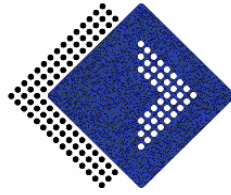




NEWSLETTER  
**November**  
 2006



Atlanta Chapter

**SMTA**  
 Surface Mount Technology Association

PRESIDENT  
 John Bashe

V.P., SMTA Expo  
 Frances Stewart

V.P., MEMBERSHIP  
 C.W. Kelley

V.P., TECHNICAL  
 Joe D'Andrea

TREASURER  
 Tony Walker

SECRETARY  
 Dick Russell

Visit us online at:  
[www.AtlantaSMTA.com](http://www.AtlantaSMTA.com)

Newsletter Inquiries, Comments  
 & Contributions:  
[AtlantaSMTA@aol.com](mailto:AtlantaSMTA@aol.com)

**Our Next Meeting:**

**SMTA CHAPTER MEETING November 16, 2006**  
**FREE FOOD for Your Brain and Your Belly!**

Register to attend the Atlanta Chapter SMTA meeting on November 16<sup>th</sup> and be treated to a delicious meal and an outstanding technical presentation. After an overwhelming response to the chapter's generous "Dinner's on Us" theme at the September meeting, we've decided to provide gratis goodies again.

But, a complimentary meal is only a small portion of the fulfilling evening you will enjoy networking with your friends and colleagues from the Atlanta electronics scene. The technical presentation is the real treat! Michael O'Hanlon, from mass imaging market leader, DEK, will present the company's latest findings on process optimization for 01005s. Data on the effects of pad design, stencil design, solder paste type and composition, component placement and reflow characteristics will be reviewed. With such miniaturized components, identifying critical print parameters for acceptable transfer efficiency and repeatability of solder pastes deposits is essential for successful 01005 assembly. Mr. O'Hanlon's presentation will delve into all of these issues and more. So, what are you waiting for? Sign up now!!

Please RSVP at the following address: [atlsmta1@bellsouth.net](mailto:atlsmta1@bellsouth.net)

INSIDE THIS ISSUE

**Our November Chapter Meeting:**

**SMTAI Goes Solo**

**2006 SMTA Vendor Day Reviews Ohio Connecticut**

**Atlanta SMTA Scholarship Information**

**Event Information:**

**Date:** September 14th  
**Time:** 5:30p - 8:00 PM  
**Location:** Siemens Logistics & Automation  
**Speaker:** Dr. Neil Poole, PHD

**Schedule:**

**5:30 - 6:00** Registration  
**6:00 - 6:45** Dinner  
**6:45 - 7:00** Chapter Updates  
**7:00 - 7:45** Presentation

About the Speaker: Michael O'Hanlon currently serves as the DEK Applications Supervisor for the Americas region. He has over 20 years of electronics manufacturing industry experience and has spent the last 13 years of his career at DEK providing equipment utilization and process solutions for SMT manufacturing.

**Title:** Drop Test Reliability of Pb-free Solder Joints for Advanced CSP Applications

**Speaker Information:**

Neil Poole, Ph.D. is a Senior Applications Chemist with the Electronics Group of Henkel. Since obtaining his doctorate from The University of Edinburgh, Poole has worked in basic background research, product research and development, and customer and product technical support. His work has included the study and analysis of a variety of materials including plastics, solvents and solder. Poole is the author of numerous published technical papers and has obtained several patents. His most recent work includes the study of water washable and lead-free solder paste formulations.

Non-Members:	<del>\$25.00</del>
Members:	<del>\$20.00</del>
Retired Members:	<del>\$10.00</del>
Between Jobs:	<del>\$0.00</del>
Student Members:	<del>\$5.00</del>



1





## Atlanta SMTA Scholarships

There has been a lot of confusion surrounding the SMTA Scholarships his year. The Atlanta SMTA chapter is very sorry for the mix-up and hopes anyone who has had a hard time will try again. The link is now working. [atlsmta1@bellsouth.net](mailto:atlsmta1@bellsouth.net)

## Atlanta SMTA Chapter Officers

New officers will be elected soon. Please watch the web site and your email so you can vote. We are also interested in any ideas that you have to help make Atlanta chapter of the year again! Send to [atlsmta1@bellsouth.net](mailto:atlsmta1@bellsouth.net)

## Atlanta SMTA Speakers Wanted

Do you have information that you consider interesting and informative to the surface mount industry? Why not sign up to speak at one of the 2007 SMTA Meetings. These opportunities can help inform people about your company and, although not a sales pitch, will raise the exposure of your company or product. If you are interested please call Joe D'Andrea at 770-638-8658 x2 or [joed@pcc-i.com](mailto:joed@pcc-i.com) .

## SMTA International Going Solo in 2007

We want you and all of our SMTA members and chapters to give total support to our new endeavor --- SMTAI 2007 Orlando. The event will be held October 7-11, 2007 and includes THE BEST INDUSTRY TECHNICAL PROGRAM. The SMTA prides itself in our conference which we have been doing for 22 years. JoAnn Stromberg has personal relationships with TOP speakers who are very loyal to our conference because they know we demand quality.

