

Legendary Integrity.  
Responsiveness  
& Flexibility.



**ELECTRONIC  
SYSTEMS INC.**

**LEGENDARY SERVICE**

## 35 YEARS OF RELATIONSHIPS

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

Electronic Systems, Inc., opened its doors in 1980. That's 35 years of business. More important, it's 35 years of business *relationships*. I recently met with our management group to recap 2014, a record sales year for our company. I shared with them a quote: "We want customers who *create* customers." That concept is integral to who we are as a company. Our goal is and always has been to provide a customer with such excellent—*legendary*—service that they can't help but tell others about who we are and what we can do.

A very high percentage of our customers come to us because of a relationship developed over the past 35 years. True, in order to survive, every company's business model must rely to a certain extent on past relationships, but at Electronic Systems we take it to a new level. We ensure that providing legendary service is embedded into our culture, and that makes a lasting impression.

Case in point: In 2014 we were approached by someone we'd done business with years ago. Then involved in technology products for the electric utility industry, Ed Cannon moved on to take a new consumer product to market—a portable electronic guitar system called Jamstik™ The Smart Guitar.

The product is being sold by Apple Inc. and our long-time relationship with Ed brought him to partner again with Electronic Systems to manufacture this new exciting product. (Read the Jamstik story at the News/Events page of [electroniccsi.com](http://electroniccsi.com).)

It's the type of story that happens again and again at Electronic Systems. The fact that we've built these relationships is also why our people feel so committed to our customers' success stories. Our associates feel that they're part of something bigger than simply coming to work each day, completing tasks, and checking them off their list.

Each one of our associates, whether they're buying parts, cleaning floors, building testers, or working on the production line, is contributing to that legendary service—service that enables our customers to succeed. In turn, Electronic Systems succeeds as well. Each one of our associates was part of our record-breaking 2014. But then, each one of our customers and suppliers also played a critical role. It's why we will continue to invest in our business relationships for the next 35 years and beyond. ♦



**OUR CUSTOMERS  
SAY..."Great job  
of delivering  
our orders....  
It definitely  
helped us make  
our customers  
happy!"**

**—Commodity Manager  
Industrial OEM**



## WINNING IN SAFETY

Electronic Systems was pleased to be recognized this past fall by the South Dakota Safety Council and the South Dakota Governor's office for the company's outstanding accident prevention performance in workplace safety and health. The award was given during a Governor's Safety Awards luncheon. On hand for the awards ceremony were, from left to right: SD Safety Council Chair Paul Bruflat, Electronic Systems associates Greg Adams and Mary Buruiana, and SD Lieutenant Governor Matt Michels.

"The award is based on OSHA-recordable accidents, and Electronic Systems is above industry standards for accident prevention performance," says Manufacturing Manager Greg Adams, who oversees the company's safety program. "We're very proud of this award because it involves everyone at our company." "We've made great strides in our safety program, and we work to be proactive instead of reactive when it comes to safety." ♦



*Electronic Systems takes home accident prevention performance award.*

## ULTRASONIC WELDER EXPANDS CAPABILITIES

Electronic Systems has expanded its capabilities with the purchase and implementation of an ultrasonic welder. "One of our customers had a requirement to ultrasonically weld plastic components together for its build," explains James Pickering, senior technical support engineer. He explains that Electronic Systems worked with Sonitek® to get the Branson 2000 AED ultrasonic welder installed and adapted to meet the specific demands of the customer. The Branson 2000 applies high-frequency ultrasonic acoustic vibrations to plastic workpieces being held together under pressure to create a solid-state weld.

"There are certain pieces of the welder that are shaped to part specifications so that the parts being welded cannot move as the weld is being applied," says James. He says the one-piece flow welder should begin rolling out products in 2015. ♦

*At right, Senior Technical Support Engineer James Pickering shows off Electronic Systems' new ultrasonic welder.*



## MAKE A DIFFERENCE DAY

Energetic and civic-minded Electronic Systems associates picked up rakes and got to work this past fall as part of the 2014 Make A Difference Day event in Sioux Falls. They were part of Active Generations' Rake the Town project in which over 1,000 volunteers raked the yards of 306 elderly and disabled

homeowners. Eight of our own volunteered their time on a Saturday in October, cleaning the leaves from two yards. "It's our way of getting our employees into the community and making a difference," says HR Assistant Jamie Bortnem. Last year associates planted trees, and Jamie says the company plans to provide

quarterly volunteer opportunities in 2015. Associates participating in this event were: Greg Adams, Rich Harwig, Sopheap Chheng, Nila Ostrander, Kathleen Dirkson, Linda Mohr, Mary Buruiana, and Merita Dragusha. Thanks everyone! ♦



# HAVING A MIND TO SUCCEED



Determination could be Mary Buruiana's middle name. The manufacturing engineer who watches over Electronic Systems' wave solder and optical inspection equipment, as well as working one-on-one with specific customers, has come to her position with a mind focused on succeeding at whatever she sets out to do.

