

2016 Picks & Wisdom



For the fifth year now, Electrocube President [Clay Parrill](#) shares his picks for the year ahead. But first. . .

Did you hear? Electrocubes own [Wendy Navarrete](#) has been promoted from Sales Manager to Sales & Marketing Manager. If youve called us, youve spoken with Wendy. An Electrocube veteran since 2000,

Wendys 16+ years of direct customer experience has grown sales. And, its expanded her expertise – and now her marketing role – to maintain excellent service for our diverse clients.

Introducing Wendys Wisdom – a unique perspective straight from our clients and an added layer to Parrills Picks.

So, whats ahead for 2016?

Same business, NEW patterns

Despite the relatively stable trends enjoyed over 20 years, the last few years have shown new patterns. This new mix of ups and downs isnt business as usual. We see new patterns that require adaptation but arent drastic enough to dramatically change core focus. For example, our industry has never been seasonal yet buying patterns reveal sales arcs at new and varied times of the year.

How do we approach these new patterns? With a view to:

- Do what you do **well**
- Have fun, focus and fine-tune
- Keep it about value

See how our [updated website](#) and [new stock check](#) are part of this years [Picks & Wisdom](#). . .

Look what you're a part of . . .

Valued partners: Excellence thats tried and true – that sums up our long-standing

partnership with sales rep company, [Texel Ltd.](#) A staple in the SoCal market, Texel consistently provides the right product for the right customer with the latest knowledge from manufacturers.

Need a [distributor](#)? A part of our network since 2013, [SMD Inc.](#) lives up to its expertise, service and quality. This specialized distributor represents multiple lines in passive, electromagnetic and electromechanical components for OEM markets in the military and aerospace industries.

Trade show season: Its in full swing. Up next? [APEC](#) in Long Beach, CA from March 20-24 - with an even bigger booth this year (#1245) -- ideal for taking a load off during a long day of presentations. [See where else](#) well be this season.

Film Capacitors ■ EMI Filters ■ RC Networks ■ Transformers



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Founded in 1961, [Electrocube](#) specializes in custom designs and the manufacture of film capacitors, RC Networks, EMI Filters and foil transformers for a wide range of applications in the aerospace, audio, elevator, heavy equipment industries and more.