



Letters

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Supply and Demand

Your December editorial (circuitsassembly.com/pdf/0412/0412editorial.pdf) was good (although, if I might say so, a bit too homey and safe). It's encouraging that you're venturing out politically – you should do it regularly, especially regarding trade and economic policy. You alluded to an intriguing point: Would President Kennedy's Man on the Moon initiative have happened if left solely to free capital markets? Not likely.

I concluded that your underlying question concerns supply side vs. demand push economic policy approaches. Supply-siders always seem to see tax cuts as the answer: Corporations, when able to retain more net profits via lower marginal tax rates, have more to invest, and hence of their own initiative will spur the economy. And yet, a key question: Which is more critical, sales or tax cuts? (And) what should the new Bush economic trade policy squad be thinking, policy-wise?

Greg Hall
Los Gatos, CA

Of Politics and PCBs

You are right on! Great article (circuitsassembly.com/pdf/0411/0411editorial.pdf)! Now is the time to protect our industry. Keep up the great work!

Ed Empero
Business Development Manager
Cirexx Corp.

I have recently started reading your editorials and they are very good! A lot of items I have been, let's say, complaining about for years seem to be coming to the surface. I'm a test-oriented person (25 years) but I see a lot of what you are discussing. The comprehension factor you mention is a huge problem for me, years of banging my head. You can include CEOs, managers, buyers, politicians, etc. This group understands so little about this business and it is stunning to me that people at such a level can get away with making such large decisions with so little information and knowledge. As you indicated, it's catching up to us in red ink. Let's hope we can get back to some balance.

Charles Percival
San Jose, CA

Excellent editorial! Great job. Your insight, leadership and courage are a very welcome change.

Rick Short
Director, Corporate Communications
Indium Corp. of America

I don't take time away from my day just to read the rantings of a frustrated PC Democrat. If you are trying to transition your publication into a political forum,

best of luck. You complain about jobs going overseas while you go online and order a \$600 computer. How much do you think that system would cost if the components were made in the U.S.?

Paul Ainsworth
Manufacturing Manager
Frequency Devices Inc.

Ed.: Interesting theories. You might be interested to know that my late grandfather's law partner was former vice president (and Republican) Spiro Agnew.

I wonder if your comments would have been equally as harsh had John Kerry won. Somehow I think not.

Randy Winkler
Process Development Engineer
Raven Industries

Another Letter to the President

First, let me congratulate you on your recent victory. I was very proud to have voted for you and was delighted to see you elected to a second, well-deserved term. I've attached a link to an editorial that appeared in the November issue of CIRCUITS ASSEMBLY. Please take a moment and read it. The author makes several very strong points that I feel need to be addressed in your second term.

Mark N. Hoch
SMT Process Engineer
Debron Industrial Electronics

Ed.: November's editorial struck a chord (or in some cases, touched a nerve) with readers – at last count we'd received more than 20 emails. What's interesting is that it was written in September – two months prior to the election – and was written to apply no matter which candidate was elected (though some respondents clearly interpreted it otherwise). Both candidates' campaigns were about the past, not the future, and meanwhile there are thousands of people in our industry that are hurting. While some read it as a shot at one candidate or the other, it was really a plea for a common vision that would channel the amazing talents we have to offer.

Corrections/Clarifications

In Phil Zarrow's November column the mask thickness should have read typically about 50 μm (0.002").

In December, we noted that the impending ROHS mandate restricts the use of bromine. We should have noted that it bans PBB and PBDE only, and that other bromines remain legal.

We regret any confusion.

Send your thoughts to Editor, Circuits Assembly; email: mbuetow@upmedia.com. Letters must include the writer's name, address and company affiliation and may be edited for length and clarity.