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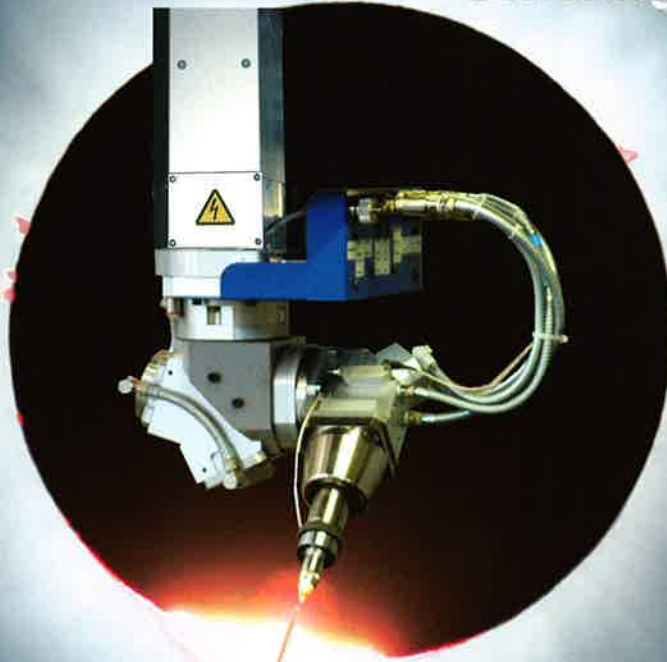
INNOVATOR

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Utilizing the Diversity of Lasers



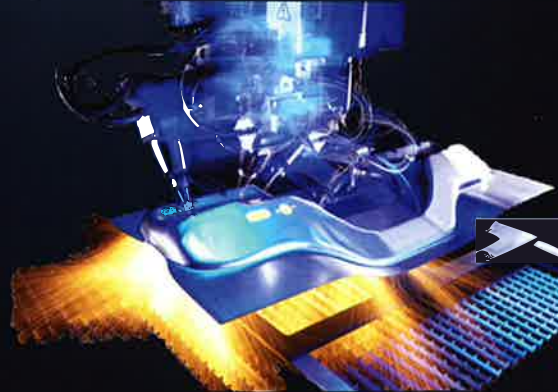
Profile Cutting



Welding



Formed Sheet Metal Cutting



LASER WELDING
LASER CUTTING
LASER ETCHING
LASER CLADDING
LASER HEAT TREATMENT

Try A New Angle

exchange (iks chanj'), *v.*, **-changed, -changing, n.** *-v.t.* 1. to give up (something) for an equivalent or substitute; trade. 2. to give and receive reciprocally; interchange. *-n.* 3. an act or instance of exchanging. 4. something exchanged. 5. a place where commodities, securities, or services are exchanged. 6. a central office or station: a telephone exchange. 7. reciprocal transfer of equivalent sums of money, esp. in the currencies of two different countries. **--ex change'a ble, adj.**

greed (grêd), *n.* excessive or rapacious desire, esp. for wealth.

money (mun'ê), *n., pl. mon eys, monies.* 1. a circulating medium of exchange, including coins and paper money. 2. money or property as a measure of wealth.

pay (pâ), *v.* **paid, pay-ing, n., adj.** *-v.t.* 1. to settle (a debt or obligation). 2. to give over (money) in exchange for something. 3. to transfer money to (a person or organization) for work done or services rendered. 4. to be profitable to. 5. to give (attention, a compliment, etc.), as if due or fitting. 6. to make (a call, visit, etc.). *-v.i.* 7. to transfer money, goods, etc., as in making a purchase or settling a debt. 8. to be worthwhile: It pays to be courteous. 9. pay back, **a.** to repay, **b.** to retaliate against. 10. **~ off, a.** to pay everything that is due. **b.** to pay (a debt) in full. **c.** Informal. to bribe. **d.** to result in success. 11. **~ up,** to pay fully. *-n.* 12. wages, salary, or a stipend. *-adj.* 13. requiring payment for service or use: a pay phone. **-pay'a ble, adj.** **--pay ee', n., pl. -ees. -pay'er, n.**

value (val'ue), *n., v., -ued, -u ing. -n.* 1. relative or assigned worth or importance. 2. monetary or material worth. 3. equivalent worth in money, goods, or services. 4. a numerical quantity represented by a figure or symbol. 5. Often, **-ues.** the abstract concepts of what is right or worth while. 6. degree of lightness or darkness in a color. 7. the relative duration of a musical tone as expressed by a note. *-v.t.* 8. to calculate the monetary value of. 9. to consider with respect to worth or importance. 10. to regard highly. **-valued, adj.**



"Greed becomes the natural by-product when money is used as a tool for measuring success."

