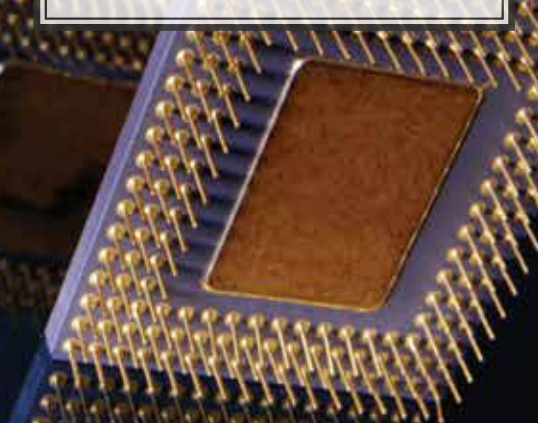


**OUR CUSTOMERS SAY...** "They are very prompt and straight-forward at responding to any changes or request I have."

—President/Owner  
Industrial OEM



Legendary Integrity.  
Responsiveness  
& Flexibility.



**ELECTRONIC  
SYSTEMS INC.**

**LEGENDARY SERVICE**

## NEW FACE ON THE WEB

By Gary Larson, President, [glarson@electroniccsi.com](mailto:glarson@electroniccsi.com)



Technology is the name of the game in the EMS industry, but service is what differentiates one EMS provider from another. At Electronic Systems, Inc., we believe our newly designed website is a reflection of what we're all about: an EMS provider that offers state-of-the-art capabilities with a reputation for legendary service.

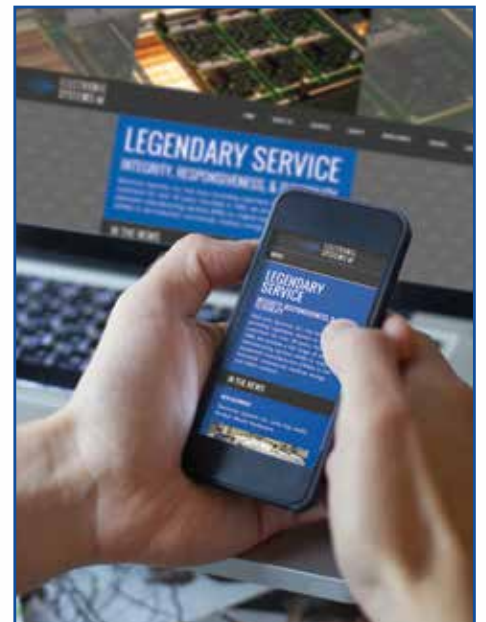
Redesign of our site, [www.electroniccsi.com](http://www.electroniccsi.com), is the final step in our initiative to freshen the Electronic Systems brand to better reflect who we are as a company. In June, we introduced both a fresh face to our newsletter and our logo, emphasizing the Legendary Service tagline that's core to our company. The new website went live in August.

If you frequented the old site, you'll immediately see and feel the difference. We wanted a website that was welcoming—graphically engaging and easy to navigate. With customers who are short on time, we didn't want a site full of long text and a series of boring bullet points. Instead, you'll discover concise information about who we are as a company, our capabilities and skill sets, and the services we provide. It also features a video that will provide a quick overview of Electronic Systems.

We also invite you to utilize the download tool on the site. The site will provide a secure tool for

customers to download their large files and documentation needed for specific projects.

If you haven't already checked out our new website, we invite you to take a look. We're excited to provide one more way to stay in touch with our current and potential customers. Remember, though, our website is merely an introduction. The human element is the differentiator in this business, and it's what sets Electronic Systems apart. And so, once you watch the video or check out the site, pick up the phone and give me a call. Let's have a conversation. ♦



# 25-YEAR SISTERLY RECOGNITION

Two Electronic Systems associates reached their 25-year milestone with the company this summer. What makes their longevity even more memorable is that Kari Engesmoe and Shelly Grotjohn are sisters.

Kari, who started in July of 1989, can boast about one month more experience than her sister, who joined the Electronic Systems team in August of that same year. Even more interesting, they both were drawn to their jobs by another sister who was an associate at the time.

