



**ELECTRONIC
SYSTEMS INC.**
LEGENDARY SERVICE

LEGENDARY SERVICE
INTEGRITY, RESPONSIVENESS, & FLEXIBILITY

WWW.ELECTRONICSI.COM • FALL 2021

"I was very impressed with the culture that has been established across ESI, and I really felt welcomed by the team. It was great to see the level of interaction and comradery on the floor as well."

— Sales Manager, Global Distributor

ALL IN THIS TOGETHER

By Gary Larson, President, glarson@electronicsi.com



Electronic Systems Incorporated (ESI) held its 17th Annual Supplier Appreciation Day, on Thursday, Aug. 26. Read all about the event on page 2.

Recognizing suppliers who contributed to our success this past year was more critical than ever. COVID-19 disrupted supply chains around the world. It's hard to find a new vehicle at your local dealer or purchase popular electronic devices at many big box retailers because manufacturers of these products are missing components.

The supply chain for components needed in the manufacture of electronic circuit board assemblies has similarly been disrupted. The truth is nobody in this business can solve all their problems, even in the best of times. We all need help. A joint partnership between manufacturer and supplier is vitally important, especially in these difficult times.

ESI has benefited by maintaining strong relationships with our suppliers. Together, we come up with solutions that keep our customers' products moving out the door.

Over the past year, our best suppliers tried to get ahead of demand by proactively bringing

necessary components into their warehouses. When panic mode resulted in a buying frenzy, our supplier-partners resisted selling all their inventory, knowing what ESI would need based on long-standing relationships. And, when certain components became hard to find, they searched diligently for alternatives.

Supplier Appreciation Day gives us the opportunity to honor those supplier-partners and to send a message to our supply chain: "If we grow, you grow. We're all in this together." That's the importance of this annual event.

This past year, if you were in the electronics manufacturing industry and didn't have good relationships with your suppliers — good luck! COVID disrupted so much.

We tell our customers, "ESI is an extension of their business." Our suppliers play the exact same role. Nobody succeeds in this market without the other person. We want our suppliers to be an extension of our business as we are an extension of our customers' business. Again — we're all in this together.

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HONORING & REWARDING SUPPLIERS

By Shawnee Pick, Business Development Manager



Over 60 suppliers attended our 17th Annual Supplier Appreciation Day, held under a canopy just outside ESI's manufacturing facility in Sioux Falls. Suppliers at the Aug. 26 event enjoyed lunch and presentations on

ESI's current and future initiatives, how these initiatives drive our supply base and the role our suppliers may play in our success — and theirs.

We've always maintained a supplier score card and publish a list of our preferred partners in our quarterly newsletter. Attendees at the Appreciation Day learned how ESI rates its suppliers and received insight into how they may improve their scores.

The award presentation at the close of each Supplier Appreciation Day generates a great deal of interest, with high performers vying to win.

The awards below recognize the efforts of ESI's best supplier-partners from 2021 and motivate others to perform that much better in coming months.

Someone always vows to try much harder to meet our goals, declaring, "We're going to win next year!"

2021 SUPPLIER APPRECIATION WINNERS

Best in Class: Electronics Distributor
SAGER ELECTRONICS

Best in Class: Printed Circuit Boards (PCB)
ACTIVE SALES

Best in Class: Custom Manufacturer (BTP)
ENGEL DIVERSIFIED INDUSTRIES

Best in Class: MRO/Consumables/Equipment
JW SALES

Best in All Categories (Overall)
TTI, INC.



TTI, Inc walked away with the Best in All Categories (Overall) Award at ESI's 17th Annual Supplier Appreciation Day. Pictured left to right are Amy Hoines-ESI, Josh Heisel-TTI, Tom Kieley-TTI, and Gary Larson-ESI

Legend Award
MASTER ELECTRONICS

Leo Reynolds – "Check 6" Award
BOH ELECTRONICS, INC

I HAVE YOUR BACK!

Beginning in 2021, ESI presented the first "Check 6" Award at the company's Annual Supplier Appreciation Day. The award was named in honor of Leo Reynolds, Founder of Electronics Systems Inc., who passed away last year.

Leo served in the U.S. Air Force before beginning his engineering career. "Check 6" is what a military aviator says when he's asking another pilot to check his most vulnerable position. The implied response of that other pilot is, "I have your back!"

The "Check 6" Award, which will be presented annually, recognizes the supplier who "had our back" throughout the year, ensuring that our customers continued to receive Legendary Service.

This year, we presented the Leo Reynolds – "Check 6" Award to BOH Electronics,

Inc. More than once, BOH exceeded ESI's expectations in the requests (and miracles) we asked them to perform. If they could get something to us tomorrow — they would. If we asked to perform what appeared to be impossible tasks, they would. Even when the issues were not theirs, they came and helped us solve the problem.

"For us, 'Check 6' is the ultimate award, especially the way things are right now," said Grant Lanka, BOH sales manager. "The most value you can bring is to let a partner know you have their back."

