CUPERTINO —

The founding of the new Semiconductor Industry Association by five major firms is not a defection from WEMA, SIA's executive director declared last week.

Bernard T. Marren, who was appointed executive director by the semiconductor firms, told this paper, "that in many cases WEMA and the SIA will be closely aligned in our goals."

Marren, a former president of American Microsystems, Santa Clara, reported that the SIA "will be more explicit in the areas of legislation that affect semiconductor firms" than WEMA has been.

• Founders of the new group are:
  Wilfred J. Corrigan, president of Fairchild Camera & Instrument, Mountain View; Dr. Robert N. Noyce, chairman of Intel, Santa Clara; Jerry W. Sanders, president of Advanced Micro Devices, Sunnyvale; and Charles E. Sporck, president of National Semiconductor, Santa Clara.

  John R. Welty, a vice president of Motorola, and group executive for its semiconductor operations in Phoenix, Ariz., is also a co-founder.

  The five executives have formed an executive committee to guide the SIA through its startup.

  Marren said the SIA will be located at 20380 Town Center Lane, here. Its initial staff will be composed of Marren and Mal Padgett.

  Padgett will handle public relations and other organizational functions, Marren said.

  WEMA, headquartered in Palo Alto, has more than 750 active members, including the five founding SIA companies, and is 34-years old.

  Edward E. Ferrey, WEMA president, was out of town and unavailable for comment on the new SIA. A WEMA spokesman, however, had "no comment" on the SIA.

  "We know too little about it at this time to make any comment," he said.

  Corrigan, Noyce, Sanders, Sporck, and Welty are all on WEMA's semiconductor group executive committee.

  Marren, while AMI president, was also on that committee.

  • Marren remarked that the idea for the SIA came from the five founding companies.

  "They asked me, after the fact, if I would be interested in taking it on, on a permanent basis as executive director."

  Marren said he told them he was not interested in it on a permanent basis, but would help get the new organization launched on a part-time basis.

  A major focus of the SIA, Marren said, will be in the area of legislative interface both at federal and state levels.

  The SIA will be a national organization. "We hope to serve a broad spectrum of the semiconductor industry," Marren remarked, adding that membership will be expanded as the SIA is further organized.

  Noyce, who is chairman of WEMA's semiconductor group executive committee, could not be reached for comment.

  Asked how the SIA might impact WEMA's semiconductor committee, Marren declared, "I don't know how active it's (WEMA's semiconductor committee) going to be with the founding of the SIA."

  "But it will probably not be as active," he added.

  SIA's executive director said that in many cases, he felt WEMA and the SIA "will be closely aligned."

  "I don't think we'll compete unless WEMA were to take a position contrary to what the semiconductor industry would on some legislation."

  For several years, WEMA has been compiling data on semiconductor device shipments, based on inputs from member companies.

  Marren said the SIA will likely conduct its own surveys. "Whether we do the same survey or additional surveys has to be resolved with WEMA."

  While the founding companies are among the largest in the industry, Marren said the organization is open to semiconductor firms of all sizes.

  He also extended an invitation to Texas Instruments, which does not belong to WEMA, or other trade organizations to join the SIA: "We would certainly be open to them if TI is interested."

  • No fee -structure has been set for membership yet. The five founding companies are splitting the costs of setting up the organization.

  Marren said the SIA would be a great deal more involved than
WEMA in issues like 806/807 (involving tariffs on components).

"The 806/807 legislation wouldn't be of overriding interest to the broad spectrum of WEMA members.

"While WEMA has been active in it, it's even more vital to the semiconductor industry, because they're the primary beneficiary and the primary companies impacted by 806/807 legislation," Marren noted.

• He added that the SIA will also not be involved in programs such as those offered by the five-month-old Electronics Association of California, which has 53 members.

"I don't anticipate SIA would be working in the areas of insurance and benefits.

"EAC is probably providing a valuable service, but it's not an area that this group is focusing on," Marren explained.

James Conway, EAC president, agreed that the SIA does not appear to compete with the Palo Alto-based EAC.

"As far as it relates to our organization, the SIA is a national trade association with far different objectives than we have. I don't really consider the SIA any competition whatsoever."

He added that, "We may have some of the smaller semiconductor firms join our organization. But they would join EAC for different reasons than they would join SIA."

Fairchild Camera was asked if the formation of the SIA meant it would pull out of WEMA.

"The answer is no," declared Frederick M. Hoar, vice president for communications.

"We don't consider this (the SIA) as a substitute for WEMA, which is far broader based. So we have no intention of withdrawing from WEMA, and we continue to be fully supportive of WEMA," he said.

• Jerry W. Sanders, AMD president was also adam about his firm's staying with WEMA.

"My feeling, and the feeling of the other SIA co-founders, was that we needed a supplementary trade association to serve the specific needs of the semiconductor industry.

"Those are pretty specialized, and sometimes not served without undue expense to WEMA," Sanders said he expected the other co-founders, as well, to maintain their alliances with WEMA "since we're part of the larger, overall electronics industry.

"So the answer is no. We're not pulling out of WEMA."

Marren said he would remain as executive director for the new organization for an unspecified period of time.

He expects the fee structure for the SIA to be set at the next executive committee meeting.

Attorney Tom Skornia of Palo Alto has been named secretary of the SIA.

WEMA STATEMENT ON SIA FORMATION

Following is an excerpt from a statement issued by WEMA late last week on the formation of the SIA:

"WEMA will cooperate with the new association of semiconductor manufacturers, SIA, formed recently by Motorola, Intel, National, AMD, and Fairchild. WEMA recognizes that there are certain legislative issues pertaining specifically to semiconductor manufacturers that could be more easily addressed by a smaller organization such as SIA.

"In fact, WEMA hopes that in the future, both organizations can work together effectively so as to focus more attention on issues that concern the electronics industry. WEMA is pleased that SIA members will remain active in WEMA. WEMA provides a broad range of services well in excess of specific representation of legislative issues, and will work to continue to provide those services to all members, including those in the SIA."