From the exhibits standpoint, we are ready to provide attendees and exhibitors a great show -- the hall will accommodate exhibitors large and small -- equipment vendors will be there as well as exhibitors taking smaller booths. All coffee breaks, lunches and receptions will be held on the exhibit floor - this is a networking show.

SMTAI 2007 Orlando will be all under one roof at the fabulous Gaylord Palms Convention Center and Hotel -- attendees do not have to find their way through assembly exhibits which do not apply to electronics. Our event is for colleagues involved in ELECTRONICS ONLY --- that's what our industry needs and SMTA is so happy we can now offer that with our own association (non-profit) trade show and conference.

Support us -- mark your calendars. EVERYONE, SPREAD THE WORD AND HELP US MAKE THIS NEW SMTA EVENT A TOTAL SUCCESS.

If you want to be added to our mail list for exhibiting or attending, please get in touch with [smta.org](http://smta.org). We can also answer any questions or concerns you might have. Send an e-mail to [smta.org](http://smta.org) or call 952-920-7682. See you in Orlando - October 2007 for SMTA International!



[www.gaylordhotels.com/gaylordpalms/](http://www.gaylordhotels.com/gaylordpalms/)



## SMTA Newsletter Ads \$25.00

### SMTA Vendor Shows

#### Ohio's Buckeye Chapter

#### Connecticut Nutmeg Chapter

This reporter covered both of these vendor shows in person. Both shows were held in similar settings, large ballrooms in swanky hotels. I would estimate that there were around 40-50 tables with everything from soup to nuts when it came to surface mount assembly/production. The one thing I must give them big thumbs up on is their lunch. No hot dog tickets here. We're talking full blown buffets with meat and taters, salads, deserts etc. Very nice.

The overall mood at each show was very positive. Our industry is keeping pace and it really showed on the floor.

As a long time exhibitor at SMTA Shows I felt that my time was very well spent at both of these events. For the money, it only takes one or two orders or even better, one or two new customers, to justify the time and expense to exhibit.

As a long time trade show attendee, the myth that trade shows are no longer needed with the advent of the internet are, in my opinion, bogus. You cannot meet people and feel their passion for their product, have stimulating dialogue, learn, or teach on the internet. Face to face is still a very necessary selling tool and the SMTA Vendor days are great places to experience that.

AVAILABLE-ON DEMAND

#### FREE WEBINAR

Business Outlook  
A Global Electronics Industry  
Updated for Q4 2006

Presented by  
UP Media Group and  
Leading market analyst  
Walt Custer

Co-sponsored by  
Bare Board Group, Inc. and  
DownStream Technologies, Inc.

Register today at  
[www.pcbshows.com/webinars](http://www.pcbshows.com/webinars)

### WEBINARS EXTEND THE REACH OF YOUR MESSAGE TO YOUR TARGET MARKET

#### Webinars by UP Media Group

Combining the power of the Internet with the market reach of the industry's premier media products

- Communicate with widespread customers and prospects
- Generate qualified leads
- Increase your ROI
- Target key customers and prospects
- Increase the life of your message visibility
- Interact directly with your audience
- Deliver your targeted, compelling content

ANOTHER POWERFUL TOOL FOR REACHING THE MARKET  
[www.pcbshows.com/webinars](http://www.pcbshows.com/webinars)

Contact Frances Stewart at 678-817-1286  
fstewart@upmediagroup.com



*The King and Queen of PCB East, Frances Stewart and Pete Waddell.*

The PCB East Technical Conference and Trade Show as held in Durham North Carolina on. This was a week long technical conference combined with a 2 day trade show with Exhibitors coming from as far away as Atlanta and visitors from all over the east coast, from New York to Florida. The location was right in the heart of Durham and although there is a lot of construction going on around the convention center, once inside the accommodations were first class.

The show people tell me that the technical sessions that were offered throughout the week were well attended and interesting.

On the show floor, the mood very positive and up beat. There were many bare board printed circuit manufacturers as well as assemblers in the house. I estimate close to 100 booths, not counting the 1/2 day table top area that was a very nice touch. It provided a lot of people that cold not commit to the 2 day booth a chance to meet the attendees on a smaller scale.

Of course, no PCB East event is complete without top quality entertainment. The casino night kept everyone out lateand the Porch Dogs did their thing in the next room.



*The Porch Dogs do their thing at the annual PCB East Gala.*

There were a lot of folks very happy to see the show in the Southeast again. Some suggested moving a little closer to RTP in the future to attract a little more of the industry there.



One of my good friends at UP Media summed it up this way. "At the end of the day, what was clear was, while high volume PCB fabrication has relocated to lower cost centers, design of these PCBs and lower volume fabrication and assembly is still being performed in North America. The products we design, fabricate and assemble are still considered leading-edge on the world stage. As a result, the industry segments that support these activities are still vibrant and excited about the latest advances in technology that will translate into higher technology, more functionality, perhaps smaller, certainly faster, and ultimately more versatile PCBs. Designers are intent on hearing from fabricators about what they are doing and what they think can be done that might affect design rules and overcome constraints. Design for manufacture initiatives resonate with this group. The need for dialog between these critical industry partners has never been more important. PCB East provided many people with a snapshot of the benefits of this type of industry exchange. It really did seem like old times."

*See you next year at*

**PCB  
DESIGN  
CONFERENCE  
EAST**