

EIPC and APEX

No problem I said as I took out my trusty umbrella and started hoofing down the road. Feet were wet and cold but I've got different shoes for the conference, so I'm good. After checking into the hotel I figured it was time to go for a short walk through old town. My shoes were already soaked so a little more water isn't going to do any more harm. The conference starts tomorrow so I have a limited amount of free time and this is it. A very nice person at the front desk tells me to exit the hotel and take a left, you can't miss it.

Finding old town was easy and I meandered through many narrow alleyways as the rain continued to fall. I walked for about 90 minutes when I finally realized that I don't know how to get back to the hotel. No problem, just look up and head for open sky, took about 20 minutes to find something familiar and 30 minutes after that I'm back at the hotel (very wet, cold and tired).

The two day conference started the next morning with 90 delegates and some interesting topics. My presentation on a new thermal management system (heat spreading solder mask) is scheduled for the second day; I intend to "knock it out of the park"! The presentation went well even though we experienced some technical difficulties with the slide transition, but we danced our way though it like Fred Astaire and Ginger Rodgers (if you don't know these people, ask your parents).

I returned home on Superbowl Sunday and flew to San Diego just eight days later to attend the APEX show. Ah, the APEX show, the Gas Lamp District, the weather, the food, the water, the USS Midway and oh the many golf courses. I didn't get to play, but there are many golf courses in the area.

The three day show was well attended and as always, I was able to talk to a lot of friends, colleagues, competitors and customers. A good friend from I-Connect007 (Pete Starkey) conducted an interview with me to discuss our new heat spreading solder mask, it went great! To see the interview and learn more just click [here](#). Pete Starkey is one of the nicest people you will ever meet and it is always a pleasure to be interviewed by him.

Well that's the short list of activities for the past two shows. The heat spreading solder mask is creating a lot of interest so if you have interest or questions just shoot me an e-mail or pick up the phone and call me. Ask me about Heat Spreading solder mask, DI solder mask, LED solder mask, Non-conductive Via Fill, Inkjet Legend and solder mask. There are a lot of options so let's talk.

I'm looking forward to the next Newsletter so stay tuned and try to keep your feet dry.