

ESI has received its three-year ISO 9001:2208 and ISO 13485 recertification following an audit by Registrar BSI.

"This means our quality management systems are robust."

—says Quality Manager Lee Delange

**Legendary Integrity.
Responsiveness
& Flexibility.**



**ELECTRONIC
SYSTEMS INC.**

LEGENDARY SERVICE

IT BEGINS WITH "WHY?"

By Gary Larson, President, glarson@electroniccsi.com

I recently finished a book, "Start With Why", written by Simon Sinek. It is a quick read with a fairly simple premise: people and organizations that excel have something in common. They always begin by asking the question, "Why?" According to Sinek, the question, "Why?" should be what motivates us and those around us. After all, if we're not personally passionate about why we're doing what we do, then others around us won't be passionate either.

It started me thinking. *Why* does Electronic Systems, Inc. (ESI) do what it does? We're in the midst of talking to a potential customer right now, and I'm asking, "Why do we want to do business with them?" Fortunately, at ESI, we know the answer to the "Why?" question. We understand that outsourcing with a quality- and service-focused EMS can provide that potential customer with a better business model. And to ESI, that matters.

Why is ESI so focused on legendary service? To speak plainly, that answer must spring from a deep personal belief that a higher level of service is essential. I grew up in a service world. My dad owned a service station, and a bulk oil and gas delivery business in rural South Dakota. When a local resi-

dent had a flat tire on the road at 10:30 on a Saturday night, he didn't say, "Sorry, I'll be there in the morning." Or, when harvest was in full swing and a farmer needed fuel, he didn't make the farmer wait until the next day. He wanted that farmer to be able to finish the harvest. He knew that his success depended upon the farmer's success. I sensed that level of commitment to legendary service when I joined ESI many years ago, and it's only grown stronger.

Why do people work for ESI? Obviously, every one of our associates has his or her individual reasons for coming to work each day, but our people do get the "Why?" question. It's engrained in our culture, and we continually recognize our associates' efforts to always put the customer first.

Reading this little book was an eye-opener—not because the concept is foreign to us, but because it reinforced the fact that we must continually ask, "Why?" We can't lose focus on why ESI exists. Our why is helping you, our customers, become better companies so you can compete and grow—and hopefully keep coming back to ESI. That's why. ♦



A FARMING CONNECTION

Amy Hoines attributes a good portion of her problem-solving skills to growing up on a farm. "When you're working on the farm, there's not always someone else around to handle an issue when it arises," says Amy. "Instead, you rely on the tribal knowledge that you've gained to accomplish a task or solve a problem."

It's that tribal knowledge, further developed over the years by her engineering career, which is serving Amy well today as a program manager at ESI. A mechanical engineering graduate from South Dakota State University, with an MBA degree from the University of South Dakota, she joined ESI last spring after working on the operations management side for two industrial manufacturing firms.



"My background in operations has been beneficial," says Amy. "I better understand how product flows on a production floor and the kinds of problems that can occur." She also developed the customer communication skills essential as a product manager. "In my previous job, I had daily communications with our customers, and so I had a good background in customer relations," says Amy. "The transition to program management has been pretty smooth."

What's her typical day like? "There is always something new," she says. Her days begin with checking emails and prioritizing those from customers who need immediate attention. She works with purchasing to determine when parts for specific builds are expected in and with the engineering team to ensure that customer requirements are noted; this check minimizes production downtime when it comes time to build. And then there are the continual communications with the customers.

It's not a stress-free job, but Amy insists she likes the challenge. "It's not mundane or repetitious," she says. "It's constantly changing with the needs of your customers, and I feel that is important."

When she leaves the office each day, Amy heads home to a household that is anything but mundane. She and her husband, David, are parents to a 7-year-old son and 1 ½-year-old twins (a daughter and a son). A few years ago, when David was deployed as a member of the National Guard, Amy began cycling for exercise and relaxation. "It was something I could do to get us out of the house," she recalls. Now, she puts the twins in a cart behind her and her older son can ride his own bike alongside as they travel the bike trails. "It's a stress reliever," she says. "It's quiet time." ♦

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TWENTY-FIVE YEAR CELEBRATION



At ESI, we celebrate associates who have been part of the ESI team for a quarter of a century or more. Lois Poppenga came to ESI 25 years ago from a local microwave oven manufacturer. She's been an integral part of the production floor ever since and serves as one of the company's

safety auditors. "I've seen a lot of different assemblies being built," says Lois, who has witnessed many process improvements over the years. She can also attest to the longevity of some of the company's products and customers. "I remember, when I first started, two products that we were manufacturing for one of our customers," says Lois. "I'm still building those products today."

During her off-hours, she and her husband, Regie, spend time with their two daughters and their families, including three grandchildren. The couple enjoys camping when the weather is warm enough.

What keeps bringing her back to ESI, she says, are the people and the work. "I wasn't planning on being here 25 years, but I still enjoy coming." ♦

Preferred Suppliers for Four Consecutive Quarters:

Avnet Electronics

TTI, Inc.

Watertown Box Corporation

American Solutions for Business

Active Sales Associates, Inc.

