certification and other services delivered by NQA, Inc. Mr. Beard has a long association with the Aerospace industry in Engineering, Test Quality and Supply Chain Related positions. Mr. Beard is an active member in AAQG, IAQG, & AIA, as well as SAE G14 & G19 committees, and is a member of the AAQG & IAQG Space Forum. Mr. Beard currently manages the program activities for Raytheon Systems Company and has historically managed the NASA certification program activities. Mr. Beard holds a Bachelor's degree in Mechanical Engineering from Northeastern University in Boston, MA.



### **Fred Schipp**

Electrical Engineer, **Missile Defense Agency (MDA)**

Fred Schipp is an electrical engineer within the Missile Defense Agency Quality and Safety Organization's Parts and Materials Advisory Group. Fred has worked as a component engineer within the US Government for 15 years and with an automotive contract manufacturer for 12 years. He has focused much of his efforts the past three years in developing robust anti-counterfeit procedures within MDA. This effort has taken Fred to nearly 50 independent distributors and several MDA contractors, and has resulted in his participation in several anti-counterfeiting task groups, including SAE G-19 development of AS5553, AS6081, and ARP6178.



### **Keith M. Gregory**

Partner, **Greenberg & Bass LLP**

Keith M. Gregory practices in the areas of general business matters, corporate, franchise and partnership disputes, and intellectual property and commercial litigation. Mr. Gregory is an experienced litigator, with considerable background in intellectual property issues, licensing agreements, trade secret matters and Uniform Commercial Code issues, especially within the electronic components and semi-conductor industries. He was recently appointed to the SAE International AS6081 Committee established to develop standards proscribing counterfeit parts avoidance requirements for independent distributors. Mr. Gregory has received an AV attorney rating by Martindale-Hubbell.





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## Speakers (Continued)



### **Robert E. Hammond**

President and CEO, **American Electronic Resource, Inc.**

Robb Hammond established the company in 1994 with the goal of bringing professionalism to the Independent Electronic Component Distribution industry. His interest and passion in battling the proliferation of counterfeits has led him to take a significant role in leading the industry towards safe practices.

Robb's company is a founding member of IDEA, a previous member of ERAI's counterfeit committee, and an active participant of the G19 committee, which developed SAE's AS5553 and AS6081 documents on Counterfeit Electronic Components; Avoidance, Detection, Mitigation, and Disposition. He has previously spoken at NASA's supplier conferences, the UK's Component Obsolescence Group conference, the DMSMS conference, and CTI's Components Obsolescence Workshops.



### **Paul Romano**

Chief Operating Officer, **Fusion Trade, Inc.**

Paul Romano joined Fusion in 2001 as the Chief Operating Officer and manages the worldwide logistics, quality and corporate development functions of the company. Before joining Fusion, Paul was the COO of RW Electronics, a \$180 million broad line distributor of electronic components. From 1987 to 1994 Paul worked in field management with two national retail chains. In addition, Paul served in the US Army Signal Corps attaining the rank of Major.

Paul holds a Bachelor's degree from Bucknell University, an MBA from the University of Chicago Booth School of Business, and a Masters in Safety and Systems Management from the University of Southern California.



### **Paul Elefonte**

Director Test & Inspection, Director Obsolete Component Management Services

**Crestwood Technology Group, Corp.**

Paul's responsibilities at Crestwood include the development, implementation and execution of unique Test & Inspection processes serving Crestwood's Customers with High Reliability Applications specializing in Defense & Aerospace Platforms. Paul leads Crestwood's Obsolete Component Management Services offering customized long term strategies for material supply and counterfeit detection.



### **Joe Stoeckel**

Supplier Quality Engineer

**L-3 Cincinnati Electronics Mason**

Joe Stoeckel has held the position of Supplier Quality Engineer with L-3 Cincinnati Electronics Mason for the past three and a half years. As a member of the L-3 Corporate Counterfeit Parts Team, Joe has been instrumental in the development of flow down clauses and training. He has previously spoken at the L-3 Counterfeit Parts Symposium and the ASQ Audit Division Conference in Orlando, Florida.



