

30+ YEARS IN BUSINESS



G.L. Smith Associates, Inc.

Company Profile



MISSION STATEMENT

G.L. Smith Associates, Inc.

is a manufacturer's representative dedicated to serving the Electronics Industry with the highest level of experience, integrity and commitment. We represent "The Best in Class" manufacturers of Passive Components, Electromechanical, Interconnect and Materials the industry has to offer. Our coverage in the California, Nevada, Arizona, New Mexico and Baja Mexico territory is unsurpassed with over a 100 years of combined engineering and sales experience.

G.L. Smith Associates, Inc.

MANUFACTURERS' REPRESENTATIVE

Founded in 1991 as a one man sales organization, *G.L. Smith Associates* has become a driving force in the California, Nevada, Arizona, New Mexico and Baja Mexico electronics industry, with 6 sales territories and inside sales people. We currently represent 16 manufacturers of related products carefully selected for their synergistic features, with sales volume of over \$28 million dollars annually.

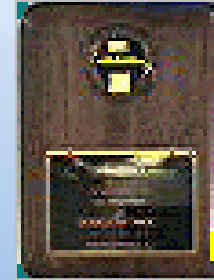
AWARD WINNING AGENCY



Renco "Most Improved"
Representative



Renco Top
Performer #3



Renco Top Booking
Performance #3



Rep of the Year



"Vendor of the Year"
Conexant Systems, Inc.

SALES TERRITORIES

CALIFORNIA

- Los Angeles
- Ventura
- Orange county
- San Diego
- SF Bay Area

Nevada

- Las Vegas/Reno

Arizona

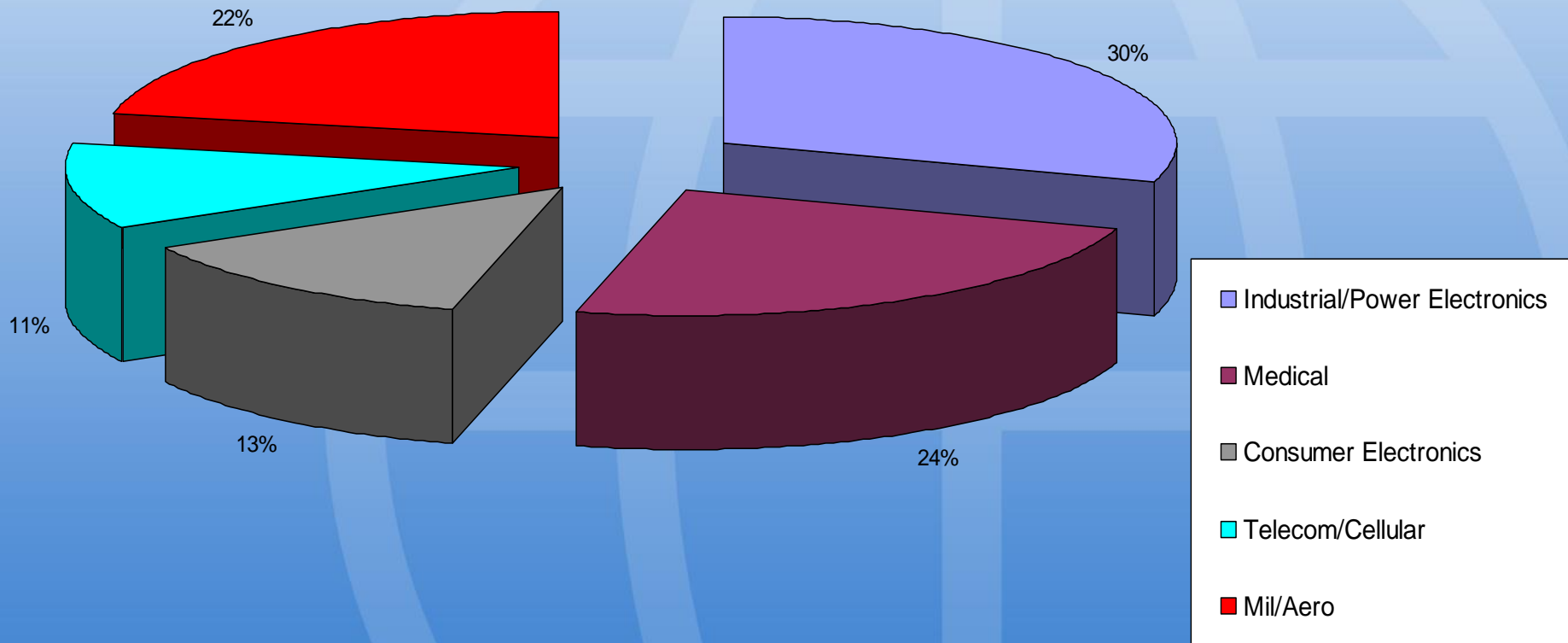
- Phoenix
- Tucson

Northern Mexico

- Along the California and Arizona Border



INDUSTRY BREAKDOWN



Gary L. Smith

- **PRESIDENT**

- *Inland Empire, San Gabriel Valley*
- *& Key Accounts*
- *AZ, NM*

- ***G.L. Smith Associates, Inc.*** 33 yrs
- **Sales Manager, Bergquist Co.** 7 yrs
- **Branch Mgr. SW Industrial Supply** 2 yrs
- **General Manager, Wassco** 2 yrs
- **Owner, SG Products** 5 yrs



