ABSTRACT:
Navigating the Pitfalls of Multilayer High Performance Design and Fabrication
By Judy M. Warner
Director of Business Development
Zentech Manufacturing

High Performance require different materials, processes, and skills.

This presentation describes the special materials available, and discusses issues in the lamination and assembly processes that affect the performance of high speed digital and RF boards.
Upcoming Chapter meetings

Jan: Technical Speaker:

Judy M. Warner
Zentech Manufacturing

Chapter Calendar for 2016:

January—2016
Chapter Meeting on the 15th
Reliability Issues of RF Circuits
Influenced by Design and Manufacturing Processes.

February—2016
Hosting the National SMTA Chapter Leadership Forum on
Friday February 19th

March—2016
Dallas Chapter SMTA Expo
Thursday, March 3rd

Bio-
Judy M. Warner
Director of Business Development
Zentech Manufacturing

Judy Warner is a seasoned veteran of the PCB and electronics industry. She began her career in the early '80s at Details, Inc., the company from which DDi was born.

She was a top-performing sales professional for ElectroEtch Circuits, which was acquired by Tyco, then TTM. After a short time working for an independent sales rep firm, she opened her own company, Outsource Solutions, which offered fully integrated solutions, ranging from design to full turnkey product builds.

She is currently the director of Business Development/Western Region and RF/MW Markets for Zentech Manufacturing.

In addition to managing a national network of sales reps, she is a guest blogger for the Microwave Journal website and a contributor to The PCB Magazine, as well several other industry publications.
President's Message

Greetings to SMTA Dallas Chapter members and guests.

Just to wrap up another great year for the chapter.....Thank you to all those members and spouses that joined us for a wonderful social party and theater event at the Addison Stone Cottage. As a chapter we have absolutely wonderful volunteers that help with the planning and execution of events during the year and we are off to a great start in 2016. We have a joint meeting with IPC in January followed by the annual EXPO March 3rd. I encourage everyone to get involved at some level in the association and I guarantee you will get back more than you put in. Happy New Year to All.

Gary Tanel, Dallas Chapter President

Dallas Chapter Membership Rolls— 121 Members !!

We welcome our newest members to the SMTA family:

Michelle Hetzler  CR Assembly Corporation -Corp Member
Rick McIlvoy  Techni-Tool, Inc.-Participating Member

Corporate Members: 32,  Corp Participating members: 14,  Individual Members: 64,  Global Members: 3,  Associate members: 8,  Participating Members: 19,  Associate/Student Members: 9

Dallas Chapter  Corporate Member List - January 2016

- ASSET InterTech
- Barry Sales, Inc.
- BBM, Inc.
- Circuitronics
- Concesus LLC
- CVInc.
- DG Marketing Corporation
- Dragon Circuits
- E.T.S. Group, Inc.
- Electrolab Inc.
- EWD Solutions
- FHP Reps
- Fujitsu Network Communications
- GSC (Garland Service Company)
- JTAG Technologies
- Keysight Technologies
- Libra Industries
- Mek Americas LLC
- Morgan Newton Company
- National Circuit Assembly
- NPI Technologies, Inc.
- One Source Group
- PAC Global, Inc.
- Philips Entertainment
- Precision Technology, Inc.
- Roper Resources, Inc.
- Southwest Systems Technology Inc.
- SPEA America
- Sunshine Global PCB Group
- SVTronics, Inc.
- The IPS Group, LLC
- Trilogy Circuits, Inc.
- Variosystems, Inc.
- VI Technology
Page 4 Technology Corner

“Know your Customers Desires”     Part 1

Now, More than ever we need to pay special attention to our customers’ desires and Idiosyncrasies.

Over the years of building parts for the same customer, a certain amount of additional knowledge about the customer generally gets amassed by the Fabricator. Things like special features on the artwork that would cause delays at other Fabricators that are known as intentional features by a Fabricator who has already asked the questions... It is therefore crucial that these small details are documented and archived in a customer specific requirements type database. Having said that, there are certainly times deviations from “what has been” and “what is” warrant that the question or questions be asked again. Here, it is good to have that background knowledge of previous dispositions so that the questions can be answered easily and with less delay.

