



"A Dogs Story"

"You're looking at me. Yes you are; I can see you! So, I'm a dog! A Welsh Corgi to be exact. My name is Andy. I am the mascot for this company, Semtron, Inc. My master, the President and owner of the company, Mr. Paul Semerad, told me so. He told me other things too. Oh, the stories I could tell about Paul, the company, and its employees. Let me briefly share some with you."

"Semtron, Inc. was formed in 1980. With an initial investment of \$3600.00, Paul began with one product: a data-line protector for IBM System 34 computers. For the first three years he worked in his basement at home from 8:30 to 5:00 P.M. For those years he took no salary, and he had no vacation for seven years. Paul was, and still is an industrious fellow, at least that's what we dogs think.

"Paul was born on a farm in Iowa, the youngest of ten children, seven boys and three girls. He served in the U.S. Army for three years and relocated to Michigan in 1965. He taught Vocational Agriculture in a rural community after graduating from Michigan State University. Frustrated with teaching, he looked for other job opportunities, and that's when the company began.

"In 1986 we purchased 51% of Maple Metal Products, a full-line metal stamping plant. It is operated by Paul's brother Leonard and is located in Germantown, Wisconsin. This metal stamping plant gives us the ability to quickly produce custom wall plates and

panels, which Semtron loads with connectors and adds silk screening or laser engraving. In 1991 Semtron had twenty-eight employees. We now have six people in Flint and six in Germantown. Maple Metal also has a mascot: a dog named Maya. She is such a cur!

"Sometimes Paul has to leave the company for a week or two at a time. I wait for him by the door. Paul now delegates day-to-day responsibilities to trusted employees and me, while he travels the country calling on customers. Since Semtron sells exclusively through distributors, that gives Paul a chance to promote products to distribution centers in all fifty states and Canada.

"From one product Semtron has developed over 85,000 part numbers and creates an average of fifteen more per day. As Paul says, 'In a time when company longevity is threatened by economic conditions, our goal is to grow and thrive another thirty years.'

'Well, I'll bark with you later. Meanwhile I'll be here at Semtron, grrrreeting people at the door, waiting for more stories.' "



Andy