A native of Romania, Mary received her education in civil engineering and was in her tenth year working on bridges and roads for the Romanian government when she won a U.S. Visa lottery in 1998. At age 34 she and her husband, also an engineer, and their 16-year-old

son pulled up stakes and set out for a new life in America. "I wasn't ready for that," remembers Mary. "We had good positions and we were happy. My son was just 16 and he had to leave friends, so it was tough. We had just four pieces of luggage; my entire life was in my luggage. A lot of people don't make it, but we worked from the first time we came."

After just one month, Mary had a job working nights as an inspector for another manufacturing firm in Sioux Falls. She would come home in the morning and begin working on improving her English, watching captioned TV so she could hear people speaking while seeing the written words. In 2000 she was laid off, and one month later she was at a job fair. "I cannot stay home. It's not me," says Mary. "I have to work." She took the first job she was offered—a position as a production associate at Electronic Systems.

It didn't take long before her self-motivation was noticed. "When I started," says Mary, "I was too fast and my team leader said, 'You know, this job is supposed to take a week and you're done in two days.'" She

soon moved into a quality associate position, then became a manufacturing engineering process technician and, in 2013, once again held the title of engineer.

"This company saw something in me and gave me the opportunity to learn and to grow—to do something for them as well as for me," says Mary. "I love my job. I like everything—the people, the customers, and I love solving problems." That problem-solving ability fits in well with what Electronic Systems offers its customers, she says. "Customers see what we do for them," Mary explains. "And we like challenges. A lot of times customers ask us to do things we've not done before, but we're on top of it—buying new technology if necessary and improving our systems."

Seventeen years after stepping off that plane from Romania, Mary calls the U.S. and Sioux Falls home. "Every year we go back to visit family, but this is our home now," she says. "I've gone through a lot of transitions and it was hard to start over again, but I feel good at where I am. I feel whole now." ♦

## WHO IS ESI? WE ARE...

It was a challenge. How do you express the character of a 35-year-old company in less than two minutes? We think our new *Legendary Service* video featured on our redesigned website does a great job. "We wanted a short video that people could watch quickly," says President Gary Larson. "And we wanted to show that our focus on legendary service is embedded in the culture of the people who work here."

"I didn't want a video with me talking," he insists. "I wanted our people to talk. And I wanted it to be simple and convey that *everybody* at Electronic Systems contributes to a mission and culture of legendary service—and also to define what legendary service is with a quick series of words spoken by the people who make up ESI."

In preparation for the video produced by HenkinSchultz Creative Services, Gary put posted sign-up sheets for associates who wanted to be part of the video. "I didn't expect many volunteers, but the response

was overwhelming," he says. "They wanted to be part of this." To find out who is ESI for yourself, go to [electronicsi.com](http://electronicsi.com) and click the video *Legendary Service* on the home page. Then sit back and enjoy! ♦



*Associates speak out about 'Who is ESI?' in new online video at [electronicsi.com](http://electronicsi.com).*



# 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...

Upper Midwest Expo

& Tech Forum

June 25, 2015

Marriott Minneapolis Southwest

Minnetonka, MN



# PREFERRED SUPPLIER PROGRAM LAUNCHES

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

Electronic Systems is excited to announce the rollout of their Preferred Supplier Program. The program will provide us with objective means with which to measure our supplier partnerships through robust and critical criteria. The beauty of the program is that it provides our suppliers with specific criteria on how they're being measured and awarded business. Additionally, it will provide our customers with confidence that the suppliers we choose to partner with will be able to deliver a quality part on time and at a competitive price.

### Criteria that matters

As part of the program, we will break our suppliers into their various categories so that we are comparing distributors, for example, with other distributors. The criteria to rate each category will be on-time delivery, quality, and ease of doing business. That last criteria, ease of doing business, takes into consideration factors like quoting responsiveness and accuracy, schedule flexibility, customer service support, and cost savings. Once we have defined the criteria, we will then measure each supplier and come up with a score.

That score will determine the supplier ratings. Highest scores will place a supplier into a preferred or approved status—a green light, so to speak, indicating a 'go.' These

are the suppliers who have demonstrated the ability to meet our needs on all critical cylinders. They have truly invested in partnering with us. In other words, they are meeting our needs for on-time delivery, quality, and ease of doing business. Other statuses are conditional—yellow—indicating 'proceed with caution' and, finally, a probationary status or red light that indicates corrective actions have been issued.

### Providing benefits to top suppliers

Of course, doing business with suppliers in the preferred and approved category is essential to our success. We will offer benefits for meeting that standard, including the opportunity for additional business and being able to participate in a supplier office day where they are invited to spend part of a day in our office with our team. We will

also recognize these top suppliers in our newsletter and give end-of-year awards if they maintain their status for a full year.

We are pleased to announce that even before launching the program, we completed analysis of 2014 fourth quarter rankings and offered the supplier office day to a handful of suppliers meeting the green status. The Preferred Supplier program will launch soon, and suppliers can expect to receive a letter explaining the details if they haven't already. ♦

