

PARRILL'S PICKS & WENDY'S WISDOM



In recent years, we've seen new patterns influence, but not revolutionize, our industry. Yes, we need to be aware of them and adaptive to these new patterns. But, they're not dramatic enough to change core focus. What's the best way to navigate these patterns?

Do what you do well

CLAY (CP): *Once again, stick to your core competencies and ensure you do them well. Chasing business to be all things to all people is tiring and time-consuming. Instead, strive to be the best at what you do. At Electrocube, staying the course is key to our 55-year reputation for the hallmarks of precision design, quality products and collaborative partnerships.*

WENDY (WN): *With each customer, we look at their unique needs, deadlines and goals to design and deliver the best solution to meet those demands. That means constant striving to improve here internally – from maintaining standards that grant coveted certifications to looking at established products that can be modified in new ways. Yes, film capacitors are a part of what we've always done. But in 2015, we took film capacitors to new degrees (literally!) with our high temperature and Teflon* caps, our DC-link caps and audio-optimized film capacitors.*



Teflon® is a registered trademark of the DuPont™ Company.

Fun, focus and fine-tune

CP: *New domestic and global patterns can be stressful distractions. While it's important to stay apprised of current events, it's equally wise to approach it with fun. If you maintain a healthy perspective on these distractions and have fun with them, you'll be engaged instead of overwhelmed. Don't be a Chicken Little. Instead, focus on what you've been doing and fine-tune how to keep doing it better. Then, you'll be free to enjoy interesting conversations without worry top-of-mind.*

WN: *We're a company of diverse personalities. We work with a lot of fun and diverse clients! Along the way, we've learned that the best way to fine-tune is to listen and learn. We've just updated*

our entire website to a Responsive Website Design. Translation? At your desktop, on your tablet or with your smartphone, access our website with the same great experience! Plus, the site downloads faster, is more interactive, easier to navigate and even has an updated feature – a more simple Stock Check.



Keep it about value

CP: *There's just no substitute for some words. Value has no equal in its definition – and its application. In today's fast-paced, rapid world of demands, this seemingly old-fashioned word can seem out of place. But, common sense knows no age. At the end of the day, everyone is looking for the best value for their time, money and efforts. Part of staying the course is to know how to give value, represent it and require it.*

WN: *Ten years ago, our industry set systems and metrics in motion to improve both performance and quality. Today, more than ever before, customers require quality products with shorter lead times delivered on-time with no escapement. In other words, they demand value. This is a demand we've placed on ourselves since 1961 – evidenced by 99% of orders without returns (RMAs) last year alone. As we continuously refine ourselves internally, our ultimate goal is always to provide value for our customers and for ourselves. Knowing how to maintain that goal against these demands requires honest communication and a persistence to guarantee that value. Any shortcuts will compromise value and, ultimately, our reputation.*

Bottom line

Stay the course, pay attention, fine-tune to changes, and have fun with it! What are you doing in 2016? Share with us on LinkedIn or in person at APEC.