Another example of this would be things not necessarily noted on a drawing or “read me” type file but again are known as customer special “Hot Buttons” or undocumented requirements. Even things like packaging and shipping requirements not noted by the drawing or P.O.

With as many customers that are out there comparing Fabricators these days and scrutinizing the way we deal with artwork or fabrication snags, The “Leg up” is to already have that undocumented knowledge DOCUMENTED so that the questions or concerns be quickly resolved.

This frequently means the difference between and “win” and a “loss” when quoting. More information on the quote response is needed UP FRONT at the time of the quote which means a more thorough analysis must be done prior to quote. Many times new customers provide only a drawing to quote by. This can end up with additional questions prior to fab that cause delays. As a Fabricator, We would always like to see the entire output package and drawings prior to quote so that any questions that could potentially cause delays can be approached at the quote stage, thus showing the customer the fab shop has “done their homework”.

Let me give you an example of this. Let us say the customer drawing has specific information regarding controlled impedance structures and has not provided the Gerber data for the purpose of the quote. Without the benefit of reviewing the Gerber data the Impedances cannot REALLY be verified.

(Continued next page)
Often we see specific line sizes noted on drawings that do not exist on the artwork. Likewise we have seen specific callouts on drawings for reference planes that either do not exist or were Changed prior to final release.

Not documenting these customer special requirements or needs ultimately does not service the customer. If the questions never get asked and the customer goes elsewhere, when questions DO arise, the answer is frequently, “Our other Fabricator never asked that question”

DON'T BE THAT FABRICATOR! Ask the questions, but ask them in a timely manner.

Special Thanks to the following volunteers!!

Technical Advisor (Appointed) : Viswanadham Puligandla Ph.D. (Nokia (Retired))
Phone : 972-355 7107
Email : viswam38@gmail.com

Technical Advisor (Appointed) : Riki G. Brown (LeeMAH Electronics)
Phone : 951-733-2806
Email : rbrown@leemah.com

Social Media Editor (Appointed) : Alicia Hamby (Circuitronics)
Phone : 469-226-4872
Email : aliciahamby@circuitronics.com

Set Up Committee (Appointed) : Jimmy Randolph Fallin (Philips Entertainment)
Phone : 214-647-7960
Email : jimmy.fallin@philips.com

Program Director (Appointed) : James Eatman (Eatman Associates)
Phone : 972-771-1903
Email : eatman@compuserve.com

Program Director (Appointed) : James Eatman (Eatman Associates)
Phone : 972-771-1903
Email : eatman@compuserve.com

Board Liaison : Richard Henrick (Sanmina Corporation)
Phone Contact : 256-882-4579
Email Address : richard.henrick@sanmina.com
REASONS TO JOIN YOUR LOCAL SMTA CHAPTER

- Do you have something to share such as new technologies or new products?

- Are you new in a sales territory – do you know all the players? Do they know you?

Be informed and involved on the Local Chapter level:

- Take advantage of technical information provided at local meetings Get to know colleagues in your local area

- Network for technical information and get to know companies and people in your local area
  - Share information with colleagues on new products and services

THE MISSION OF SMTA

The Surface Mount Technology Association (SMTA) membership is a network of professionals who build skills, share practical experience and develop solutions in electronic assembly technologies and related business operations.

MEMBERSHIP DUES

Participating: $50 - If your company (same location/division) holds a Corporate Membership it’s employees are eligible to receive the full range of benefits at a discounted price.

Individual: $75 - This membership is designed for individuals who wish to join SMTA to receive all the benefits independent of a Corporate Membership.

Corporate: $450 - A corporate membership in SMTA provides discounts to employees located in the same location/division where the Corporate Membership is held.

Student/Retiree: $5 - The Student/Retiree Membership is available to all full-time post-secondary students and retirees at a discounted rate.

HOW TO JOIN

On-line at www.smta.org