The definitions on this page were taken from Webster's dictionary and provide a distinct foreword to the message I am trying to convey through my columns. My intentions are to have readers understand my visionary thought process that it's not about the money; it's about value exchange.

My understanding of value exchange is simple - I do something for you and in exchange you do something for me. In the event that we don't have anything of equal value in which we can exchange with one another, that's when we use money. As the saying goes: *"you scratch my back, and I'll scratch yours"*.

For example, BEGNEAUD purchases a piece of sheet metal, which has a value by itself. Then we apply our skill and our equipment to create an enclosure, which now has a greater value than what we began with. We sell it to our customer for what their perceived value of its worth is. Our customer adds to it by possibly installing electronics, thus further increasing the value of what it once was. Even though this example is one where currency is exchanged, it provides an understanding of my point.

Examples of value exchange where money is not exchanged are the number of in-kind donations BEGNEAUD provides to our community. We've contributed services with values of up to \$20,000.00, without receiving a single cent. The importance in doing this type of service is three-fold. BEGNEAUD receives recognition for its contribution, the organization has a long-lasting quality product they are proud of, and our community is enhanced. Value exchange provides a basis for understanding and

servicing others. We rise above our experiences and embellish the community as a whole.

Why do we work? We work because we need to survive. In order to survive we have to do something that others perceive has a value. How do we choose a career? Some of us find something we're passionate about and pursue that interest. Whether we're welders or lawyers, we need others to view the services we have to offer as a value. As a representation of that value we are most commonly paid with money.

When money is used as a measurement to define success, greed becomes the natural by-product. As society evolves so do shifts in our paradigms. We look for ways of making products that were unheard of twenty years ago. Rather than acknowledging the ingenuity, emphasis is placed on the amount of profit the product will produce.

I'm not saying profit is bad. Profit is necessary in order to continue in business; however, it is not the reason for my being in business. We must understand economy is truly a value exchange, and greed hampers this exchange. It is imperative we solicit our government to step away from their current paradigm - it's all about the money. We need our government to embrace the meaning of value exchange to unite our global economy for the future of our children. ■

Donald M. Begneaud

Donald M. Begneaud
CEO/Owner, BEGNEAUD

Making History with Governor Kathleen Blanco

Newly elected Governor Kathleen Babineaux Blanco, the *first* female Louisiana governor, held her *first* bill signing at the location of her choice, the BEGNEAUD Technology Center, March 23, 2004. Witnesses of the historic event included members of the Louisiana legislation, area reporters and employees of BEGNEAUD.

Governor Blanco signed House Bill 2 (HB2) and House Bill 3 (HB3) into law demonstrating her commitment to increasing economic development within the state, as well as attracting new business. HB2 phases out the state sales use tax on machinery and equipment, and HB3 phases out the franchise tax on debt. The phase out of these bills is scheduled to begin early next year.

BEGNEAUD CEO/Owner Don Begneaud met Governor Blanco during her term as Lieutenant Governor of Louisiana, and was the inspiration behind the governor's corporate tax breaks. "He showed me a letter from another state, recruiting him to move across the border, telling him he did not have to pay these two particular taxes that he could re-invest that money back in his own business", the governor says.

Don's awareness of these taxes began in 1992 when BEGNEAUD purchased the TRUMPF TC 240 punch, the company's second major equipment purchase. Ten years later Don addressed fellow business leaders at Louisiana Association of Business and Industry's (LABI) annual meeting, urging them to assist him in his quest of removing these taxes. It was



▲ Above: Governor Kathleen Blanco signs her first bill at the BEGNEAUD Technology Center on March 23, 2004.

from this presentation that LABI asked Don to provide first-hand testimonial before the Louisiana Senate Revenue and Fiscal Affairs Committee as to why the elimination of these taxes was necessary to improve economic development in the state.

"The phase out may not be exactly what I was after; however, it's a step in the right direction. I'm quite satisfied with Governor Blanco's actions", Don says. "The phase out of these taxes will leave BEGNEAUD with more funds to reinvest in the company through hi-tech equipment purchases, which ultimately increase the skill levels of our employees, as well as promote economic growth." ■

New World Technology Producing Old World Results

History repeats itself as Don Begneaud revisits his roots. In addition to the industrial metal work that BEGNEAUD produces, Don has always expressed an interest in the artistic side of metal working. That is where his love for metal began.

