

Legendary Integrity.
Responsiveness
& Flexibility.



**ELECTRONIC
SYSTEMS INC.**

LEGENDARY SERVICE

LIVING THE LEGENDARY BRAND

By Gary Larson, President, glarson@electroniccsi.com

Sometimes things fall into place at the right time—serendipity, if you will. It's a subtle change, but after 34 years we've updated the Electronic Systems logo. Take a look at the top of this article. Not only have we freshened the font style and design, but we've added the tag line *Legendary Service*.

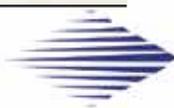
We're unveiling this new logo just as we're getting ready to launch our new website and also as we freshen the look of this newsletter. Most important, all of these factors are coming together as we announce that Electronic Systems has again brought home three Circuits Assembly Service Excellence Awards for Dependability/Timely Delivery, Responsiveness, and Value for Price.

Adding the *Legendary Service* tagline is more than a cosmetic change. Years ago we adopted our vision of Legendary Integrity, Responsiveness & Flexibility. That is not going away. We realize it all boils down to service. The *Legendary Service* tagline is a visual reminder to us and to our customers that at the end of the day, it's the service we provide that really matters.

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**OUR CUSTOMERS
SAY... "ESI
is always
responsive to
our needs and
goes above and
beyond to meet
our request."**

**—VP of Operations
Energy OEM**



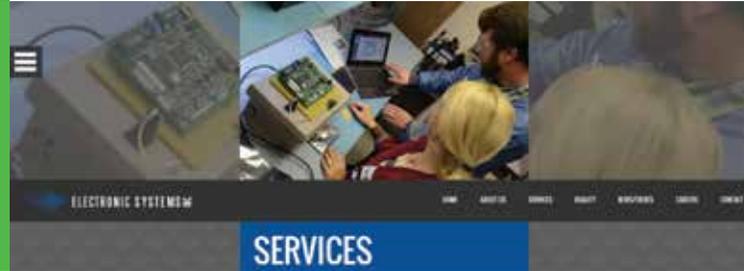
We can talk about service, but words are meaningless unless backed up with action. That's where the Circuits Assembly Service Excellence Awards come into play. These awards are based on customer ratings. Our customers value the service we provide, and contribute the necessary positive feedback, to place us in the "Best in Class" category as their EMS. We don't take that affirmation for granted. We take pride in providing legendary service as a reflection of our company values. We are

truly honored to receive this affirmation from our customers.

Someone asked me, "Why use the word 'legendary' together with 'service?'" It's because legendary means something worth talking about. At Electronic Systems, we don't just offer service, but service that is so good our customers will tell stories about it to others. Legends, after all, are stories. And legendary service is worth a story or two. Read on to find out how we continue to live up to our brand. ♦

NEW WEBSITE COMING SOON

As one more service to our customers, Electronic Systems is soon launching its new website, complete with updated features and information. Watch for more details to come! ♦



IPC TRAINERS NOW ON BOARD

By Fred Ledwell, Director of Manufacturing, fledwell@electronicsi.com

We're proud to announce that three of our team members are now IPC-A-610 and IPC-7711/IPC-7721 Certified Trainers. IPC standards are, of course, the gold standards within our industry. At Electronic Systems, we've always built to the IPC standards. However, we recognized that having certified trainers within our ranks would simply enhance our level of competitive excellence.

Three of our veteran staff members spent two weeks this April with Master IPC Trainer Constantino J. González. Not only is González a master trainer, but he is the chairman of the IPC Acceptability Standards Committee and chairman of the IPC-A-610 Committee. We went to the very top to make certain our people would be trained by the best.

During the two-week training period held at our facility, Merita Dragusha, quality facilitator, Mary Buruiana, manufacturing engineer, and Deb Bossman, employee development specialist, poured over the technical *Acceptability of Electronic Assemblies* manual page by page with González, studying how to differentiate effectively between acceptable and defective circuit boards. Training also included hands-on work in repair and soldering. They were required to pass the rigorous certification test at the end of the training.

Why certified trainers matter

In essence, this training, and their ability now to train others within Electronic Systems, will enable us to manufacture circuit boards with even more consistent quality and to be making fewer subjective calls as to whether a build needs rework. As Electronic Systems President Gary Larson says, having certified trainers in our midst gives us that extra level of detail and a level of certainty and competence.



(L to R) Quality Facilitator Merita Dragusha, Manufacturing Engineer Mary Buruiana, and Employee Development Specialist Deb Bossman became IPC Certified Trainers this spring.

Electronic Systems certified trainers are now putting their new-found expertise into practice in their respective positions. Deb Bossman utilizes her training as she works with new employees on the skills that will make them more effective on the production floor. Merita and Mary find they are turning to the *Acceptability of Electronic Assemblies* manual and their learned skills to help associates make more informed decisions about builds.