With a quarter-of-a-century worth of experience on the production floor, Kari is a first-rate assembler who does a fair amount of

hand soldering. She says she started in prep, ran some equipment for a while, and was assigned to rework, eventually returning to assembly.

Shelly also began in prep and assembly and has moved through a variety of positions, including planner and master scheduler. Today, she is production shop floor manager. "I'm pretty familiar with everything we do around here," she says. When asked what's kept them at Electronic Systems for 25 years, Kari points to the work. "I like what I do," she says matter-of-factly. "It's fun to do different things every day." Her sister adds another factor. "It's the people,"



*Sisters Shelly Grotjohn (left) and Kari Engesmoe are celebrating 25 years with Electronic Systems.*

says Shelly, with Kari nodding in agreement. "I like the people I work with." Congratulations and thank you to both Kari and Shelly for their dedication and commitment. ♦

## WHERE WE'RE GOING...

By Rebecca DeGroot, Materials Manager, [rdegroot@electronicsi.com](mailto:rdegroot@electronicsi.com)

The recent Supplier Appreciation Event offered an excellent opportunity to meet with the select suppliers that partner with Electronic Systems (see page 4). The event also provided a forum to discuss Electronic Systems' current focus in our supplier partnerships and how that focus will evolve.

In the short term, Electronic Systems is focused on supplier programs. We look closely at how a supplier can perform on a number of factors, including: inventory turns, the ability to provide cost reductions as a result of forecasting, EOQs to ensure efficient and on-time delivery, supplier assessments, and quoting strategies that provide us with the best pricing information in the most timely manner.

For the long term, we will be moving into partnerships that focus primarily on supplier evaluation and measurement. Here are some initiatives we intend to pursue:

- Preferred supplier program. We'll continue to look at quality, price, and lead times when selecting suppliers,

but we will also evaluate in a more objective way a supplier's history of flexibility and responsiveness.

- Strengthen our relationships with critical suppliers. We will work to negotiate stronger alliances and better pricing with key suppliers, taking advantage of their power in the market place rather than relying on the current broadcast approach to purchase materials.
- Office days for key suppliers. We intend to schedule regular set times for key suppliers to be in our facility and available to our staff.
- Goal-driven business reviews. We will be adding more depth to our quarterly business reviews, integrating additional goals into our set of metrics in how we evaluate our supplier partnerships.

At Electronic Systems, we pride ourselves in our supplier relationships. Each year we award suppliers who go that extra mile to help us better serve our customers. As we adopt new parameters, our goal is to ultimately bring in more business for Electronic Systems and our supplier partners. ♦

*Rebecca DeGroot joined Electronic Systems in mid-August as Materials Manager. Rebecca comes from Raven Industries where she served as supply chain manager for its Electronic Systems Division. She also has distribution experience. Watch for a complete profile on Rebecca in the future.*



*Sager Electronics was the 2014 winner of Electronic Systems Best in Class Award for electronic distributors. From left to right: Electronic Systems Materials Manager Rebecca DeGroot, Sager team members Jane Anthony, Gerry Robinson, and Dick Goodermont, and Electronic Systems President Gary Larson.*

# POOL AND PROBLEM-SOLVING

If there's a connection between James Pickering's expertise at the pool table and the skills he brings to his position as technical support engineer, it's strategy. Whether he's attempting to sink pool balls into the pockets or troubleshoot a technical problem for a customer's build, it takes the ability to think and plan ahead on the moves that will help win the game.

Troubleshooting strategy is nothing new to this recent addition to Electronic Systems engineering team. With several years experience in the electronics division of nearby Raven Industries, James came equipped to fill this newest engineering position at Electronic Systems. "It's been a good fit," explains Director of Manufacturing Fred Ledwell. "He walked in, we gave him a problem right away, and he's been running with it ever since."

As the new technical support engineer, James will focus on technical challenges that arise with new builds or current projects. "He's our go-to-guy in the troubleshooting process," adds Ledwell. "He'll be the one to communicate and work out corrective actions with the customer." The new position, he explains, provides customers with a problem-solver on technical issues and frees

up other engineers on the team to focus on their specific areas.

