

## Parrill's Picks 2015



better has taken hold and we've survived.

### **An Honest Recovery Reset**

The Great Recession spanned from December 2007 to June 2009. The reactionary optimism that guided our industry through this somewhat artificial reset has now turned to an honest, gradual recovery. The result? The hard work of scrutinizing what (and how) we do things and finding new ways to do it

The more streamlined tools of technology emerging and the willingness to embrace them strategically are making our industry more transparent and agile. Yet tried and true principles still apply: Consistently doing the right thing and delivering solutions with excellence and a personal touch eventually wins the day.

So what's ahead in 2015? See why Electrocube president Clay Parrill believes that we must be realistic, pick up the pace, mine for opportunities and keep it personal in his annual forecast, [Parrill's Picks](#).

---

### Look what you're a part of...

**Valued partners:** For distributors like Brian Mallory of Future Electronics [Future Electronics](#), our connection transcends more than 20 years. And, every day Brian makes it a point to greet each team member in his or her native language. That's an average of 18 greetings in 18 different languages! In his life outside work, cars are his love in addition to his family, of course. A self-professed Chevy man, his Dad owned a 1937 Chevy and Brian's 1957 Chevy Bel Air will be on the road this spring.

**On to APEC:** Its [tradeshow season](#) for Electrocube. Next up? We're off to the Applied Power Electronics Conference (APEC) from March 15-19. While in Charlotte, NC, we'll raffle off an iPad Mini tablet. For a chance to win, simply stop by Booth #833. Leave your business card or scan your badge. One entry per person. The winner will be announced with a photo in our next eblast.



**contact us (909) 595-4037 || visit us [electrocube.com](http://electrocube.com)**

Founded in 1961, [Electrocube](http://electrocube.com) specializes in custom designs and the manufacture of film capacitors, RC Networks, EMI Filters and foil transformers for a wide range of applications in the aerospace, audio, elevator, heavy equipment industries and more.