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Quality Director to Speak at PCB Atlanta

Atlanta, GA, October 14, 2009 - Georgia's largest Independent Electronics Distributor, World Micro, Inc., is pleased to announce that Quality Director, Art Ogg, has been asked to speak at PCB Atlanta. Once again, the industry has acknowledged our commitment to quality, and expertise at keeping counterfeits out of the inventories of our customers.

PCB Atlanta 2009, a one-day tabletop exhibition, is an event for the entire PCB supply chain, and will include industry-leading exhibitors and free technical programs with industry experts. Mr. Ogg, an acknowledged expert in counterfeit parts detection, will be speaking to that topic, and is the only presenter to be doing so. Other courses will be presented by companies such as Plexus, Endicott Interconnect Technologies, Bare Board Group, E-System Design, Kyzen, Intercept Technology, Cirexx International and Clover Electronics.

"We are always pleased to share our expertise," remarked Dan Ellsworth, World Micro President and CEO. "Our business extends across the spectrum of the electronics industry; keeping counterfeit parts out of all of those supply chains is better for the entire industry."

The event will be held on October 22, 2009 in Alpharetta, GA at the Atlanta Marriott Alpharetta. More information can be found here: <http://www.pcbshows.com/atlanta/>.

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 recently gave a presentation at the NASA/JPL symposium on counterfeit parts.

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