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## Speakers (Continued)



### Sonny Maynard

Trusted Foundry Program Manager  
**Office of the Secretary of Defense (OSD)**

In late 2004 Egbert Maynard, known to everyone as Sonny, returned to the Pentagon to help Dr. Charles Holland, Deputy Under Secretary of Defense for Science & Technology expand the Trusted Foundry service and establish a DoD Policy for the use of trusted integrated circuits (IC). DoD led the world in development of electronics for military advantage. This U.S. 'force multiplier' was greatly enhanced by a strong domestic commercial IC industry. Widespread domestic employment of foreign IC workers and offshore facilities now threatens defense systems with exploitation. Defense programs must actively manage their IC supply chains, anticipate potential threats posed by outsourcing practices, formally assess their systems' vulnerabilities and employ trusted suppliers and/or risk mitigation procedures. Mr. Maynard has a unique background with managing government and industry technology programs and business initiatives, including:

- Executive VP–Semiconductor Research Corp.
- Program Manager, UltraScale Computing, Information Technology Office, DARPA
- Director, Microelectronics Technology Office, DARPA
- President, EDM Strategies, Inc,
- VP-Business Development–McDonnell Douglas Electronic Systems Company (MDESC)
- VP-Technology & Quality Systems–MDESC
- Director, Computer & Electronics Technology, OSD
- Director, VHSIC Program, OSD
- Chief Technical Officer of the Naval Ocean Systems Center, San Diego



### Rory King

Director, Global Product Marketing, **IHS**

Rory King is Director, Global Product Marketing at IHS. In this role, King is responsible for go-to-market enablement strategies for IHS offerings that address client business initiatives in areas such as Product Lifecycle and Supply Chain Management, as well as Environmental Compliance and Sustainability. He began his career in industry at John Deere & Company, and served various sales, marketing, consulting, and strategic positions with leading information management and supply chain technology providers. Prior to IHS, King's career including positions with Requisite Technology, Aspect Development, and i2 Technologies, offering expertise on a diverse range of global business issues within aerospace and defense, medical device, high technology, consumer goods, retail and healthcare markets.



### Mark A Snider

President, **ERAI, Inc.**

Mark A. Snider is the founder and President of ERAI, Inc., a privately held global information services organization that monitors, investigates and reports issues that are affecting the global supply chain of electronics. Since 1995, ERAI has been the industry leader for in-depth information on counterfeit, substandard and high-risk parts. What started as a small group of companies sharing data to protect each other from losses resulting from fraudulent activities has since grown into the industry's most complete and comprehensive resource for industry-related market intelligence. Mark has previously presented at NASA's Quality Leadership Forum (QLF), Aerospace Industry Association (AIA), The Surface Mount Technology Association (SMTA) and The Center for Advanced Life Cycle Engineering (CALCE).



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## ERAI Executive Conference Day 1 (Thursday, April 28, 2011)

Registration/Breakfast	
8:00-9:00	Conference Registration with Access to Exhibitor Booths
<b>8:00-8:45</b>	<b>Complimentary Continental Breakfast</b>
9:00-9:15	Opening Remarks — <b>IHS</b>
Session I G-19 (Standards AS5553, AS6081, AS6171)	
9:15-9:30	Session I Opening Remarks — <b>Kristal Snider, ERAI</b>
9:30-10:30	AS5553 Overview and Realization — <b>Phil Zulueta, Jet Propulsion Laboratory</b> and G-19 Chairman
10:30-10:45	<b>15 Minute Break</b>
10:45-11:45	AS6081 Overview and Realization — <b>Debra Eggeman, Executive Director, IDEA</b> and G-19 Member
11:45-12:00	AS6171 Overview — <b>Sultan Ali Lilani, Hi-Reliability Microelectronics</b> and G-19A Test Matrix Subcommittee Co-Chair
12:00-12:30	Panel Discussion
Lunch	
12:30-1:30	Lunch Break with Access to Exhibitor Booths
Session II Auditing / Standards Implementation / Contract Requirements	
1:45-2:00	Session II Opening Remarks
2:00-2:45	How to integrate AS5553/6081 into your ISO Quality Management System — <b>Kevin Beard, President, NQA</b> and G-19 Member
2:45-3:00	<b>15 Minute Break</b>
3:00-3:45	SAE ARP6178 overview, a distributor assessment tool. — <b>Fred Schipp, MDA</b>
3:45-4:15	Implementing a Counterfeit Control Plan, hedging liability/risk, contract language required to confiscate, quarantine and subsequently destroy counterfeit parts to avoid their reentry to the supply chain — <b>Keith Gregory, Partner, Greenberg &amp; Bass</b>
4:15-4:30	Panel Discussion
Networking	
<b>4:30-7:00</b>	<b>Networking Social with Access to Exhibitor Booths - Network with Exhibitors and other attendees during our cash-bar happy hour and enjoy some food and hors d'oeuvres on us!</b>



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## ERAI Executive Conference Day 2 (Friday, April 29, 2011)

