



## **From The Hot Seat: CEO Frank Nichols**

**April 2020**

The year is 2020. We humans are getting a lesson in humility perpetrated by the smallest character, a virus call COVID-19. It is deadly, especially to those who are older and/or who have compromised immune systems. Otherwise, it is non-discriminatory. It does not heed political borders, ethnic identification, gender, sexual preference, or ideological beliefs. If not impacted by the disease directly, it will affect everyone on the planet via the economic toll it extracts.

Yes, during this chaos, we are still operational. Silicon Forest Electronics is a vital supplier to the Defense Industrial Base, critical Transportation infrastructure, and Medical instrumentation, including devices for the testing of COVID-19. We are required to keep open and functional to the extent that we can keep our staff healthy. I won't go into all the details of how we are keeping our employees safe; however, it suffices to say that we have implemented all measures within our capability to keep them safe. **Our employees are our most valuable asset.**

There have been volumes written on surviving this crisis. Rather than feed more to that paper mill, I would like to take a moment to look at the other side of that coin. We must be thankful for those in the medical and emergency service communities who walk into the virus firestorm daily. Doctors, nurses, caregivers, emergency medical personnel, and more are on the front line fighting to contain the invisible menace. It must be daunting to know that the "enemy" can't be seen and can sneak up on you, attach itself, and remain hidden for days. How do you fight that enemy? These people are the Heroes and Super Stars of 2020. Remember them! Say, thank you. Buy them a cup of coffee. They go to war for you and me.

When these Heroes and Super Stars finish on the front lines, it will be our responsibility to put our economy back together. Albeit, a war of a different sort, our enemy will be things we can predict, control, and offer countermeasures. The economic war is in the light of day rather than the darkness of invisibility. We will overcome that too. But first things first.

Recognize everyone you know who serve on the front lines today. Encourage and thank them.

Let's do our part. Stay home, wear your masks, and wash your hands. How hard can that be? Let these Heroes and Super Stars do their jobs in the containment of this disease so that we will be around to solve the economic issue and fallout from the virus attack.

Stay safe, and Thank You,

**Frank**

Frank Nichols, CEO/Founder/President  
Silicon Forest Electronics  
[frank@si-forest.com](mailto:frank@si-forest.com)