



September 25th Meeting:

"Why Bad ESD Happens to Good Chips"

Presenter: Toni Gurga

Toni Gurga has worked in the field of ESD for 10 years. While working for Credence Technologies he co-authored two patents in the field of work station monitoring. He has served for 8 years on the Board of Directors of ESD Silicon Valley Society. Toni Gurga frequently travels within USA and Internationally presenting, training and helping customers on their ESD problems. He presently is the Technical Sales Manager for the 3M Static Division.

Last Meeting was Great!!

Our first meeting since the Southwest ESD Association became active again was very successful. Meeting held in June had a good attendance from our members who enjoyed a great presentation. We received many compliments about our last meeting at ON Semiconductor about our speaker Robert Ashton and his presentation on TLP. Now to September's meeting;

Speakers and Sponsors/Advertisers Needed:

The Association is up and running, your Board of Directors are busy planning this years meetings. We would like to know what our members ESD interests are. We are also looking for speakers knowledgeable about ESD products, process controls, test methods or ESD related subjects. If you would like to do a presentation or know of someone who would like to please contact us. If you have a request or comments please send them to me at our sites email address.

Southwest ESD Association has provided an opportunity for product manufactures, suppliers and service providers to advertise their company and products on the Southwest ESD web site. Your support in advertising not only will bring visibility and business to your company but it also helps support the Southwest ESD Associations operations. If you would like to advertise on our web site, please visit our new web site at www.southwestesd.com under Product and Services where you will find current advertising rates and form to submit your company ad or contact any of the Board of Directors listed at the end of this news letter. We appreciate your support.

Thank you
Ron Roden
President Southwest ESD Association

September Meeting

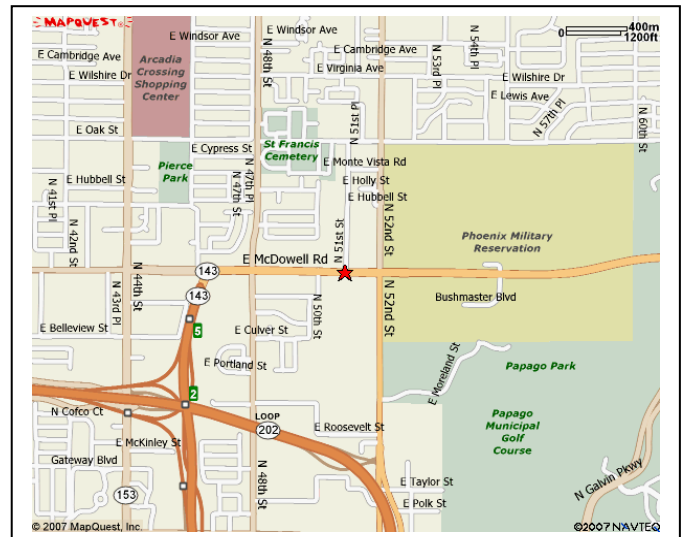
Date: Tuesday, September 25, 2007

Time: 6:30 p.m. Sign in & Social
7:00 p.m. Speaker
8:30 p.m. Close of meeting

Dinner Cost: Refreshments will be provided.

Location: **ON Semi Conductor** (See map below)
5005 E McDowell Rd
Phoenix, AZ 85008
Ph: 602 244 3748

Please **RSVP by Thursday, September 20** at our website at www.southwestesd.com or call Chris Back at (602) 822 - 4229 (work), e-mail: christopher.back@honeywell.com.



SUPPLIERS CORNER:

WIIFM

In the sales industry you hear this expressed a lot... What's in it for Me? What can you do for me or how will this solution help me? We find ourselves to be problem solvers and solution providers and sometimes those solutions come from our customers and sometimes they come from our vast network of vendors. I find that being a vital member of the Southwest ESD Association helps me to be that problem solver and solution provider. With such a vast amount of experience between the board members, vendors and customers there is a world of information at your fingertips if you just extend yourself a little to find it. So next time you think you don't have time to go to a meeting or presentation you might want to rethink because there just might be something that will help with that age old question...WIIFM.

Mari Lenton
VP of Suppliers

**FREE
Membership**

Southwest ESD Association continues to increase, and we welcome all new members and hope to meet you at a meeting soon. If you're not a member of the Southwest ESD Association please take this opportunity to join by going to our web site at www.southwestesd.com. If you need more information

about membership please contact Chirs Back, (ph: 623-266-0877) membership chair or any of the Board of Directors listed on the last page.

SYMPOSIUMS/CONFERENCES:

Annual EOS/ESD Symposium, September 16-21, 2007
The 2007 EOS/ESD Symposium will be held at the Disneyland Hotel in Anaheim, CA. Advanced registration continues through July 27 offering discounts of as much as \$200 from on-site registration fees. For additional information about the EOS/ESD Symposium go to www.esda.org or call ESDA at (315 339-6937).

DID YOU KNOW

ANSI/ESD S20.20 ESD Association Standard For the Development of and Electrostatic Discharge Control Program for Protection of Electrical and Electronic Parts, Assemblies and Equipment (Excluding Electrically Initiated Explosive Devices) has been revised, current revision is ANSI/ESD S20.20-2007. A free copy of this standard can be obtained at ESD National Association website www.esda.org.

Board of Directors Meeting (BOD)

Board of Directors meetings are held periodically, members are welcome to attend. Meetings will be posted on our web sites home page.

**2007
Southwest ESD Board of Directors / Representatives**

<u>President</u> Ron Roden (602) 822 4383 ron.rodan@honeywell.com	<u>Vice President of Consumers</u> Becky Witt (480) 262 9064 becky.witt@medtronic.com	<u>Vice President of Suppliers</u> Mari Lenton (480) 968 6171 mlenton@hiscoinc.com	<u>Secretary</u> Glenn Saracino (602) 467 7320 glenn_saracino@csaa.com
<u>Treasurer</u> Gary Timmons (602) 867 8436 esdgaryt@aol.com	<u>Meeting Coordinator</u> Vacant	<u>Membership Chair</u> Chris Back (602) 822-4229 christopher.back@honeywell.com	<u>Webmaster</u> Lesley Schulz (602) 822 4254 lesley.g.schulz@honeywell.com
		<u>Newsletter Editor</u> Ron Roden (Interim) 602 822 4383 ron.rodan@honeywell.com	

Programs

<u>Date</u>	<u>Location</u>	<u>Speaker/ Presentation</u>	<u>Presentation</u>
June 14 th Thursday	ON Semi Conductor	Robert Ashton	ESD TLP Testing
September 25th Tuesday	ON Semi Conductor	Toni Gurga	Why Bad ESD Happens to Good Chips
October/November	TBD	TBD	TBD
February - 2008	TBD	Arnie Steinman / ION Systems	TBD

Southwest ESD Association