



**ELECTRONIC  
SYSTEMS INC.**

**LEGENDARY SERVICE**  
INTEGRITY, RESPONSIVENESS, & FLEXIBILITY

WWW.ELECTRONICSI.COM • FALL 2019

*“...observing how closely we share a common culture and set of values... we’re excited to continue to earn the right to partner with you.”*

— DAVE DOHERTY, PRESIDENT/COO  
DIGI-KEY ELECTRONICS  
(WINNER OF 2019 BEST-IN-ALL-CATEGORIES SUPPLIER AWARD)

## TOP SUPPLIERS “GET IT”

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



In the fall issue of our newsletter, we often focus on the partnership Electronic Systems, Inc. (ESI), has with our suppliers. After all, the importance of that relationship is reinforced

each year at our August-held Supplier Appreciation Day (see pages 2 and 4). This year, though, after celebrating our fifteenth year of bringing our top suppliers to our Sioux Falls facility, it struck home: *this event really works.*

ESI came up with the Supplier Appreciation Day as a way to extend to our supplier base our culture of Legendary Service. We use this day to share our expectations. We recognize those suppliers who have excelled in specific categories, or gone above and beyond expectations. We eat together, exchange ideas, network and get to know one another on a more personal level. And it works. The suppliers who dedicate their day to travel here and listen to us talk about what we want in this relationship get it. What

I really appreciate is that these companies have accepted our commitment to Legendary Service and made it their own.

Warren Buffet supposedly said that even if there was a deal that would make him millions of dollars, he wouldn't do it with someone who didn't share his values. The suppliers who come to our Supplier Appreciation Day understand and share ESI's values. They are like-minded people. These companies are willing to work with us, doing what's necessary to provide legendary service to our customers. When we ask our suppliers for miracles, they perform them.

The Supplier Appreciation Day might highlight the relationship we have with our supplier base, but we're all striving to provide our customers with the best service possible each and every day. The Supplier Appreciation Day is just a one-day event that solidifies, recognizes and shows appreciation for what we're doing together. Suppliers, thanks so much for “getting it.” ♦

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# A GREEN ALTERNATIVE

It's a small machine that stands discreetly on the production floor. It doesn't show off impressive bells and whistles, but ESI's new solder recovery machine performs admirably when it comes to helping ESI leave a greener footprint.

The original reclamation system was implemented several years ago with the introduction of RoHS-compliant lead processes. "We use the machine every day as part of the cleaning process to recover useful solder," says Director of Manufacturing Fred Ledwell. "And we basically used that machine out."

With its old machine no longer supported with replacement parts, ESI purchased a new model this year — the SONO-TEK EVS-8KLF.

With the system, solder dross is loaded into the machine which uses high heat to melt down the product, recovering reusable solder in the form of ingots and depositing the spent — or unusable — dross through a chute to a covered bin.

"We're helping the environment," adds Fred, "we're not throwing away heavy metals." ◆



# LIVING THE LEGEND AWARD

For the second year in a row, America II Electronics took home the ESI Legend Award during the 2019 Supplier Appreciation Day. "America II went out of their way this year to find us ways to contain costs," says Materials Manager Colin Sabby. "They also helped us through stocking more inventory and keeping us supplied."

"Our strategy with ESI is coming up with options," says Marc Spanke, America II account representative who traveled from Chicago to the Supplier Appreciation Day. Inside Sales Rep Paul McGee came from Florida for the event. "We always try to give them an option so that they're not going line down or having inventory issues." It's part of a relationship America II has built with ESI over the years. "A co-worker once said that friends buy from friends, and we find that works in our model," adds Spanke. "If they feel comfortable with us as a company then we feel we'll get the opportunity to work with them on a daily basis. We strive to be a top supplier for ESI." Congratulations to America II! ◆



America II Electronics took home the 2019 Supplier Legend Award. Left to right: ESI Materials Manager Colin Sabby, America II representatives Paul McGee and Marc Spanke, and ESI President Gary Larson.

# Q2 PREFERRED SUPPLIERS LIST:

- America II Electronics
- Avnet Electronics Marketing
- Bisco Industries
- Digi-Key Electronics
- Future Electronics Corporation
- Heilind Electronics
- Quist Electronics
- Sager Electronics
- TTI, Inc
- Watertown Box Corporation
- BOH Electronics
- American Solutions for Business
- General Label Inc
- Minntronix, Inc.
- Kurt Manufacturing Co.
- Active Sales Associates, Inc.

