

**Wayne Burdick N6KR & Eric Swartz WA6HHQ** - This fine team has developed the electronics business called “Elecraft.” They believe in old fashioned “Sweat Equity” - But then that goes both ways. They have become VIP’s in the electronics design and business realm in every respect, in just a very short time.

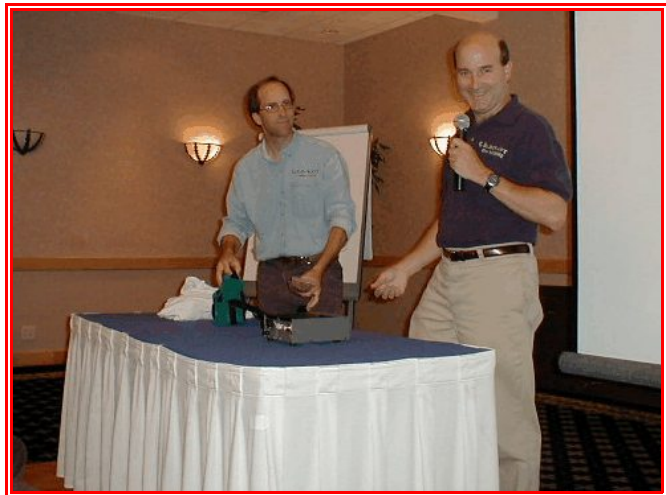
Former active Coast Guardsman Mr. Burdick said “I worked my way through college as the engineering equivalent of a general purpose infielder, reinventing myself continuously, living proof that Moore’s law applied both to IC’s and those who use them. But a twist of fate landed me in the Cognitive Science track at the University of California San Diego, rather than in EE. The program was weighted toward neural networks and cognitive engineering which in hindsight provided just what I needed to do effective product design; tools for modeling human-machine interaction.

Eric Swartz talks fast when he talks about amateur radio. That could be because Swartz, 50, is a longtime ham radio operator, who got into the hobby known for its enthusiastic and close knit practitioners when he was age 14. Or could it be because he’s chief operating officer of Elecraft, an Aptos CA based electronic kit company that’s aiming to bring the build-it-yourself tradition back to the hobby and amp up its spirit of technical innovation.

Elecraft founded by Swartz and chief technical officer Wayne Burdick in 1998, sets a line of shortwave kit transceivers in a range of capabilities, as well as assembled accessories including mikes, morse code keys and antennas. Thirty percent of Elecraft’s business is outside the United States in a testament to the product and the Internet.

The company was profitable its first year out and has been profitable since, said Swartz. It was self-funded by the founders and carries no debt. “There’s a lot of sweat equity,” said Swartz, “but it is a labor of love.”

Your author is the proud owner of a new Elecraft K2 kit transceiver serial 6146 (That old venerable workhorse power tube probably over 50 years old by now) How could I go wrong with a serial number like that! I put my old fashioned sweat equity into the build and was amply rewarded, but it was not without sweat and a few problems. Engineering stood-by until the completion and WB8WTU was there for moral support. A word to the wise, don’t buy unless you believe in “Sweat Equity.” What you put into it, you receive many fold.



They have a new product called the K3 now. Semper Paratus fellows! It is a honey and back to the featured name “Elecraft.” Partially scripted [santacruzsentinel.com](http://santacruzsentinel.com) w8su 2007