### Registration

8:00-9:00	Access to Exhibitor Booths
8:45-9:00	ERAI Opening Remarks

### Session III Latest counterfeiting techniques and identification methodologies

9:00	Session III Opening Remarks
9:00-9:30	An independent distributors perspective relative to preparing for AS6081 implementation and accommodating AS5553 flow-down requirements to ensure customer quality expectations are met -- <b>Paul Elefante, Crestwood Technology Group</b>
9:30-10:00	Learn how a counterfeit ring in the US was manufacturing counterfeits that were virtually undetectable even with vigorous visual inspection processes in place -- <b>Robb Hammond, President, AERI</b>
10:00-10:15	<b>15 Minute Break</b>
10:15-11:15	The IDEA-STD-1010A has proven to be the industry's most comprehensive visual inspection reference/training tool relative to suspect counterfeit part visual identification. A new revision (IDEA-STD-1010B) is soon to be released and contains the most current visual inspection criteria and methods available -- <b>Paul Romano, Chief Executive Officer, Fusion Trade Inc.</b>
11:15-11:30	Questions
11:30-12:00	Electrical Testing for Counterfeit Avoidance: Various Tier Levels of Testing and Risk Mitigation -- <b>Sultan Ali Lilani, Hi-Reliability Microelectronics</b> and G-19A Test Matrix Subcommittee Co-Chair

### Lunch

**12:00-1:00 Lunch - Complimentary Buffet Lunch with Access to Exhibitor Booths**

### Session IV Component, Design, and Supplier Management Boot Camp

1:00-2:00	Counterfeiting, reverse engineering, overproduction of legitimate parts, disruption of the supply chain, and malicious tampering are all risks that accompany offshore manufacturing. Learn how the Trusted Foundry Program, created by the Department of Defense, has grown to become the DoD's answer to threats to weapons and communications systems posed by the migration of Integrated Circuits (IC) manufacturing to overseas fabrication plants. -- <b>E.D. (Sonny) Maynard, Office of the Secretary of Defense (OSD) Trusted Foundry Program Manager</b>
2:00-2:15	BREAK
2:15-2:45	The counterfeit parts avoidance program implemented at L-3 Communications - Joe Stoeckel, a Supplier Quality Engineer and expert in counterfeit part avoidance and supply chain management, will share with conference attendees what L-3 has dubbed "The 10 Commandments for Counterfeit Avoidance". Joe starts with L3's DMSMS program and concludes with tips on how to train your workforce and subcontractors. -- <b>Joe Stoeckel, Supplier Quality Engineer, L-3 Cincinnati Electronics Mason</b>
2:45-4:30	Executive Brief and Market Intelligence with ERAI and IHS <ul style="list-style-type: none"> <li>• "The Big Picture" of Compliance, Counterfeits, and Continuity: How obsolescence, environmental compliance, and counterfeits are all linked to potential DMSMS, price/availability, design, and supply chain disruptions.</li> <li>• IHS and ERAI Partnership: How to use end-to-end supply chain, procurement, and lifecycle capabilities to reduce risk, lower costs, improve security, and make better design decisions.</li> <li>• "Hands On" with popular tools like IHS Haystack, Standards Expert, and BOM Manager to implement SAE and end-to-end avoidance and resolution. Proactive qualification and approval of designs, parts, and suppliers; mitigation of obsolescence effects with forecasting/ resolution practices; counterfeit and high risk part reporting, resolution and redesign.</li> </ul> <b>Mark Snider, President ERAI; Rory King, Director, Global Product Marketing, HIS; Additional presenters TBD</b>
4:30	Closing Remarks — <b>ERAI &amp; IHS</b>



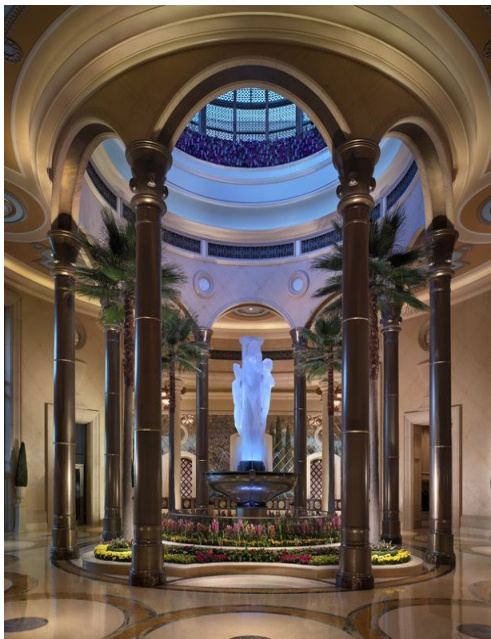


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## The Venue



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