# THE “AHA!” MOMENT

**DANIELLE LAMMI,  
EMPLOYEE  
DEVELOPMENT**



**Q. What is an employee development specialist?**

**A.** I provide feedback to Human Resources as to what people qualities work well in the various departments on the production floor. Knowing that helps new hires get a good start on a job. I also do all of the new-hire orientation classes and work with individuals on their career path development.

**Q. What background do you bring?**

**A.** I have a Bachelor’s degree with emphasis in math, science and education. Before I could teach in a traditional classroom, I needed to spend two semesters on campus. Unfortunately, as a non-traditional student, I wasn’t able to do that. Instead, I worked as national sales coordinator for a cabinet manufacturing company, and then moved to another cabinet manufacturing company, first in customer service and then as the new employee trainer.

**Q. What do you enjoy about teaching adults in the workplace?**

**A.** I took my passion for teaching and re-directed it to the adult world — making sure people are comfortable and productive in their workplace and helping those who want to advance in their career. I love it when people come into an industry that they’re not familiar with and I begin teaching and you get those “Aha” moments. At ESI, we also want them to understand that you can grow here.

**Q. With no background in electronic manufacturing, how do you teach the basics to new hires?**

**A.** I had to learn it first. Production Manager Jamie Vonderheide helped me with basic component

# REACHING MILESTONES

**20 YEARS**

Kent Reinertson..... August 23

**10 YEARS**

Ryan Deurksen ..... August 19

identification, soldering and general electronics information. I’ve also taught myself by reading books and documents. In a way, that lack of knowledge helped me understand our new hires and what I have to cover to help them understand.

**Q. What about your family and personal interests?**

**A.** My husband Jerod and I have a six-year-old son in first grade and a four-year-old daughter in pre-school. I also have a 15-year-old step-daughter who is a high school freshman and has been 100% blind since birth. Because of her I am able to see outside the box when looking for ways to think and describe things — an advantage when teaching others. I volunteer at HorsePower, a non-profit that uses horses to provide therapy for those with disabilities. It not only gives me that equine fix but also an opportunity to work with kids. Our daughter has been involved and it’s amazing to see the ways these horses can change a child. ◆

# SMILES AND BACKPACKS

A team of 16 ESI associates and friends helped distribute 5,882 backpacks filled with back-to-school supplies to needy students this August. For five years ESI has volunteered with hundreds of others to help these children get a better start to their school year as part of the S.O.S. (Supply Our Student) program. “We had a blast,” says Production Manager Jamie Vonderheide, who helped coordinate ESI’s volunteer effort. “It was really amazing seeing the smiles on the faces of these kids as they get their backpacks. They just really light up!” ◆





# ELECTRONIC SYSTEMS INC.

## LEGENDARY SERVICE

An ISO 9001:2015 and ISO 13485:2016 Firm

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# 2019 SUPPLIER AWARDS

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



This may be the third year Digi-Key Electronics has taken home ESI's Best in All Categories award, but this ESI supplier doesn't take the honor lightly. "We take it very seriously," says Digi-Key's Account Representative Lynn Kartes. "Digi-Key and ESI both really stress and strive for top customer service,

but to be recognized by ESI, showing that they appreciate what we do, is huge. It's a big team effort here and we're starting to work on winning a fourth consecutive award next year."

It was great to show our gratitude to all of our suppliers again this year during our Supplier Appreciation Day. The event is an opportunity to build relationships with these partners on a deeper level, and to recognize those who have come out on top in a number of categories. I truly believe ESI benefits greatly because we have these relationships. The old school way may be to beat up on your suppliers, but I can tell you from experience, when we need help at ESI, the response from our suppliers is faster and more involved. They bend over backwards to get us results.

So, thank you, suppliers, for what you do. Digi-Key may set the bar for the rest of our suppliers in the Best in All Categories, but there are several other suppliers on their heels. ♦

### BEST IN ALL CATEGORIES (Total Overall Value, Quality and Service) Digi-Key Electronics

**BEST IN CLASS**  
Heiland Electronics, Inc.  
Sunshine Global PCB Group  
BOH Electronics, Inc.  
Hisco, Inc.

**CATEGORY**  
Electronic Distributor  
Printed Circuit Boards (PCB)  
Custom Manufacturer (BTP)  
MRO/Consumables/Equipment

### LEGEND AWARD AMERICA II ELECTRONICS



For the third year in a row, Digi-Key Electronics walked away with the Best in All Categories award. Left to right: ESI Materials Manager Colin Sabby, Digi-Key representatives Lynn Kartes, Kari Jesme, Chris Porter and Angie Black, and ESI President Gary Larson.