

**ELECTRONIC  
SYSTEMS INC.**

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

WWW.ELECTRONICSI.COM • SUMMER 2022

***"ESI continues to be a great partner to work with and it definitely has not gone unnoticed. I believe you have become our go to place for all domestic circuit board projects."***

— Commodity Manager,  
Medial Manufacturer

## ESI TO EXPAND

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



Because of our growing business, we're planning to expand our three-building complex in north Sioux Falls. We're actually joining Building 1 and Building 2 together. That will create roughly 60% more manufacturing space

than we have right now.

The added space will accommodate the manufacturing projects of new customers, as well as new assemblies being assigned to us by our current customers. With this increased space, we'll have plenty of room to grow and meet our expanding market needs.

The new addition is currently being designed by the architect and engineering firm. We expect to move into the addition by the second quarter of 2023.

### Expansion Details

Of course, with the additional space will come the additional equipment needed for our customers' manufacturing projects. We plan to ramp up the manufacturing lines in our expanded facility as our business grows. Every year we invest in capital equipment. We are...

*continued on page 3 ...*



Architect's drawing of expanded ESI manufacturing facility—from the southeast.

## INSIDE

ESI Wins Award.....	2
Lean Manufacturing.....	3
New Equipment.....	4

# THE UNGETTABLE GET

"I love building a partnership between ESI and our suppliers and being a bridge between us and our customer—a support beam if you will—without being customer facing," says Kara Jones, senior buyer for Electronic Systems Incorporated. Kara works to purchase electronic components for ESI customers.

Born and raised in Sioux Falls, Kara graduated Roosevelt High School in 2003. She eloped to San Diego with a navy man named Kris in her sophomore year of college. "Seventeen years later, we're still together and we have a 3-1/2-year-old son, Barrett—a little spitfire that is so sweet," she smiles.

After earning an associates degree in business administration and holding down several jobs including changing oil, repairing lampshades and planning power line weed control, Kara (and Kris) returned to Sioux Falls in 2007.

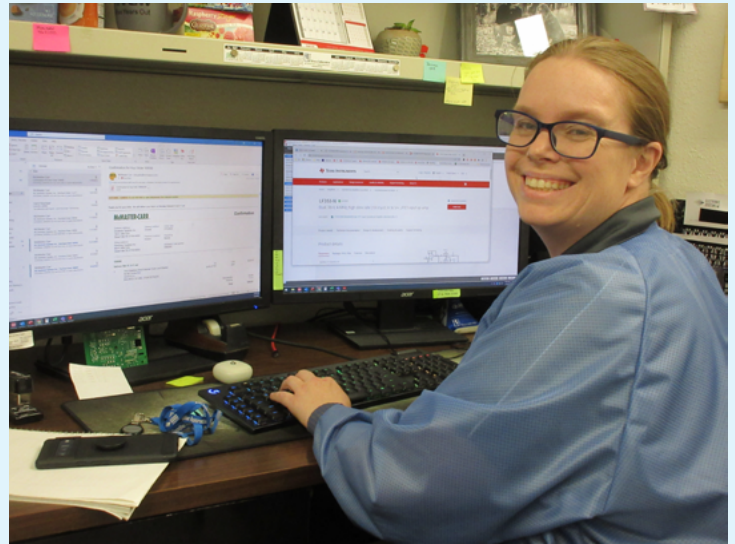
Kara worked in customer service for a plumbing and heating company, a law firm and an on-line video game company.

Then, in 2013, she discovered purchasing. She absolutely loved it. After working as a buyer for three other firms, she signed on with ESI in June of 2021.

"The culture at ESI is insane in the best possible way," she states. "Everyone is open and transparent."

"I'm as comfortable talking with the CEO as someone on the manufacturing floor," she continues. "I love that aspect!"

On this particular day, ESI has a food truck parked in front of their north Sioux Falls facility for its workers. "This employer truly cares about the workers," she states. "Everyone is a team, so if you have a question no one hesitates to help."



**Kara Jones, Senior Buyer**

"I would love to stay on the purchasing team at ESI indefinitely," says Kara, who adds that her favorite project is The Ungettable Get. "I like having to find anything that somebody says is not possible," she states. "It's equal to throwing down a gauntlet! Just watch me try to find that component at an equal-to-or-better-than price!"

*Editor's Note: Kara is an avid crocheter, loves genealogy, and is still learning. While working, she has earned a Bachelor of Science Degree in Business Management as well as a Master's Degree in Business Administration from the University of Sioux Falls.*

## ESI WINS AWARD



**Amy Hoines and Gary Larson with the 2021 Supplier Distinction Award.**

Earlier this year, Electronic Systems, Inc., received a "2021 Supplier of Distinction Award" from one of its major customers. The customer reported that ESI performed flawlessly the first half of the year, with zero quality defects and 100% on-time delivery. During the second half of 2021, the customer launched a new system and needed an electronics manufacturing partner who could quickly provide product and be responsive to their changing schedule needs. ESI filled that need.

"One of our customer's major clients tipped their hat to the project we supported, knowing last year was a very difficult year for market conditions and part shortages," says Amy Hoines, ESI's director of business logistics. As a result, the company's Supply Chain Manager flew to Sioux Falls, SD, to present ESI with the Supplier of Distinction Award.

