

Integrity,  
Responsiveness  
& Flexibility



**ELECTRONIC  
SYSTEMS INC.**

**LEGENDARY SERVICE**

## CUSTOMERS AFFIRM ESI AGAIN

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

In today's tech-savvy culture, customers go to their devices to check online product reviews before making a purchase—whether for a pair of socks or booking a hotel. A five-star rating is the holy grail. In the EMS business, the only comparable rating system is *Circuits Assembly's* Service Excellence Awards. These awards are based on customer reviews of their experience doing business with a variety of electronic assembly companies.

This February, for the second year in a row, and the third time in five years, Electronic Systems, Inc. (ESI) received the industry's top rating. We walked away from the IPC Apex Expo in San Diego with the 2017 Overall Highest Customer Rating Award for EMS companies in the \$20 million to \$100 million revenue range. In addition, over the years we have regularly received awards in the individual categories of Quality, Technology, Value for Price, Responsiveness and Dependability/Timely Delivery.

Winning this overall award—especially back-to-back—is

pretty amazing. It means that in the experience of our customers, ESI, compared to our competitors, is consistently coming out on top in not one, but all five categories. And believe me, maintaining that commitment to our mission of legendary integrity, responsiveness and flexibility doesn't get easier with each

plaque we bring home. As in any business, obstacles can happen at any time. It's not a smooth road. The key is perseverance and dedication to our mission. The prize is recognition by those who put their trust in our people, technology and experience.

The reason we've received the coveted award is also the reason ESI is growing—both in sales and capacity. This spring, we expanded the space in our third building, adding 6,000 more square feet of production capacity and room for an additional SMT

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### OUR CUSTOMERS SAY

*"Value is off the charts, pricing is very competitive, and quality and reliability are second to none."*

—VP Operations  
Commercial OEM



# FLYING HIGH AT ESI

Deb Husby's career has taken twists and turns. She has been a sales manager for Dayton-Hudson, city manager for a car rental company, and worked for more than 17 years at Aerostar International. There she was a program manager for the company's custom inflatables (think Pillsbury Dough Boy), tethered aerostats (think tethered blimps equipped with high-tech cameras), and protective wear (think military survival suits). In mid-January, Deb brought those years of experience to ESI as a program manager.

Deb insists there's a common thread running through her interesting resume. "It's sales," says Deb. "You're trying to make sure the customer has everything they need to do what they do." Within that sales mentality is a passion for excellent customer service. "It's figuring out the best way to solve the customer's problem," says Deb. "At ESI, a customer needs a product in 'x' amount of time. Something changes mid-stream. How do we course correct and what's the easiest way to make sure things go smoothly?"

Not only does her working career provide a good foundation for that kind of critical decision-making, but so does Deb's passion for hot air ballooning. This Sioux Falls, SD, native, also an artist and licensed realtor, became hooked on ballooning years ago while serving on crews that assist in launching, chasing and helping land the giant air-filled aircraft. She eventually earned her pilot's license.

"In piloting a balloon, you have to be organized, detail-oriented and know the rules," says Deb.

"You're the pilot in command and responsible for the safety of everyone in your aircraft." And, just as a program manager maneuvers a customer's project through design, production and delivery phases—sometimes with changes and challenges—a hot air balloon pilot steers the aircraft through shifting winds. "You can steer a balloon in any direction the wind is blowing," Deb says, laughing. "It's all about navigation and making sure you get where you want to go."

At ESI, those navigational skills come into play every day. "My job is to make sure my customers get their product on time, on spec and for the best value," says Deb, who adds that she knows ESI has that same priority. "ESI really does provide legendary customer service. I have to work for a company with that commitment or it's simply not a good fit for me." ♦



*Deb Husby joined the program management team in January.*



## CUSTOMERS AFFIRM ESI AGAIN

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line in our main production facility (see page 3). It's another exciting development, because we know our growth in capacity can help our customers grow, as well.

Our facility expansion and the *Circuits Assembly's* award are possible because we believe in partnerships: partnerships with our associates, our suppliers and our customers. This is a concerted effort by a lot of people. We thank all of you. ♦

**More information on ESI's award on News page of [www.electroniccsi.com](http://www.electroniccsi.com).**

## Preferred Suppliers for Four Consecutive Quarters

- Heilind Electronics
- Digi Key Corporation
- Future Electronics
- General Label
- Vital Plastics
- American Solutions for Business
- Active Sales
- Newava Technology
- Kurt Manufacturing

To see all Q1 Preferred Suppliers, go to [www.electroniccsi.com](http://www.electroniccsi.com), click on the News/Events link and look for *Preferred Suppliers of Q1 2017*.

