

Legendary Integrity.  
Responsiveness  
& Flexibility.



**ELECTRONIC  
SYSTEMS INC.**

**LEGENDARY SERVICE**

## ESI WINS CIRCUITS ASSEMBLY SERVICE EXCELLENCE AWARD

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

There is nothing quite like hearing from your customers that you are doing a good job—even better when the adjective they use is “excellent.” Electronic Systems, Inc.’s (ESI) representatives at the IPC Apex Expo in Las Vegas, Nevada, this April felt proud and humbled as we accepted the 2016 Circuits Assembly Service Excellence Award for Highest Overall Customer Rating. We received the coveted award for EMS companies in the \$20-million to \$100-million revenue range.

The fact that this is the second time ESI has won this highest overall award did nothing to diminish its significance. After all, this award means that *our own customers* rated us the best in all categories including Quality, Technology, Value for Price, Responsiveness and Dependability/Timely Delivery. While we have consistently won several individual categories in recent years, taking this highest award again is confirmation that

our commitment to Legendary Service is not simply a tagline. It is what we live and breathe at Electronic Systems.

Our awards hang prominently in our Sioux Falls office, and we will proudly display this newest award plaque at our booth at upcoming trade shows. But the plaque is not a trophy to simply display on a wall or table. People in our industry recognize the award and what it means. It’s reinforcement that what we’re doing is right and appreciated by the many customers we serve.

The award is also a testament to the dedication of every one of our associates and their motivation to continue putting service to our customers on the highest level.

This is definitely a team award and we will do everything we can to live up to its reputation. Thank you for your continued confidence in our relationship with you. ♦



### OUR CUSTOMERS SAY...

***“Electronic Systems (is the) model of how communication should flow between a customer and a supplier.”***

***—Director  
Product Management  
Industrial OEM***

[Read more about our prestigious award on the News page of www.electroniccsi.com.](http://www.electroniccsi.com)





It was a college calculus class that first led Paula Schmidt to a career in engineering. "I had no intention of going into engineering but decided to take an engineering calc class in college," recalls Paula. "I liked it and so I stayed on the math and engineering path." That path led to a degree in electrical engineering from South Dakota State University, followed by a four-year stint at a manufacturing facility in her hometown of Clear Lake, South Dakota. In 1999 she arrived on the doorstep of Electronic Systems—and she hasn't looked back.

## WORKING HARD TO GET IT RIGHT

Today, this manufacturing engineer covers a range of responsibilities, but focuses primarily on determining the company's labor quotes for new builds. It's a task that ESI President Gary Larson says is critical to both the customer and to the success of Electronic Systems.

"I look at what processes a customer's circuit board should go through in order to give them a quality product and the best possible price in terms of labor," says Paula. "We work hard to get the labor costs right, and know from years of experience that we are pretty good at it."

In addition, Paula conducts labor analysis, evaluating labor costs in specific areas of production and determining where improvements can be made. She is also involved in assessing the need for—and the selection of—new equipment. "I look at new equipment in terms of its cost justification from both the standpoint of the customer and ESI," says Paula.

A mother of a 27-year-old son in Austin, Texas, and two teen-aged daughters, over the years her hectic work days have been exchanged at home for running her girls to various activities, including traveling dance and cheering teams. Paula and her husband, Anthony, a vice president at an industrial manufacturing company, do take time to relax on summer weekends, boating and swimming at their lake home.

If her engineering career wasn't in the younger Paula's original life plans, she's content with the doors that opened to her from that first engineering calculus class. "I didn't know where I would end up, but I'm happy with where I am," says Paula. "I enjoy the people I work with. The deepest satisfaction comes from resolving issues and coming up with something that helps people in their job every day and best serves our customers." ♦

## GOING FOR ANOTHER 25

In her 25 years at Electronic Systems, Rosalyn Kampen has seen many kinds of circuit board assemblies, from FM to VHF, Analog to Logic boards. She has witnessed progression from the one solder wave machine when she started June 24, 1991, to the three solder waves and one select solder machine in the production facility today. And, as a long-time production associate, Rosalyn has experienced the benefits of implementing Lean initiatives like 6S (sort, shine, set in order, standardize, sustain and safety) when it comes to organizing her tools at her workstation.

This South Dakota native came to ESI after working in a small electronic company in Hawarden,

Iowa, where she first soldered thousands of mini-microchips under a microscope. Today, she does solder touch up and PC insertion and prep.

On weekends, this ESI veteran—who is also a rock concert, shopping and craft show enthusiast—heads back to her home farm south of Sioux Falls. There she helps her mother and does what her family has been doing for the past 40 years: cleans the small country church where she was raised.