Jorge Pelaez

- **OUTSIDE SALES**
- *Mexicali Mexico*
- **G.L. Smith Associates, Inc.** 16 yrs
- **Skyworks, Quality Control** 16 yrs



Marty Rodriguez

OUTSIDE SALES

San Fernando Valley

San Luis Obispo

Los Angeles and South Bay

G.L. Smith Associates, Inc. ***2 yrs***

West Electronics ***7 yrs***

All American ***4 yrs***

Avnet ***10 yrs***



Suzanne Smith

- ◆ **Back Office Support**

- ◆ **Accounting**

- ◆ **Marketing**

- ◆ **IT Support**

- ◆ **And a Loving NAG**

- ◆ **G.L. Smith Associates, Inc. 29 yrs**

- ◆ **Wife.**



Allison Plourde

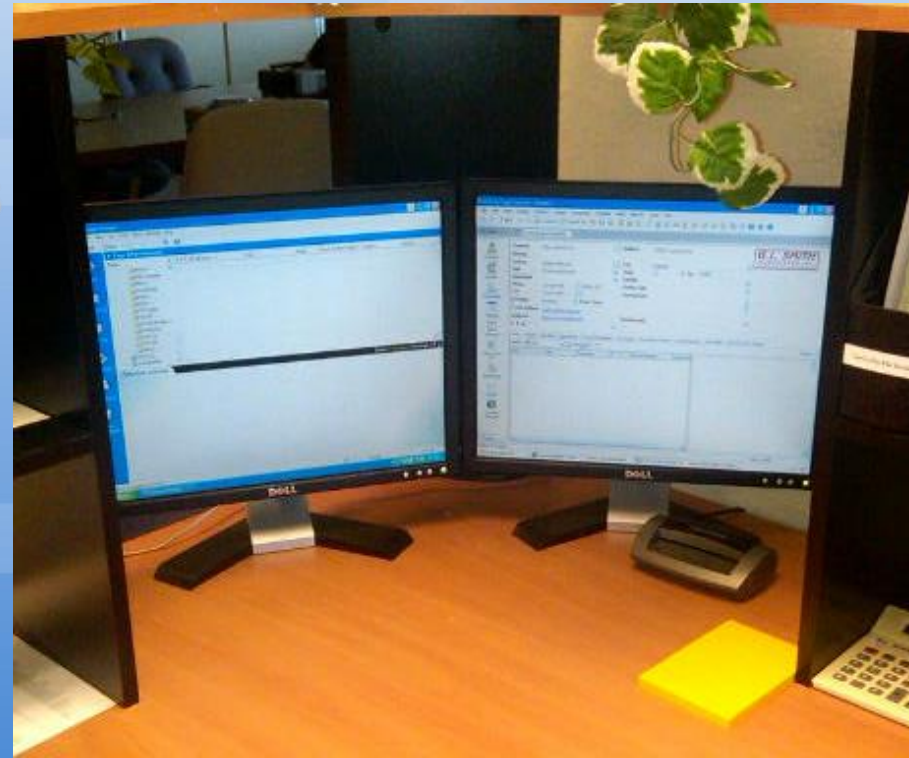
- ◆ **QUOTE FOLLOW UP**
- ◆ **INSIDE SALES**

- ◆ ***G.L. Smith Associates, Inc. 28 yrs.***
 - ◆ **Daughter**



SKYPE / ZOOM / TEAMS VIDEO CONFERENCING

Assures our ability to hold quick and personal meetings with Staff, our Factories, our Distributors and our OEM's
Real time product introductions are a snap.



How Do We Go to Market?

Our Sales Philosophy is:

“Sales is a Full Contact Sport”



- ***G.L. Smith Associates*** will target the “Design” Community for **YOU**
- We sell “***Synergy***” a call for one is a call for all lines
- We will maintain a ***Target*** Account list for **YOU**
- We actively ***Track*** our progress
- Our cars will be “***Loaded***” with your Lit. and Samples
- We ***are*** your “***Eyes, Ears and Feet on the Street***”
- And we will always ***ask*** for the ***ORDER!!***