Before Don even knew how to weld he was making sculptures and experimenting with metal as art. Now BEGNEAUD resurfaces Don's interest by expanding into new markets with a division of artistic metal designs, *Renaissance Ironworks*. This new division is managed by Ralph Goodyear, a well known metal artist from Lafayette.

Ralph is designing and producing a line of fine furniture including bed frames, tables, chandeliers, handrails and other artistic elements. Some may refer to this new division as "The right side of the BEGNEAUD brain". Ralph brings 25 years of designing and working with metals, from gold and platinum to iron



◀ Left: Don Begneaud and Ralph Goodyear pose in front of a *Renaissance Ironworks* headboard.

and aluminum creating unique art. Ralph started working with metal as a jeweler at Stuller Settings and has been manufacturing custom furniture for interior designers and architects over the last 14 years. He also creates artwork and sculptures for public buildings and individual homes. The inspiration for Ralph's artwork is Country French, European, and highly contemporary. His goal for this division is "to become involved regionally to internationally with retailers and interior designers".

Both Don and Ralph agreed that the mission statement for *Renaissance Ironworks* involves *New world technology to produce old world results*. Ralph's hope for this division is "that we are as creative, as BEGNEAUD is innovative". BEGNEAUD is very excited about the addition of *Renaissance Ironworks* and is anxious to see some of its new products. ■

BEGNEAUD and Technology:

The phrase, 'building a larger portfolio' has been closely examined in recent years, and has been instinctively related to one's own individual long-term financial stability and security. Though the same ought to remain true for future business growth, diversity, and flexibility, BEGNEAUD has adapted to the philosophy that this idealistic viewpoint should not be limited to the financial aspect of our organization. Investing a percentage of the profits back into our business has been an effective element in strengthening the link in the chain toward achieving our long term goals. This concept plays a fundamental role in decision making when contemplating each new machine investment.

according to the principle of "flying optics", meaning the machine table and the workpiece remain stationary while the laser cutting head moves over the workpiece. The modular design of the TLC 1005 permits customer-specific or task oriented processes, and can be expanded into a complete

The TLC 1005 moves us into our next phase of sheet metal diversity.



▲ Above from left to right: Art Deaton and Matthias Mayer operate the TLC 1005 inside the BEGNEAUD Technology Center; sample part cut by the TLC 1005; TLC 1005

Three new TRUMPF machines, the TRUMPF Laser Cell 1005, referred to as the TLC 1005, the TRUMATIC L 3050, and the VectorMark Workstation 1200 have been added to our already diverse line of equipment, thus enabling us to expand our current sheet metal capabilities.

The TLC 1005 is a highly productive laser machining system for cutting, welding or surface treatment such as beveled edges of various metals. Flat sheets, hollow tubes, 3D or rotationally symmetrical workpieces can be processed on this machine. Until now, it had been extremely challenging to cut holes and geometric contours into three dimensional parts. Parallel to our flatbed lasers, the machine works

system solution. We anticipate that the acquisition of the TLC 1005 will move us into our next phase of sheet metal diversity.

The TRUMATIC L 3050 is a high-powered flatbed laser cutting center and is based on the flying optics principal also. This enables the machine to master high speed cutting of thin sheet metal, as well as materials up to 1 inch thick with consistent accuracy. With a working range of 60" x 120", the machine is capable of cutting .500" thick aluminum, 0.750" thick stainless steel, and 1.00" thick mild steel. The machine boasts a constant laser beam path with an adjustable mode and can achieve up to 5000 Watts of power.

