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### **Quality Director to Speak at NASA/JPL Symposium**

**Atlanta, GA, September 1, 2009** - Georgia's largest Independent Electronics Distributor, World Micro, Inc., is pleased and proud to announce that World Micro's Quality Director, Art Ogg, has been asked to speak at NASA's Jet Propulsion Laboratory symposium on counterfeit parts. This invitation reflects World Micro's growing reputation as experts on inspection and detection of counterfeit and reworked electronic components.

The event, being held on October 1, 2009 in Los Angeles, will be co-hosted by the Southern California (SoCal) Chapters of the International Microelectronics and Packaging Society (IMAPS), NASA and the NASA/Jet Propulsion Laboratory (JPL) Counterfeit Electronic Parts Working Group. The stated objective of the Counterfeit Electronic Parts Workshop is to increase awareness of global issues regarding counterfeit parts, promote discussion and to present solutions in a workshop format. Serial presentations are organized to provide a unique forum for personnel involved with Quality Assurance, Parts Engineering, Product Inspection, Procurement, Legal, and all levels of Management.

Mr. Ogg's presentation deals specifically with The Three Phases of Implementing the IDEA-STD-1010-A Inspection Standard for Detecting Counterfeit Components. The reasons for poor Quality and for the receipt of counterfeit or reworked components will be explained; and the positive effects upon the mitigation of illegal and reworked parts by the implementation of the IDEA-STD-1010-A Inspection Standard will be highlighted.

Mr. Ogg will also give a detailed explanation of how counterfeit components are finding their way into the United States. In addition, real examples of how the IDEA Inspection Standard was used to detect counterfeit/reworked components will be shared. Since being ISO9001/AS9120 certified, and since implementing the IDEA standards, World Micro has had a 100% success rate of keeping counterfeit parts out of its supply chain.

"It's a tremendous opportunity," remarked Mr. Ogg, "for us to be able to share our successes, and the lessons we've learned, with others in this vast organization. I'm pleased at the opportunity to represent World Micro at this event."

As the Director of Quality, Mr. Ogg is responsible for World Micro Quality Initiatives, product quality, ISO Certifications and technical documentation. Prior to joining World Micro, Mr. Ogg held Senior Quality management positions with Seagate Technology and Digital Equipment Corporation. He brings 40 years of Quality and high tech electronics experience to this position. He is an IDEA Certified Professional Inspector, an ISO Lead Auditor and a 6-Sigma Greenbelt. He has given numerous presentations at SMTA conferences and written several technical white papers on the subject of counterfeit, reworked electronic component detection and mitigation. He is the SMTA-Atlanta Chapter Secretary.

**ABOUT** - World Micro is a global electronics distribution company. Since, 1995, World Micro has helped Purchasing and Engineering Departments at leading OEM, EMS, and ODM companies research, source, stock, procure, inventory, and manage board level components, embedded computing products and military/aerospace specialty hardware at every stage of the Product Life Cycle. World Micro is headquartered in Atlanta, Georgia

Event information can be found online at [www.imaps.org/programs/socal09.htm](http://www.imaps.org/programs/socal09.htm).