# GROWING OUR CAPACITY

By Fred Ledwell, Director of Manufacturing, [fredwell@electronicsi.com](mailto:fredwell@electronicsi.com)

We are excited to announce that, in May, Electronic Systems moved a portion of our final assembly lines into a newly renovated third building, making space in our main production facility for an additional surface mount (SMT) line. The 6,000-square-foot expansion and additional SMT capabilities are expected to increase our production capacity by 40%.

A number of factors aligned to facilitate the expansion. First, our growth in business necessitated additional production capacity. Second, space opened up in a third building on our campus which we previously shared with another company. Third, needing to increase our capacity in surface mount assembly, we had an opportunity to make a cost-effective purchase of a Samsung SM481 and SM482. The SMT equipment provides high-speed placement, high accuracy and a diverse number of feeders.

In terms of the square footage made available in building three, we completely renovated the space over the past several months, including the installation of new flooring, lighting, air conditioning and computer lines. The space is large enough to accommodate approximately 20 assembly benches. We are being selective in choosing self-contained product assemblies for the new space, eliminating the need to move expensive equipment.

The additional production and SMT capabilities not only allow Electronic Systems to meet the current demand of our customers, but better position us to grow into the future. ♦



*ESI's 6,000-square-foot expansion increases the company's production capacity.*



*Team Leader Kristy Ritter and Director of Manufacturing Fred Ledwell discuss new production area.*



*ESI's new production area will be primarily dedicated to final assembly builds.*



*Newly purchased Samsung SM481 and 482 expand surface mount capabilities on the main production floor.*

# SUPPLIER APPRECIATION DAY - AUGUST 24



By Colin Sabby, Materials Manager, [csabby@electronicsi.com](mailto:csabby@electronicsi.com)

As Electronic Systems' new materials manager, I would like to invite our suppliers to our 13th Annual Supplier Appreciation Day on Thursday, August 24. This special event always includes an opportunity to acknowledge our suppliers with awards for their outstanding efforts throughout the year, along with lunch, ESI updates and initiatives, facility tours, and networking opportunities.

**Watch for a profile on Materials Manager Colin Sabby in our Fall 2017 newsletter.**

Most important for me, the day will give me a chance to get to know our suppliers better. Since arriving in May, I've noticed that ESI values suppliers significantly more than other companies where I've worked. That's not just a cliché, it's true, and I'm excited to continue that strong partnership in our mutual effort to serve our customers.

Suppliers, you'll be receiving an invitation, but put the date on your calendar now. ♦



# ELECTRONIC SYSTEMS INC.

## LEGENDARY SERVICE

An ISO 9001:2008 and  
ISO 13485:2003 Firm

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

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### YOU CAN FIND US AT...

**Upper Midwest Expo & Tech Forum**  
**June 22, 2017**

**DoubleTree by Hilton Minneapolis - Park Place**  
**Minneapolis, Minnesota**

**MD&M Minneapolis**  
**November 8-9, 2017**

**Minneapolis Convention Center**  
**Minneapolis, Minnesota**

### ASSOCIATE PROFILE

## YEARS OF DOING A JOB WELL

In the summer of 1987, Connie Moulton landed what was to be a two-week stint on the night shift on ESI's production floor. That temporary job turned into a full-time career. Over the years, Connie has worked in the service department, served as a team leader and is now on the production floor working primarily in the surface mount technology (SMT) area. She says she has always enjoyed the fact that no day in production is the same. "I like learning a new product and how it's to be run," says Connie.

This wife, mother and grandmother of two spends as much time with her family as possible, while squeezing in time for bowling and working a few hours each week at a friend's convenience store. It's a full schedule, but her commitment to quality has never wavered. "We all come to work every day wanting to do the best job we can."

Pat Miller, a seasoned SMT machine operator, has witnessed

a lot of changes over her 25 years at ESI. "When I started in 1992, we didn't have any surface mount equipment," she recalls. "Now we have several SMT machines. We had one wave solder machine and now we have three." During her quarter century at ESI, Pat has worked as an assembly instruction writer, team leader and in quoting before moving back to the production floor.

Pat, who has one son and one grandson, also works part time in a fabric department and manages 25 bird feeders at her home. "When I'm not working," explains Pat, "I'm in my backyard watching birds." At work, Pat says she enjoys watching multiple parts become a customer's product. "It's fun to start with a blank circuit board and see what it ends up becoming," says Pat,



*Connie Moulton (left) and Pat Miller are long-time ESI associates.*

who appreciates a job well done. "There's a reason customers keep coming back to ESI." ♦