"All the hard work we've done for our customer is being recognized," adds Bruce Billington, BOH general manager. "It's nice to have a customer who has our back as well."

In addition to the award, ESI made a cash donation in the name of BOH to a local non-



BOH Electronics, Inc. was the first ever winner of the Leo Reynolds – Check 6 Award. Pictured left to right are Amy Hoines-ESI, Sandy Reynolds (Leo's Widow), Grant Lanka-BOH, and Gary Larson-ESI.

profit, Glory House, which works to help the homeless get back on their feet.

DELIVERING CUSTOMER'S NEEDS



Joe joined ESI just seven months ago. After an earlier career in communications, Joe gained extensive experience in production and supervision with a large precision technology manufacturer and most recently as a planner/scheduler for two other local companies.

Joe Derr, Planner He joined ESI just seven months ago as the planner for one of our industrial equipment manufacturing customers.

“My goal,” says Joe, “is to make things work for everyone, upstream and downstream.”

Joe describes himself as dedicated and detail oriented. “I’m here to deliver our customer what they need,” he continues.

Joe appreciates working at ESI because “it is goal oriented through teamwork, not individual oriented.”

As a planner, that goal orientation is what helps Joe do his job well. “My questions are answered, and my problems are reduced if I have several people shouldering the load of satisfying the customer.”

Editor’s Note: Joe and his wife Kathy have lived in Sioux Falls for many years. The couple has two sons, Alex, 23, and Eric, 21. Joe loves to talk cars, whether it is 1960 muscle cars or a brand-new sports car like a Bugatti or a McLaren.

ESI 2021 QUALITY EXCELLENCE AWARD WINNERS

Katherine Wells

James Connelly

Dave Anderson

Rick Dressen

Q2 2021 PREFERRED SUPPLIERS:

A2 Global

Arrow Electronics

Future Electronics

Avnet Electronics

DigiKey Corporation

Heilind Electronics

Sager Electronics

Master Electronics

Active Sales

Atscott Mfg Company

Minntronix

BOH Electronics

Watertown Box

Sunshine Circuits

Donnelly

General Label

Test Equity

REACHING MILESTONES

10 YEARS

Carolyn Rieck July 12



20 YEARS

Larry Jark August 20

Larry Jark has worked for ESI for over 20 years.

His job has grown from engineer to test engineering manager. With each step, there have been increased duties and people reporting to Larry. Recently, he was promoted to technical resources manager, overseeing all the engineers across ESI.

Larry has seen many advancements in test philosophies, hardware and software over his years at ESI. “We’ve gone from mostly manual-style set-ups to more semi-automated and automated test systems over the years, to improve customer test processes,” he states.

He’s also witnessed technology get physically smaller during his two decades with the company. “It’s more complex and there are more parts in the same-sized package,” Larry remarks. While technology has shrunk, the company has grown over the past 20 years.

In the future, ESI will continue to search for ways to improve our processes even more, which will be advantageous given the current employment crunch. “Working alongside my new team I am hoping to bring my past experience in automated test systems to build on what ESI is currently doing as we look at new technologies and opportunities,” says Larry.

“A lot of customers know Larry personally, and they have high regard and respect for him,” says ESI President Gary Larson. “Larry has provided a lot of solutions for our customers over the 20 years he’s been with us, and they appreciate it.”

Editor’s Note: Larry is a native of Stratford in northeastern South Dakota. He graduated Warner High School and earned his electrical engineering degree at the South Dakota School of Mines in Rapid City. Larry is an avid golfer, plays darts and volleyball in the winter months, and has recently retired from softball.



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ISO 13485:2016 Firm**

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FRED LEDWELL ENGINEERING SCHOLARSHIP



With the passing of Fred Ledwell earlier this year, we lost a friend, a colleague and our engineering leader.

Fred worked for ESI for 24 years. He earned a mechanical engineering degree at the South Dakota School of Mines and started his engineering career in Rapid City before moving to Sioux Falls and joining ESI. He worked his way up to the position of manufacturing engineering manager and, finally, to Director of Manufacturing, overseeing the entire manufacturing side of our business.

Fred was committed, loyal and dedicated — a strong engineering technical leader for ESI. He made many, many contributions over the years.

To recognize and honor Fred's commitment to engineering and technology, ESI has created the Fred Ledwell Engineering/Technical Scholarship. This scholarship will be presented annually to a family member of an ESI employee, to carry on Fred's legacy by recognizing the importance of engineering and technology in manufacturing.

Spencer DeLang, son of ESI's Quality Manager Lee DeLang, was awarded this year's scholarship. Spencer is pursuing his master's degree in software development.



From left, Lee DeLang-ESI, Joleen Ledwell (Fred's Widow), Laura Laird, Jen Biteler (Fred's Daughters) and Gary Larson-ESI with plaque commemorating Fred Ledwell's contributions to ESI.



From left, Spencer DeLang receives the first Fred Ledwell Engineering/Technical Scholarship from his father, Lee DeLang, ESI's Quality Manager.