In the future, Electronic Systems plans to implement IPC standards information sessions for our customers. ♦

THE PEOPLE PERSON

There's an interesting story behind how and why Jamie Bortnem became the HR assistant at Electronic Systems back in February 2013. First, Jamie loves to help people. It seemed natural, then, that when she first chose a career path she decided to pursue nursing. What she didn't count on was the fact that she did not deal well with the sight of blood. Instead, Jamie had a realization. Her part-time job in Human Resources (HR) for Best Buy might hold the key for a career that better fit her skills and desire to work with people. She received a B.S. in Business Administration with a concentration in HR Management and went to work for a recruiting agency.

That's when the second interesting turn of events led her to Electronic Systems. As an account manager for the recruiting agency, she came to talk with CFO Jeff Tornow to get the specifics on the company's HR position opening. "I was talking to Jeff about the position and said, just joking, 'I could probably do this job,'" recalls Jamie.

One week later the two determined that she really might be a good fit. "I fell into the right spot," she says.

That right spot has Jamie handling all things HR, from dealing with employee benefit plans to handling basic new employee orientation. "There is a lot of paperwork involved," admits Jamie, "but I like the human side of it." That human side includes assisting the company's diverse cultural and ethnic mix of associates. "I love hearing the different stories of our associates, where they've come from, and what they've accomplished," she says.

She says she also loves the challenge of HR, whether it's staying current on new legislation impacting HR issues or helping associates with questions they might have on benefits or policies.

Her penchant for caring for people and loving challenges extends into Jamie's personal life, as well. She has a 19-month-old daughter and the family recently purchased and moved into a new home. Taking her daughter on walks outside or



reading a good book helps her relax, but she's also revived at work, as well. "Sometimes it's like a revolving door in my office, with people coming in with questions, but I like that," says Jamie. "Without our people, we wouldn't have a company. They are valued." ♦

COATING MACHINE NUMBER THREE

Electronic Systems recently purchased and put online a new PVA650 selective coating/dispensing system—the third on the production floor. "It's simply adding to our capacity," says Director of Manufacturing Fred Ledwell, explaining that adding a third unit reduces the opportunities for bottlenecks and helps keep product moving. The machine applies a chemical coating that protects portions of the board against environmental factors like extreme temperatures and humidity. All three machines include software that reads the bar code on each fixture and changes the type of coating and spray pattern for each individual board. ♦



SUPPLIER APPRECIATION EVENT

Suppliers are key to our ability to provide our customers with legendary service. That's why, at Electronic Systems, we make it a point not to take our suppliers for granted. We're preparing for our tenth annual Supplier Appreciation Day on Thursday, Aug. 28. During the special event, suppliers will be provided with tours of the facility and updates on company initiatives. Electronic Systems will also be recognizing a select few suppliers with five awards: Best in Class in the categories of Custom Manufacturing, Printed Circuit Boards, Electronic Distributors, MRO/Consumables/Equipment, and Best in All Categories. ♦



ELECTRONIC SYSTEMS INC.

LEGENDARY SERVICE

An ISO 9001:2008 and
ISO 13485:2003 Firm

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SLIGHT UPTICK IN PARTS DEMAND

By Randy Bathke, Materials Manager, rbathke@electroniccsi.com

While Electronic Systems has experienced growth over the past several years—due in part to our diverse customer base, that hasn't been the case for many of our competitors. On the materials side, that's been a positive for our company and our customers since component lead times have been stable and parts readily available. That may be changing.

We're stressing the importance of long-range forecasts.

There are rumblings that business in the EMS industry as a whole is beginning to pick up. And, while component lead times and prices are, for the most part, remaining stable at this point, we are seeing lead times begin to stretch out on discrete, memory, and commercial interconnect products, for example. While it's not unusual for memory products to have long lead times, seeing discreet and commercial interconnect products stretching out is unusual.

As anyone in this business understands, it's a matter of supply and demand. When the industry as a whole is starting to get busy, we're going to see longer lead times as factories attempt to keep up with demand.

Even though we may be just on the cusp of a growth period in the industry, we'd like to stress the importance of long-range forecasts to our customers. We're obviously happy with the eight-week forecast that many of you already provide, but a 12- or 16-week forecast would be even better. We understand that some customers might be hesitant to give that long a range of forecast. They may be nervous that the tail end of that forecast will not be accurate. However, the longer the range of your forecasts, the more parts we can get into the pipeline to avoid gaps in our scheduling and to meet your orders. We also are able to react and respond to needed revisions as production time nears. It's better to adjust than not have the parts in-house when needed. ♦

