



**ELECTRONIC
SYSTEMS INC.**

LEGENDARY SERVICE
INTEGRITY, RESPONSIVENESS, & FLEXIBILITY

WWW.ELECTRONICSI.COM • SUMMER 2018

OUR PEOPLE, OUR SUCCESS

By Gary Larson, President, glarson@electronicsi.com

“ESI has continued to upgrade and keep their capabilities best in class!”

—PRESIDENT
INDUSTRIAL COMPANY

Often in our newsletter, you will find recognition of Electronic Systems, Inc. (ESI) associates who have been with the company for 25, 30 or even 35 years. These associate milestones are definitely worth celebrating. After all, it's that kind of commitment and dedication from the people in our company that leads to another celebration: ESI has received the *Circuits Assembly's* Service Excellence Awards highest rating in all categories— quality, technology, value for price, responsiveness and dependability/ timely delivery.

Circuits Assembly's Service Excellence Awards program recognizes companies that receive the highest customer service ratings. ESI received this high honor for companies in the \$20-million-to \$100-million-revenue range during a ceremony at the 2018 IPC Apex Expo in San Diego, CA. If you've been reading this newsletter for a while, you'll know this isn't our first time on the award stand. ESI has consistently won multiple individual categories and has earned the highest overall award on three occasions.

I'm proud of these awards, but even more proud of our people—people like Ronae



Volk (see page 2) who are committed to doing their best for our customers. They continue to push forward each and every day—and in our business, challenged with high quality expectations and tight schedules, that's not easy.

Even though we've been a regular recipient of the *Circuits Assembly* awards, the recognition doesn't grow old. After all, if I were shopping for an EMS company I can't think of a better qualification than positive reviews from the customers they serve. It's a big deal to service customers at this level, and I couldn't be prouder of the people who make it happen day-in and day-out. ♦

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ADDING CAPACITY, ENHANCING QUALITY

Surface Mount Engineer Kevin Buffington shows off ESI's new surface mount line featuring Fuji AIMEX III placement machines and the ERSA Versa Print SI-3D screen printer.



With the recent investment in three new Fuji AIMEX III surface mount placement machines and an ERSA Versa Print SI-3D screen printer, Electronic Systems has added capacity and boosted its commitment to quality.

The investment allowed ESI to add a surface mount line which was put into production in April. The addition of the new equipment, according to Director of Manufacturing Fred Ledwell, provides a 40%-plus increase in capacity. “The numbers of the Fuji AIMEX III simply outpace our other machines and enhance accuracy,” says Fred. In addition, the equipment is compatible with the other machines. “We’re able to mix product between two different lines more easily and changeover is faster.”

The ERSA screen printer utilizes 3D inspection of the solder base and has a built-in adhesive dispenser, allowing for more precise inspection to ensure adequate solder paste coverage on boards. “The accuracy and precision of ERSA is also higher than what we have had in the past,” says Fred.

“ESI wants to invest in the latest technology to keep up with customer demand and anticipate future demand in terms of the latest technology, higher volume and higher mix assemblies,” says Fred. “We’re also always looking for equipment that is extremely reliable and provides ease of operation.” The FujiTrax Verifier System ensures the set-up is always correct for unsurpassed quality control.

Manufacturing Engineer Paula Schmidt and Surface Mount Engineer Kevin Buffington were responsible for research and implementation of the new equipment. ◆

PREFERRED SUPPLIERS Q1 2018

(4 consecutive quarters):

Active Sales Associates, Inc.
Alexandria Industries
Heiland Electronics
Digi-Key Corporation
Future Electronics
Watertown Box

For a list of all
Preferred Suppliers visit
<http://wp.me/p5ajtN-hM>.

REACHING MILESTONE 25 YEARS

Ronae Volk retired almost two years ago—at least she thought she did. This production associate who specializes in final assembly had worked at ESI 22 years. After the death of her daughter, her husband’s illness and death, and the demands of a special-needs granddaughter, she felt it was time to leave her long-time job at ESI. “After eight months at home I was bored,” says Ronae. “ESI called and asked if I’d come back part-time and I said YES!”



It wasn’t a difficult decision, explains this mother, grandmother and great-grandmother. “I always liked working here and always felt comfortable,” explains Ronae. “I love the people and I like the variety of my job.” When she does go back home, she’s often helping family or attending their activities. “Whenever they need something or need help with something I’m always there,” she says.

She’s also been there for ESI and its customers. “I just think you should try and do a good job,” says this ESI veteran, even making sure she puts her workspace in order at the end of each shift, explaining that she wants it to be ready for the next associate. Insists Ronae, “You should always try to do what’s right.” ◆



CAPTURING THE BEST PRICE

Johanna Traylor admits that when she started with Electronic Systems as a contract employee on the production floor in March 2005, she viewed it as simply a job to pay the bills. Soon, this then

23-year-old was hired as an ESI associate, became part of the production quality team and moved up to a documentation controller position, assisting customers in the product document control area. In January of 2018, she was named ESI's quote administrator.