Distribution Philosophy

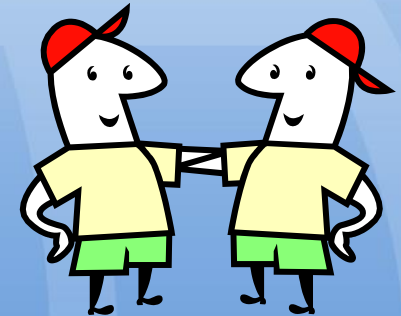
- Distribution is an “Integral” part of the ***G.L. Smith Associates*** Sales Plan
- We’ll WORK with our Distributors to get to the Small, Medium and Target Accounts for ***YOU***
- We know and understand each Distributor’s Strengths and Weaknesses so we know where they can help us the most.
- ***All*** GLSA OSR’s work with distribution in the field to insure our goals are being reached as a Team.
- ***Your*** Distributors are already “***G.L. Smith Associates*** Channel Partners”

MAJOR DISTRIBUTORS



DIRECT ACCOUNTS

- ***G.L. Smith Associates will*** work with ***YOU*** to develop a strategic list of direct accounts that will capture market share
- We make decisions as a ***“Team”***.
- Provide thorough and in-depth ***Engineering Support***.
- Offer ***“The Best in Class”*** Service to our customers!



MAJOR CUSTOMERS

Raytheon

*Rockwell
Collins*

Honeywell

RAIN BIRD


EMERSON

FOXCONN

AMETEK

ViaSat

WelchAllyn

QUALCOMM

SL
POWER ELECTRONICS

BOSE

NEWPORT

 **Medtronic**

 **DJO**
GLOBAL

 **DKS**
DOOR KING

Fender


SKYWORKS

FLEXTRONICS

 CareFusion

JBL

TORO

 **BECKMAN
COULTER**

 **MASIMO**

SCHLAGE

Gary Lee Smith

- **Panasonic Avionics**
- **BTC Power**
- **Thales**
- **Econolite**
- **Rockwell-Collins**
- **Broadcom**
- **Beckman Coulter**
- **Raytheon**
- **Rivian**
- **Masimo**
- **Toro**

San Diego TBD

- **Carefusion (3 locations/Divisions)**
- **TDK / Lambda**
- **NGC**
- **Raytheon SD**
- **General Atomics**
- **McCain Traffic**
- **Ametek Programmable Power**
- **Teal Electronics**
- **Viasat**
- **Leidos / SAIC**
- **Philips Medical**
- **Cubic Defense**
- **Cubic Traffic**

Jorge Pelaez

- **Eaton / Sure Power – Tijuana**
- **Rainbird - Tijuana**
- **Honeywell - Tijuana**
- **Leviton - Tijuana**
- **Bose - Tijuana**
- **SL Power/Condor – Mexicali**
- **McCain Traffic - Tijuana**
- **EmerMex – Mexicali**
- **FenderMex – Ensenada**
- **SMK - Tijuana**
- **DJO Global – Tijuana**
- **Panasonic – Tijuana**
- **Plantronics – Tijuana**
- **Rosemount Analytical - Mexicali**

Marty Rodriguez

- **SpaceX**
- **Northrop Grumman - 2 locations**
- **Artisan**
- **Crane Hydro-Aire**
- **US Hybrid**
- **Glenair**
- **Rantec**
- **Aerovironment – Mil Aero**
- **Raytheon – 2 locations**
- **Capstone Turbine**
- **Haas Automation**
- **Gateworks**
- **EVgo**

LINE CHAMPION

TOP Tier Lines Get a “***Line Champion***”

- ***Altran, King Cord, Curtis, EFC – Gary***
- ***E-T-A, , Hallmark, Tri-Mag – Marty***
- ***Platt, Geyer, WPI, Ariba – Jorge***
- ***SolaHD, Kudom, Solidlite – AJ***
- ***Min-E-Con, Kyocera, AIC, XGR - Jacques***

Line Champions – Promote, Track and Review sales and activity for our Principals. The Line Champion will “***Go to Bat***” for you.



MAJOR AND LOCAL TRADE SHOWS

- **Electronics West / MD&M**
 - 20' of booth, all factories represented
 - Cooperative selling by G.L. Smith OSRs, Factory Personnel and Distribution OSRs
- **EDS**
 - 10 Factories participating
 - 5 G.L. Smith Associates, Inc. personnel attending
- **OCE Show**
- **DEL MAR Electronics Show**
- **APEC Show**
- **Job Shop Show**
- **ERA Table Top Show**
 - Goleta
 - Camarillo
 - LAX Proud Bird
 - San Diego
- **BajaMak Mexico**



ENGINEERING ACTIVITY REPORT & ACT Database

Monthly Meetings to Review

**NBO's,
Key and Target Accounts
Distribution Activity
Bookings and Shipments
Samples and Quotes**

ACT Database has over 18,000 contacts

WHY IS G.L. Smith Associates, Inc. The Best Choice

- ◆ **Aggressive Approach to Sales**
- ◆ **Our Experience in the Territory**
- ◆ **The Synergy of our Line Card**
- ◆ **Our Strength with Distribution**
- ◆ **Trade Show Representation**
- ◆ **We'll "Grow" your Business!**



This is what you'll see in our Cars



Not This !

