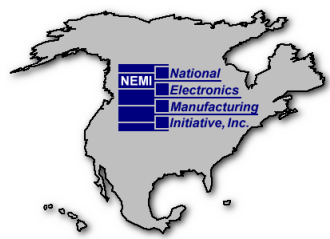




# **Communications and Education**



*Jim McElroy, NEMI*  
*Fern Abrams, IPC*



# Communications Team

- **Fern Abrams, IPC**
- **Steve Heisner, ITT-Bell & Gossett**
- **Don Boyer, consultant for ADIC**
- **William Gooding, Plexus Corp.**
- **James Williams, Plexus Corp.**
- **Fran Planinsek, StorageTek**
- **Jim McElroy, NEMI**
- **Cynthia Williams, NEMI**

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# Communications & Education

## Problem Statements:

- **RoHS transition is a major undertaking that impacts many facets of supply chain**
- **Many efforts are underway to close gaps**
  - **Company specific (internal as well as supply base)**
  - **Trade organizations/consortia**
  - **Geographic regions**
- **How do we efficiently coordinate between parallel efforts?**
- **How do we educate the industry as approaches/best practices are recommended?**
- **How do we gain rapid support/adoption for preferred approaches?**

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# So what is going on already?

- **Contributed articles**
  - Specific topics
  - Lead-free watch series
- **Cross group collaboration (e.g.)**
  - NEMI projects providing input for IPC/JEDEC standards
  - Sharing of data for parallel tin whisker efforts (NEMI, JEITA, Soldertech)
- **Forums**
  - NEMI RoHS summit
  - APEX Lead-free forum
  - Web events
  - IPC/JEDEC workshops
  - Additional CPMT workshop on Tin Whiskers

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# Communications and Education

- **FAQ Posting (for new people coming to the table) – Medium (org. staff's)**
- **Better organization of web sites to get access to info.**
- **Request that IPC broaden or add list serve – Fern will cover**
  - Today focus is lead-free; Need to consider RoHS
- **Technical training (through professional societies/ trade orgs) – Low for now**
  - Verify training that is currently available already (e.g. IPC training for lead-free mfg.)
  - Identify gaps
  - Recommend modifications/additions

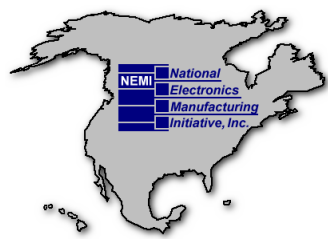
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# Communications and Education

- **CEO Level contributed article**
- **Calendar of communications events/articles**
- **Executive forum (business/risk focus of RoHS & WEEE) – High (org. staff's)**
  - Regional one day events
  - Partner with AeA, IPC, EIA
- **Communications of standards and ongoing projects – High (org. staff's)**
  - Where they are at
  - How they fit together

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# Communications and Education

- **Communication outside industry/small firms – Medium (association driven – AeA, EIA, IPC, NEMI)**
  - Outreach to other cross industry groups (APICS, white goods, SME, NAM, NFPA, AME, NCMS, NEMA, NEDA, Hydraulic Institute & their suppliers)
- **Helpful guides for company programs (RoHS/WEEE) - Medium**
  - Communications piece (of Holly's group)
  - Glossary of terms
  - Exemptions
  - Financial liability/risk management
  - Suggest get speakers together (TI, Intel, Microsoft, & Storage Tek)
- **Cheat Sheets for unmarked parts – Decided not to do**
  - Training guides based on standards (flash cards?)
  - May be best done by companies
- **What is considered green – Decided not to do**
  - Inviting regulation
  - Legal issues

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