



## Then. Now. Emerging.

Contact:       ETA International  
                  Brianna Pinson  
                  P: 800.288.3824  
                  F: 765.653.4287

August 1, 2008

**IT'S AN EVOLUTION: ELECTRONICS EVOLUTION**  
*Influences of Then, Now and Emerging Technologies  
on the Electronics Industry, Green Environment, and Industry Economics*

GREENCASTLE, Ind. – ETA's initiative to put a new face on electronics is evident in their line-up of key speakers at Electronics Evolution – ETA's Leadership and Educational Conference set to take place October 12-15, 2008 at the French Lick Resort and Casino, French Lick, Indiana.

The speakers will present on three of the electronics industries most talked about topics – Emerging Technologies, Green Technology, and Electronics impact on the Economy.

### **Customer Service Trends and Emerging Technologies**

Bill Scapin, Vice President of Motorola Sales and Services, Inc., has been an advocate for industry education and technical certifications as a means to exceed customer demands and expectations. Scapin is one of the primary supporters of USMSS' initiative to implement an industry recognized certification program that certifies both their technicians and reseller centers. Today, through this initiative most of the MSS resellers have achieved and are recognized as a Certified Service Center (CSC) program. This has positioned Motorola to become a leader within the wireless industry by setting the bar high in professional development of their technicians, and ensuring customer service satisfaction. Scapin continues to further the success of these efforts throughout Motorola emerging technologies and new product lines.

### **Green Technology**

Jay Warmke, once named one of the 10 Most Influential People in the Telecommunications Industry by *Cabling Installation & Maintenance Magazine* found his means to Influence through his "Green" commitment. Founder and owner of Blue Rock Station, a 2200 square foot sustainable living center made of tires, bottles, cans, and other assorted trash, welcomes nearly 3,000 people to wander through the house each year to learn about green living. Before building his own green empire in 1991, Warmke was the executive director of BICSI, then a relatively small telecommunications association. By 2001 the association had grown from about 1,000 members to over 25,000 – with a budget of \$15 million – offices around the globe and a staff of over 100.

### **Electronics and the Economy**

Dr. Tim Brennan, Professor of Public Policy and Economics at University of Maryland Baltimore County. Before becoming a professor at UMBC, he was an economist with the Antitrust Division of the U.S. Department of Justice and taught in the telecommunications policy program at George Washington University. From 1996-97, he was a senior economist for the White House Council of Economic Advisers,

- more -





and in 2003-05 served as a staff consultant to the U.S. Federal Trade Commission. Prof. Brennan's research has addressed topics in antitrust, regulatory economics, copyright, electricity markets, telecommunications and media policy, environmental economics, and methods and ethics in public policy. His antitrust-related publications have looked at market definition, monopolization standards, vertical integration, *per se* rules, interconnection agreements, and applications to regulated sectors and the Microsoft case.

For more information and to register for ELECTRONICS EVOLUTION, visit [www.bnpevents.com/ETA](http://www.bnpevents.com/ETA) or contact ETA at 800.288.3824.

**ABOUT:**

**ETA® International** - Founded in 1978 Electronics Technicians Association International a not-for-profit, professional association promotes excellence in electronics technologies through certifications. The association's initiatives are to provide a prominent certification program of competency criteria and testing benchmarks that steers international electronic standards and renowned professional electronics credentials. As electronics integrates with emerging technologies, our complex testing results in a certification that testifies for the individual's expert skills and knowledge in a particular area of study.

The association members consist of nearly 10,000 members; 692 Subject Matter Experts (SME's) serving on various Industry Advisory Committees, and over 1,000 Exam/Certification Administrators (CA's). ETA aligns with individual professional goals, vocational and education curriculums, and businesses' resource initiatives through our certification programs, conferences, speaking engagements, and book and journal publications. [www.etainternational.org](http://www.etainternational.org)

- END -

