



SoPark Corporation 2012 Vision Award

A visionary is one who is able to see things that others cannot. That is exactly what SoPark does so well. It takes great leadership to create a viable company, but extraordinary leadership, teamwork and a vision to develop one in a rapidly changing and challenging industry especially “when the chips are down”. While many manufacturing firms in the United State have either outsourced their production overseas or lost it entirely to foreign competition, it seems inconceivable that anyone would be able to successfully create new manufacturing opportunities in Western New York. What makes SoPark even more unique is that it does not produce its own products.

In 2006 and 2007 SoPark was on the verge of financial collapse. Under those conditions, many businesses retract and focus on lowering their sale price to their customers. SoPark decided to increase value to its customers. With input from all of their employees, SoPark created a vision to achieve the highest standards of quality by obtaining the most current and strict certifications. They are now ISO 9001:2008 and AS9100B certified and relative to homeland security they are ITAR compliant. This year, they are pursuing ISO 13485 which has strict traceability requirements. As a result of these changes, they are now financially solid and increased their employment by 15% in 2011!

SoPark is a closely held electronics manufacturing service provider for original equipment manufacturers that are typically very high tech. SoPark’s customers include manufactures of specialty medical devices, sophisticated motion controls, flight simulators, GPS systems, instrumentation, automated agricultural equipment as well as circuit board assemblies for subway and rail cars. In addition, the SoPark Team is able to offer troubleshooting and testing services to their customers. Their highly regarded design-for-manufacturability services help their customers to save time and money. This combination of offerings allows their customers to concentrate on their core competencies and reduce their own working capital requirements.

SoPark is very dedicated to their diverse team of employees. Their organizational chart is actually upside down with their customers and employees at the very top. Their leaders are at the very bottom of the chart! SoPark is committed to the belief that utilizing a dedicated and highly skilled workforce combined with state-of-the-art electronics manufacturing equipment is the key to quick response times to customer requests and changes.

Their mission statement says it all, “SoPark will continually improve our safety, quality, customer satisfaction and value to meet or exceed the expectations of our team and our customers.” We are pleased to recognize and honor SoPark and its management and staff for their extraordinary leadership and teamwork. Niagara University presents you with our 2012 Vision Award.

The SoPark Management Team

Joe Miano	Vice President of Sales
John Kasperek	Vice President and Treasurer
Rupa Shanmugam	Vice President of Operations
Linda Whittaker	Vice President of Program Management
Gerry Murak	President/CEO