

## FOR IMMEDIATE RELEASE

Michael Kirschner, President  
Design Chain Associates, LLC  
Phone: (866) DCA-7676  
EFax: (419) 735-3602  
info@designchainassociates.com  
www.designchainassociates.com

### Design Chain Associates, LLC Presenting in Multiple Venues In October

**San Francisco, CA – October 4, 2005** – Design Chain Associates, LLC, the leading electronics industry design chain consulting firm, is pleased to announce that the demand for their expertise and insights in environmental compliance is resulting in informative presentations at multiple events around the country over the next few weeks.

Michael Kirschner, President of Design Chain Associates, LLC, said “DCA participates in these events in an effort to raise awareness of this new form of legislation throughout the industry. The impact is so often underscoped, underappreciated, and compared to something as simple and fleeting as the Y2K problem, but this is far deeper, far broader, and far more important to the electronics industry, its suppliers, and its customers than that. This does not end on July 1, 2006 (when RoHS goes in to effect): it merely begins. Our goal is to open the eyes of the industry and enable companies to view this holistically and strategically. Only then will the way to profit become clear.”

Here is the DCA presentation and topic schedule:

1. October 18, Palo Alto, CA: Design Chain Associates, LLC President Michael Kirschner is a featured speaker at the Alliance of Service Providers and Manufacturers (ASPMFG) seminar/industry panel, the first of six being held around the United States. Mr. Kirschner will discuss how Electronics Original Equipment Manufacturers (EOEMs) need to change their business practices in order to profit from current and future environmental requirements. In addition to DCA, speakers from Arrow, Avnet, Wilson Sonsini Goodrich & Rosati, IBM, Paramit, Omnify Software, and other industry specialists will participate in this and/or the other ASPMFG seminars. Visit [www.aspmfg.com](http://www.aspmfg.com) for more information.
2. October 24, San Jose, CA: Design Chain Associates, LLC President Michael Kirschner speaks at the Electronics Supply & Manufacturing Global Supply Chain Summit on “Beyond RoHS and WEEE: Global Environmental Initiatives and the Implications for Your Company”. The talk will include a discussion of what Design For Environment is, how governments around the world are legislating requirements for it, and what the Electronics Industry needs to do in order to ensure that the requirements are fair, effective, achievable, and make business sense. See [www.my-esm.com/summit](http://www.my-esm.com/summit) for more information.
3. October 26, Baltimore, MD: Design Chain Associates, LLC Sr. Vice President Kenneth Stanvick presents at The Power Electronics Technology Conference. Mr. Stanvick’s general session keynote presentation is entitled “RoHS: the Tip of the Environmental Compliance Iceberg”, and will cover current and future regulations, and the impact on EOEM business practices. Visit [home.powerelectronics.com](http://home.powerelectronics.com) for more information.
4. November 1, Boston, MA: Design Chain Associates, LLC Sr. Vice President Kenneth Stanvick is a featured speaker at the Alliance of Service Providers and Manufacturers (ASPMFG) seminar/industry panel. Mr. Stanvick will discuss how Electronics Original Equipment Manufacturers (EOEMs) need to change their business practices in order to profit from current and future environmental requirements. In addition to DCA, speakers from Arrow, Avnet, Wilson Sonsini Goodrich & Rosati, IBM, Paramit, Omnify Software, and other industry specialists will participate in this and/or the other ASPMFG seminars. Visit [www.aspmfg.com](http://www.aspmfg.com) for more information.

...

### **About Design Chain Associates, LLC**

Design Chain Associates' consulting services help Electronics OEMs speed product time-to-market, reduce supply chain risks, and lower costs while increasing engineering and procurement efficiency. DCA offers a variety of technical and management consulting services related to RoHS and environmental compliance, including public and private seminars, product impact evaluation, personalized training, material composition acquisition, component engineering, Green BOM analysis, and competitive advantage analysis. San Francisco-based DCA has a local presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region as well as around the globe through local associates. For more information, visit DCA on the web at <http://www.designchainassociates.com>.