When asked why she has remained at Electronic Systems for 25 years, she has a quick answer. "I love everything here," says Rosalyn. "I like the work and I like the people." Does she plan



to be working at ESI for the next 25 years? "I hope so," replies Rosalyn. ♦

# SNAPSHOTS OF LEAN INITIATIVE

Lean initiatives big and small all add up to more efficiencies at Electronic Systems. Greg Adams, manufacturing manager, reviewed three recently implemented practices that are making a positive difference at ESI.

## Reducing tape and reel handling

While evaluating the steps taken during Surface Mount Technology (SMT) set-up and tear-down process, an analysis of how many times associates were handling the reels was a perfect set up for a Kaizen event.

"We kit the reels, stage them, put them on feeders, put the feeders on machines and bar code scan the reels each time we move them," says Greg. The goal was to reduce handling time as much as possible. "With the Kaizen event, we were able to eliminate a couple of the scans performed, saving us space and giving us a pretty nice reduction in time."

## Associate initiates tool organizer

One employee suggestion is providing a neater and more organized tool board. "Over the bench on which associates conduct touch-up inspections, they have all of their clippers and tools on a board," explains Greg. "Our associate came up with the idea on how to better organize and label those tools to make their job easier." The idea came out of the company's associate suggestion program where team members are encouraged to come up with time-saving or safety ideas and, if accepted, follow through to get the idea implemented.

## Faster location of testers

Associates are now able to more quickly find the correct tester on the production floor. In addition to better organization and labeling of the testers on a specific rack, associates can now type the number of the tester into an electronic tablet and a picture of the tester will appear along with its exact location on the rack. ♦



*Eliminating tape and reel handling saves time.*



*One associate's idea sharpens tool organization.*



*Greg Adams demonstrates how an electronic tablet can help find testers more quickly.*



## IPC Trainers Recertified

Four Electronic Systems' associates were recently recertified as IPC Certified Trainers. From left to right: Manufacturing Engineer Mary Buruiana, Quality Facilitator Chere Monroe-Lei, Constantino González, ACME, Corp. IPC Master Instructor, Employee Development Specialist Deb Bossman and Quality Facilitator Merita Dragusha.

Recertification is required every two years. All four were recertified in standard IPC-A-610; three were also recertified as IPC-7711/IPC-7721 Certified Trainers. The extensive week-long training included classroom training as well as a challenge test. As IPC Certified Trainers, these associates are training all ESI team leaders and quality associates as IPC Certified Specialists. "The fact that ESI has four IPC Certified Trainers shows the customer that we care about their product," says Mary Buruiana. ♦

## Passing ISO Audit With Flying Colors

We are proud to announce that a recent six-month ISO surveillance audit by Registrar BSI found zero non-conformities—a major accomplishment and proof of a robust quality management system at Electronic Systems. ESI is ISO 9001:2008 and ISO 13485:2003 (Medical) certified and ITAR registered.



# ELECTRONIC SYSTEMS INC.

## LEGENDARY SERVICE

An ISO 9001:2008 and  
ISO 13485:2003 Firm

600 East 50th Street North  
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# SUPPLIER APPRECIATION DAY AUGUST 25

By Lynne Mooney, Director of Business Logistics, [lmooney@electronicssi.com](mailto:lmooney@electronicssi.com)

## SUPPLIERS: HERE ARE THE BASICS

For the 12th year, Electronic Systems is planning its annual Supplier Appreciation Day, a day to acknowledge our many suppliers and their outstanding efforts throughout the year. Mark your calendars for Thursday, August 25. In preparation for the day, which includes our annual award presentations, please make sure you are monitoring your quality and delivery metrics on the bottom of your current purchase orders to ensure their accuracy. If there are any questions, don't hesitate to notify your ESI buyer and we will review and modify as appropriate.

This popular event will again include presentations by management, lunch and social networking. Optional tours of our facility will also be available. In addition to the presentation of our traditional Best in Class and Best in All Categories awards, ESI will, for the second year, present the coveted Legend Award, recognizing the supplier who has demonstrated outstanding achievement.

To ensure that we are sending our electronic invitation to the right people in your organization, please provide your ESI buyer with an updated list of people and their email addresses by Tuesday, July 5th.

## CUSTOMERS: WHY DOES THIS EVENT MATTER TO YOU?

Cultivating excellent partnerships with our suppliers is an integral part of ESI's success. Those relationships certainly are forged throughout the year, but they are strengthened when we take time on this special day each year to say "thank you" to those suppliers who go above and beyond in helping us best serve our customers. At Electronic Systems, we believe legendary relationships lead to legendary service. ♦

## Preferred Suppliers for Four Consecutive Quarters:

Avnet Electronics  
TTI, Inc.  
American Solutions for Business  
Active Sales Associates, Inc.

To see a list of all Q1 Preferred Suppliers, go to  
[www.electronicssi.com/main/preferred-suppliers-q1-2016/](http://www.electronicssi.com/main/preferred-suppliers-q1-2016/)