This South Dakota native brings an interesting background and multiple skills into play. Initially pursuing a degree in music, he left college to work in the music retail world, eventually assigned to manage six different locations that needed his troubleshooting talents. He eventually went back to college in 2000, obtaining his degree in electrical engineering.

When he saw the job description for the new position at Electronic Systems, he was immediately interested. "I knew how to do this and the timing was right," says James, adding that he enjoys the sense of accomplishment when he helps come up with a solution. "Sometimes it gets tough because you're working on multiple issues at the same time," he admits. "But I love it. My brain simply works this way."

Married for a little more than a year, his wife, Jan, works in quality assurance for Wells Fargo. She also plays pool, playing on the same team this summer for the first time. "I'd have to say she's a better player because she finished above me this summer," says James. That's no indication of his abilities. Playing three nights a week, he's won a singles



tournament in Sioux Falls, and his team won second in the state this year.

After just a few months on the job at Electronic Systems, he sees his new employer as a company that likes to win, as well. "I sense that Electronic Systems is constantly growing and constantly improving," says James. "This company definitely strives to stay ahead of the game." That's a must, he says, in today's electronic manufacturing industry. "We're contract manufacturing, and in the United States, a lot of that business ends up overseas," he says. "We're out to prove that it can be done in the U.S., and there's value in having it done right here." ♦

## ADDING THE HEAT STAKING OPTION

When one of our customers was recently looking for a more economical assembly option, Electronic Systems was ready to find the right solution. As a result, we've integrated both a Sonitek® Model 2000 Heat Staker and a smaller S10 Model into our production floor.

The heat staker allows Electronic Systems to assemble the circuit board into a plastic base by melting plastic standoffs, rather than the more conventional method using hardware. "The beauty of the technology," says Director of Manufacturing Fred Ledwell, "is that both machines were purchased with a quick-change head feature that makes the equipment easily adaptable to builds by other customers selecting the heat staking option." It is just one more example of how Electronic Systems continues to increase our capabilities. ♦





# ELECTRONIC SYSTEMS INC.

**LEGENDARY SERVICE**

An ISO 9001:2008 and  
ISO 13485:2003 Firm

600 East 50th Street North  
Sioux Falls, SD 57104  
[www.electroniccsi.com](http://www.electroniccsi.com)

PRSR STD  
U.S. POSTAGE  
PAID  
VISTACOMM

## YOU CAN FIND US...

MD&M Minneapolis Medical Design & Manufacturing™  
Oct. 29-30, 2014



Minneapolis Convention Center

Minneapolis, MN

Booth location: #632

Life Science Alley LSA2014  
Nov. 19, 2014



Minneapolis Convention Center

Minneapolis, MN

Booth location: #219

## 2014 SUPPLIER AWARDS

It's always a great day at Electronic Systems when we host the annual Supplier Appreciation Day. For 10 years we've been bringing our select suppliers to our headquarters in Sioux Falls and recognizing their role in our success. This year, more than 70 suppliers were on hand. The day included updates from our new Materials Manager Rebecca DeGroot (see page 2) and management, as well as time to relax over lunch and social time together.

An important part of the day is recognizing our company's Supplier Award winners who have exhibited the Best in Class in several categories and the overall Best in All Categories. This year's winners are:



For the second year in a row, Arrow Electronics was the winner of the Best in All Categories Supplier Award. Electronic Systems President Gary Larson (left) and Materials Manager Rebecca DeGroot (right) congratulated Arrow Electronic team members Shawn Nevin and Dustin Steinhoff.

### BEST IN ALL CATEGORIES *(Total Overall Value, Quality, and Service)*

Arrow Electronics, Inc.

CATEGORY	BEST IN CLASS
Custom Manufacturer	Watertown Box Corp. (designers and manufacturers of corrugated shipping containers)
Printed Circuit Boards	Active Sales Associates, Inc.
Electronic Distributors	Sager Electronics, Inc. (see photo on page 2)
MRO/Consumables/ Equipment	Hisco, Inc.