



Datest
47810 Westinghouse Drive
Fremont, CA 94539
510 490-4600
Fax: 510-490-4111
Web Site: www.datest.com

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CONTACT

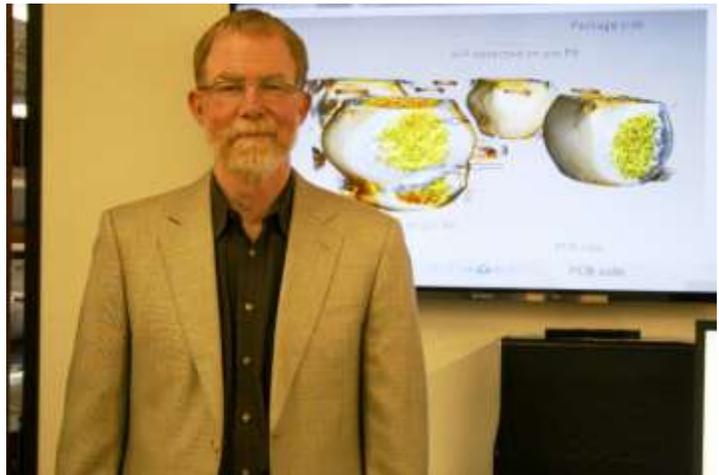
Robert Boguski, President
Datest
E-mail: rboguski@datest.com
Web site: www.datest.com

Robert Boguski Presents the Challenges and Pitfalls of a Small Tech Business in the Silicon Valley at PCB West

FREMONT, CA — August 2017 — Datest, a leading provider of advanced, efficient and mission-critical in-circuit testing, test engineering, and X-ray inspection solutions for more than three decades, today announced that its President Robert Boguski will present during PCB West on Wednesday, September 13 from 2-3 p.m. The conference is scheduled to take place September 12-14, 2017 at the Santa Clara Convention Center in Calif. Boguski will present “Putting Lipstick on a Minnow: The challenges and the pitfalls of making a small-tech business in the heart of Silicon Valley interesting to interns.”

Internship programs are one important means by which tech companies maintain a pipeline of potential new talent from among university graduates. This is a special challenge for small companies, who must compete for the attention and interest of new talent against the glamour and amenities offered by well-known Silicon Valley name brands.

Boguski will share his personal experiences regarding what works, and what doesn't, in pitching a small but earnest test engineering firm as an attractive place to work and learn for summer engineering interns. Along the way he may have something to say about the continued dearth of female engineering talent in oh-so-liberal Silicon Valley, as well as the practicality of working with so-called second- and third-tier universities and colleges, rather than the obvious suspects, as reliable sources of that talent.



Boguski is a 1981 graduate of the University of San Francisco, with a BA in economics. He has worked in the electronics packaging and interconnect manufacturing business, primarily in management positions, since 1975. He has 22 years in the bare board business, 12 years in the EMS business, and 12 years in the testing and test engineering business. Boguski is the owner and president of Datest, a test engineering and failure analysis company in Fremont, California. He and Datest are members of EIPC, SMTA, IPC and IEEE. Since 2013 Boguski has coauthored the Test and Measurement column for Circuits Assembly magazine. He is currently the president of the SMTA Silicon Valley Chapter.

For more information about Datest or to view the company's full service lineup, visit www.datest.com, or call (510) 490-4600.

About Datest

Datest is the preeminent provider of advanced, efficient, and cost-effective PCBA testing, test engineering, failure analysis and analytical solutions. Established in 1984, Datest now offers in-circuit and flying probe testing and development services; DFT/DFM analysis; JTAG/Boundary Scan development services; AXI as well as 2D and 3D X-ray and CT-scan capabilities for nondestructive failure analysis, root cause identification, and dispute resolution. The company also offers cross-sectioning, dye & pry, and analytical laboratory services, including SEM and C-SAM analysis; counterfeit component identification and detection; and reverse engineering services. Datest is ITAR registered and has a quality management system (QMS) that is certified to ISO9001 and AS9100C. For more information, call 510-490-4600 or consult www.datest.com.