"I was a little surprised I ended up at Electronic Systems," recalls Johanna, "but it must have been fate since electronics runs in my family," explaining that both her father and grandfather are licensed electricians.

Fate or not, she soon found her stride in a job well-suited to her strengths. "I had tried college and was spinning my wheels," says Johanna. "This was my first real grown-up job. I steadily moved up in the first couple of years and found a job that I felt challenged in and liked."

In other words, the demands for accuracy and organization in her documentation controller position fit this detail-oriented individual. Managing a customer's documentation, inserting it into the ESI system, and monitoring any BOM changes requires attention to detail. "I liked it," she admits. "Organization and detail are really something I enjoy. I like to analyze and look into things a little more deeply."

Those same skills serve her well as quote administrator. As current and potential customers send their documentation and request a quote, Johanna begins collecting prices on required parts—either with the assistance of ESI's online quoting software or by contacting individual suppliers. "A BOM can be anything from three pieces to well over 100," she explains. "In a way it's like I'm sitting inside a web and pulling strings to get all of the part quotes. I need answers from a lot of different people."

Once she has all of the bids, she puts them into a spreadsheet, organizing them for the program manager and indicating her recommendations based on the customer's criteria. She then presents the BOM with all of the pricing to ESI's program manager who presents the final quote to the customer. "It's like putting a puzzle together," she says. "You get all of the pieces together and work with them until they fit."

It's a critical role for any EMS. "If we don't have material prices we can't quote, and if we can't quote we can't bring in new customers," says Johanna matter-of-factly.



PACKING FOOD FOR KIDS

Electronic Systems associates put their assembly skills to work for a very good cause this spring. ESI employees and family members donned hairnets and plastic gloves to pack 3,456 dry meals for Kids Against Hunger, a non-profit humanitarian organization with a mission to provide fully nutritious food to impoverished children and families around the world.

The associates have volunteered at Kids Against Hunger before, and Holly Olsen, ESI's Business Development Coordinator, says it's a favorite community volunteer event. "It's the camaraderie," she says, adding that there's a bit of competition involved. "We split into two groups and see who can pack the most boxes. It becomes like a lean manufacturing event—who can pack these meals most efficiently!" More importantly, it's a way of giving back. "We are so blessed as a company, community and nation," says Holly. "This is one way we can make a difference." ◆

Quote administration can be a demanding job, but when Johanna heads home each evening, she has some pretty important reasons to take a break. While she says a love of books and cats originally brought her and her husband Mike, a network engineer, together, their interests have shifted a bit. The couple now focuses on their 2 1/2-year-old and six-month-old daughters. "Most of what we do now is concentrated around them," she says.

When she steps back into the office each morning she's ready to use her skills and experience to put that pricing and parts puzzle together again for ESI's customers—and not just do it, but do it well. "I appreciate the satisfaction in getting a project done and knowing I did a good job," says Johanna. ◆



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An ISO 9001:2008 and
ISO 13485:2003 Firm

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October 31-November 1, 2018
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STAYING AHEAD OF LONG LEAD TIMES



By Colin Sabby, Materials Manager, csabby@electroniccsi.com

There is no indication that the long lead times currently plaguing the industry are going away anytime soon, but be assured that ESI continues to stay ahead of the issue. A growing number of customers are responding to our requests for extended forecasts, allowing us to pass that information on to distributors through our stocking program. We are also encouraging customers to qualify as many component manufacturers for individual parts as possible on their BOM. Having options for approved parts at the outset can help keep a project on schedule when we're forced to look for alternatives.

ESI is also inventorying more parts than ever before. Our suppliers are working with us to make sure we get the first opportunity at available inventory. In other words, we are doing everything we can to make sure our customers are getting the parts they need in order to maintain quality and keep projects on schedule. There are stories that several contract manufacturers have gone line down because they couldn't find components. We're pleased to say that ESI has not experienced that problem and we appreciate the efforts of our customers and supplier partners in helping us work through the current challenges. ◆

SUPPLIER APPRECIATION DAY AUGUST 23

ESI will celebrate our supplier partners during our 14th Annual Supplier Appreciation Day on Thursday, Aug. 23. This popular event includes tours of our facilities, presentations by ESI President Gary Larson and Materials Manager Colin Sabby, lunch and networking opportunities. We also recognize outstanding efforts from our suppliers with awards for Best in Class, Best in All Categories and our Legend Award.

Suppliers, watch for invitations in the mail and save the date! ◆