"It felt so good to be recognized for our hard work," says Amy of this customer with high expectations and a high standard of quality. "It has been truly rewarding to be recognized," says Amy. "They know our team worked hard to overcome the growing pains of bringing them on as a satisfied customer."

Amy says this experience also helped her value the awards ESI gives to its suppliers. "Our suppliers say we want to work hard for those awards and be recognized," she states. "Now I understand, especially in a hard year, that it is extra special."

What about the future? "We didn't even know they (the customer) had a supplier distinction award," says Amy. "Now that we know it exists—now that we've got a taste of winning that award—we want the next one."



## ... ESI TO EXPAND CONTINUED FROM PAGE 1

committed to doing the same with our expanded facility. This expansion is being fueled by the needs of our current customers. They're projecting growth of 20-30 percent per year over the next few years and need our help meeting this anticipated increase in demand. With our expansion, we can confidently say: We'll be ready to take on this additional business.

The planned expansion will be a blank canvas for our engineering staff, who will employ lean manufacturing concepts and processes to create a very productive manufacturing floor from scratch.

The expansion will consume about 45 parking spaces currently in use by our employees who are quite excited about our plans to create a new 120-space parking lot to the north of our manufacturing complex.

## MAKING SPACE FOR GROWTH

By Kevin Haala, Lean Manufacturing Specialist

Because ESI continues to grow by taking on new customers and new projects from current customers, we need new equipment. Bringing this equipment onto our manufacturing floor gives us an opportunity to consolidate our processes and become even more efficient.

For instance, we have a new tabber on the way. That tabber is a larger footprint than our existing tabber, so we must rearrange some things.

The constant need to rearrange permits us to create "work cells of dedicated processes." By that I mean, we have the opportunity to consolidate two or three processes into one—rather than moving assemblies to different locations for each process.

We're making the best use of space, and we're enhancing workflow. We may be staging parts, evaluating the need for dedicated workstations—even creating quick-change stations for several lower volume assemblies.

Some of these lean manufacturing initiatives are a "work in progress" and some are in R&D. But all are meant to take us down a path toward providing that Legendary Service we always talk about. Continuous improvement assures our customers we're always thinking of how we can do things better.

## 2022 Q1 PREFERRED SUPPLIERS

A2 Global Electronics  
Arrow  
Avnet  
Bisco  
Master Electronics

Sager  
TTI  
Test Equity  
Watertown Box  
Newava  
Sisson Printing

Minntronix  
Kurt Mfg  
Active Sales  
Sunshine  
Donnelly

## 2022 Q1 QUALITY EXCELLENCE AWARDS

Sumaiyah Hussen  
Barb Knoebel  
Lemlem Endalew

Martha Kehede  
Nuria Seid  
Zerhune Dejane

# REACHING MILESTONES

## 10 YEARS

Rick Hoil.....May 14



## 25 YEARS

April Lalley.....April 9

Born and raised in Sioux Falls, April Lalley started at ESI in September of 1993. In 2003, she left to give birth to and care for her son until he reached school age. Then she came back for the past 15 years. "So I've worked here a total of 25 years," says April, adding that her mother Georgea Tieszen also worked at ESI for 15 years. In addition, April's son Ricky just completed his first year of work at ESI. "That's three generations who have worked here," she states.

April's husband Mike works for Lunstra farms, and the family does a lot of camping during the summer and loves motorcycle riding.

April has worked in PCI, prep and materials departments. "Now I'm an SMT machine operator," she states, referring to the surface mount technology machines that place parts on the circuit boards.

"It's a good group of people," April says of her fellow employees. "You become friends with people, and they become your second family."

"It's a good company to work for," she adds, noting that ESI was much smaller when she started in 1993. "We're really expanding now—connecting buildings and adding to the number of SMT placement lines."



April Lalley at her workstation.



# ELECTRONIC SYSTEMS INC.

600 East 50th Street North  
Sioux Falls, SD 57104  
www.electroniccsi.com

PRSRT STD  
U.S. Postage  
PAID  
Permit #86  
Marshall, MN  
56258

## YOU CAN FIND US AT...

**Design2Part**

**June 21 & 22 2022**

**Minneapolis Convention Center, Minneapolis,  
MN**

**MD&M**

**November 2 & 3, 2022**

**Minneapolis Convention Center, Minneapolis,  
MN**

**SUPPLIERS, MARK YOUR CALENDARS!**

**ESI Supplier Day  
August 25, 2022**

## FOLLOW US ON FACEBOOK AND LINKEDIN!



# NEW EQUIPMENT – 3D AOI

Last March, ESI acquired a 3D Automated Optical Inspection (AOI) system. Training is now complete on this new equipment which will identify process defects we couldn't have caught with our previous AOI, which was 2D.

AOI is particularly important for circuit boards that are not functionally tested. The functional test is later in the process and detecting process issues earlier is a more effective way to control the build process.

“Component marking is more accurate with 3D AOI,” explains Mary Buruiana, manufacturing engineer. “While both 2D and 3D inspect for component presence, 3D will also check component height, solder fillet height, and lifted leads (co-planarity). We are impressed with the accuracy of the 3D measurement capability to increase chance of detecting defects.”

“Programing time will take slightly longer with the 3D AOI, but more process improvements will be made with this new equipment,” says Chris Bullert, associate manufacturing engineer. “Doing more work up front will make sure boards leave ESI defect-free.”



*Mary Buruiana and Chris Bullert operate the 3-D AOI.*