To see a list of all Q4 Preferred Suppliers, go to

<http://www.electroniccsi.com/main/esis-preferred-suppliers-q4-2015/>

PERFECT ATTENDANCE

A well-tuned production floor depends on associates being here, on time. We're proud to announce that 29 team members were recognized for perfect attendance in 2015. For their photo and names, go to

<http://www.electroniccsi.com/main/esi-employees-recognized-perfect-attendance/>

REACHING SHARP STATUS!

Through the concerted effort of a dedicated safety committee and all of ESI's associates, the company was awarded with a two-year certificate of recognition in November for implementing an exemplary safety and health management system under the OSHA Safety and Health Achievement Recognition Program.

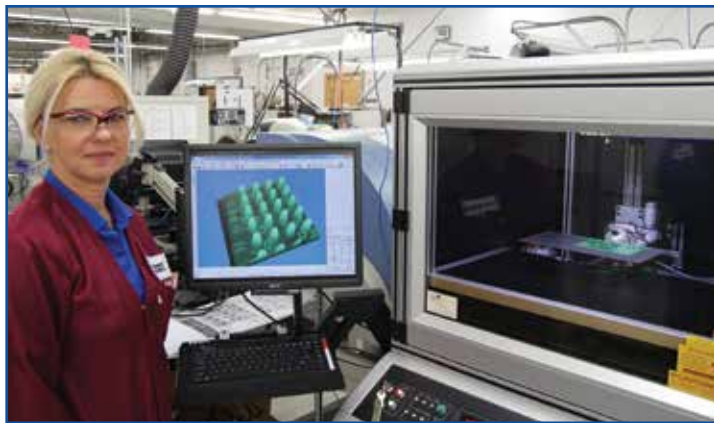
Known as SHARP, ESI is one of only three companies in South Dakota to currently hold the prestigious designation. "It says we're the best of the best when it comes to safety," says Manufacturing Engineer Mary Buruiana, who is involved in the safety program at ESI. Greg Adams, the company's manufacturing manager and director of its safety program, credits a team of in-house safety auditors and the entire production team. "This," he says, "is really everyone's award."

Find out more about ESI's accomplishment in safety. Go to www.electroniccsi.com and click on News. ♦



A committed group of ESI associates, who also serve as safety auditors, hold the SHARP worksite banner after the company received its OSHA SHARP certification.

ROBOTICS ON THE MOVE



Manufacturing Engineer Mary Buruiana was instrumental in selecting the Jewel Box-70T Robotic Inspection System.

Two new pieces of robotic equipment are bringing advanced capabilities to the production floor at ESI.

With its x y z movement, 360° rotation, 45° tilt and joy stick positioning, the Jewel Box-70T Robotic X-ray Inspection System provides the capabilities of inspecting boards with hard-to-place parts and validating the quality of solder joints and other aspects of the board that are not easily visible. The Jewel Box is also equipped with 3-D imaging software that can provide a 3-D rendering of solder joints.

The UNIX-413S is a high-performance soldering robot that achieves fast, precise and high-quality soldering

operations. It will be utilized for through-hole soldering on select projects that would previously have required a high-skilled hand solderer, thus providing a high reliability and consistent solder at high speed with easy programming. Using the robot removes the human factor. The machine program can change the angle of the solder iron to reach tight spots, and it can be rotated 360° degrees to hit specific angles with the correct solder size. ♦



Manufacturing Engineers Paula Schmidt (left) and Mary Buruiana are working on integration of the UNIX Desktop Soldering Robot into the Electronic Systems production process on specific projects that require complicated soldering.



ELECTRONIC SYSTEMS INC.

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ISO 13485:2003 Firm

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QUOTING THE ESI WAY

By **Lynne Mooney**, Director of Business Logistics, lmooney@electronicssi.com
and **Holly Olsen**, Business Development Coordinator, holsen@electronicssi.com

In the words of ESI President Gary Larson, the quote process is the company's first opportunity to make a good impression with a potential customer.

"Our goal is to be the first company in with a quote," says Gary. "It shows our responsiveness, and if you can't respond to a request for a quote, how are you going to respond to a customer's orders or needs?"

Responsiveness is a critical component in our quote process, as are flexibility and integrity. This means building relationships and internal processes that support the type of response that we want to provide. Steve Schaffer, ESI's Quote Administrator, who manages material quoting, plays an integral part in this process.

Utilizing a quote software system, he queries the supply chain for pricing. The pricing is then collated and enters a multi-step review process to ensure accuracy and optimization to specific customer criteria, like stock on hand, lead-time, price or excess inventory. The program manager completes a final review of

the material and labor information and generates the quote.

This is the point at which many companies hand the quote over to the customer. Not at ESI. With each official quote, a customer receives a letter detailing specific assumptions related to the product, along with a report that shows stock and lead-time positions for each component on the BOM at the time of the quote.

More than once, we've heard from customers who are impressed with the level of detail we provide in our quotes. We also hear from customers who are impressed with our ability to turn quotes around promptly—sometimes in a very short time frame. Our responsiveness is largely due to the excellent relationships we have built with our suppliers over many years in the business.

"My job is to make sure the information is complete, timely and accurate," says Steve. For ESI, that means accurate pricing the first time, in a timely manner.

That's quoting the ESI way. ♦



Quote Administrator Steve Schaffer reviews material pricing during the quote process.