Building a Larger Portfolio

The addition of the VectorMark Workstation 1200 provides extended possibilities to safely laser etch surfaces of work pieces with a range of different metals and finishes. One of the strongest assets of this machine is its ability to etch large parts while minimizing the physical repositioning of parts. Previously, larger parts were laser etched utilizing many different positions and handling times. With its expanded workpiece size, this new laser etching machine surpasses our previous VectorMark's working range of 180mm x 180mm. Another plus is the enhanced user-friendly software, TruMark, for programming of the laser etch data. Dawn Butler, whose

Joseph were selected for the highly specialized training of the TLC 1005. This training included an extended absence away from work at BEGNEAUD, home and family. The training session included a week's stay in Detroit, Michigan focusing primarily on the technical aspect of the TLC 1005. Directly following this was a three-week visit in Ditzingen, Germany for precise programming training. Martina Joseph, CAM operator for the TRUMPF Laser Cell 1005, says: "Although the entire training was a challenge, especially being away from my two small children, the toughest part was learning to work in the 3D environment. As a



user head; TRUMATIC L 3050 in action; sample part cut by TRUMATIC L 3050; Dawn Butler operating the VectorMark 1200; sample part etched by the VectorMark 1200.

primary function is Donald Begneaud's executive assistant has cross-trained and is now our VectorMark certified operator states: "Although programming the machine for repositioning of the table bed is a new feature and takes time to learn, the long-term benefits to BEGNEAUD and our customers are far superior to that of our old machine."

Greater challenges and obstacles arise to be conquered each time new sophisticated technology is introduced. The fundamental and advanced training of our employees is equally as imperative to the success of enhanced technology as this new technology is to BEGNEAUD. Three of our team members, Art Deaton, Matthias Mayer, and Martina

processor of flat laser cut parts, we were not accustomed to visualizing the parts being cut as formed parts."

These "high powered partners" will increase our ability to overcome various manufacturing obstacles that we, and our customers face. They will help simplify ideas from the conceptual stage to reality. The integration of these machines will allow us to further develop more innovative techniques to support many of our design and manufacturing decisions. Along with their state-of-the art technology, we will strive to expand upon the versatility required to meet tomorrow's manufacturing challenges, while becoming better solution providers to our customers. ■

The BEGNEAUD Touch

The BEGNEAUD commitment to supporting education not only benefits younger children, but also extends to the college level. With the support of the BEGNEAUD Marketing Department, a group of UL students were able to get real life experience on research and marketing of a product.

The project began with Tina Krieg, a student at UL, who had seen samples of POP art years ago. POP is an acronym for Punch Out Pictures. The process involves scanning a picture, bringing it into POP software, putting tools and machining paths to the picture, and then punching different size holes in sheet metal with punch machines to reproduce the image.



▲ Above: An illuminated shadow box photograph of Mrs. Doris Arceneaux Begneaud.

Krieg's class assignment was to research a product, find a market for it, and follow through with a marketing campaign. Krieg influenced the start of the project by asking Don Begneaud to allow her group to use the POP art as their research project. She said: "When I first saw POP art, I thought it was amazing and I knew in the back of my mind that it would do well. When our class was given the opportunity to research and market a product, I convinced my group to use POP."

The project began by researching a database of local photographers and sending them a brochure that included pictures of POP art. The brochure invited photographers to tour the BEGNEAUD facility, view a presentation, and actually witness the POP art being performed. As the UL group contacted photographers, they realized that everyone seemed really excited and curious about the new form of art. The presentation was given Friday, April 2, at BEGNEAUD. Samples were given to photographers to take back to their studios so they can introduce the art to their customers. As part of the UL group's follow up on the project, they plan to mail and hand deliver samples.

BEGNEAUD is very happy to help the UL students with their project and would like to extend a job well done on helping introduce the product to the community. ■



◀ Left: A computer screen image of a POP program.

Calendar of Events

July 5	Closed for Independence Day
Aug 19	Louisiana Association of Business and Industry's Inaugural Small Business Expo, Baton Rouge, La.
Sept 6	Closed for Labor Day
Sept 29 - Oct 1	Precision Press Brake Operation Workshop, BEGNEAUD, Lafayette, La.

Employee Anniversaries

July	Brent Reinhardt	10 years
	Scott Thibodeaux	6 years
	Colby Cormier	4 years
	Mary Trahan	2 years
	Sandra Smith	2 years
August	Johnny Balutansky	8 years
	Thomas Broussard	7 years
	Art Deaton	1 year
	Matthias Mayer	6 years
September	Andy Begneaud	16 years
	Burton Andrepont	10 years
	Stephanie LaGrange	4 years
	Terry Blackstone	4 years
	Cindy Stansbury	2 years
	Kathy Deusser	6 years
	Michael Veillon II	2 years

Contributors

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American Welding Society



Society of Manufacturing Engineers

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Louisiana Association of Business and Industry



LAFAYETTE EDUCATION FOUNDATION



Greater Lafayette Chamber of Commerce



Mothers Against Drunk Drivers



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