



# Why it's important to ask "Why"?

Do you ever wonder why things are done a certain way, and then receive the answer "because it's always been done that way"? BEGNEAUD is never satisfied by this and is always striving to find the reason behind a product or process, and a way to improve it. Our philosophy is, just because it's always been done that way doesn't mean that it's right or the best.

This outlook is one reason for our interest in industrial design. The IDSA (Industrial Designers Society of America) defines Industrial Design as "the professional service of creating and developing concepts and specifications that optimize the function, value, and appearance of products and systems for the mutual benefit of both user and manufacturer." These are people who are trained to recognize improvements for the betterment of a product or service. BEGNEAUD is investing in this interesting field as a part of our continuing diversification.

▲ Above: A business card holder designed by BEGNEAUD.

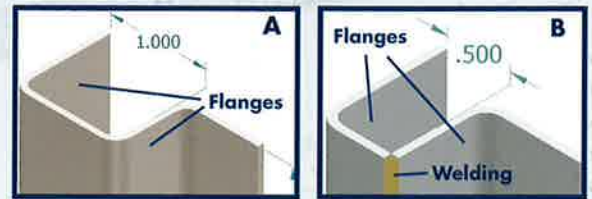
Along with an industrial design company located at the BEGNEAUD Industrial Center, we recently hired an industrial design graduate. Introducing this profession to BEGNEAUD provides an extra point of view in designing new products and improving old products to help enhance manufacturing and fit the needs of our customers.

BEGNEAUD has a strong commitment to innovation, and industrial design is just one way to further that commitment. Innovation that will come from an industrial designer's perspective includes product suggestions that relate to human characteristics, needs, and interests.

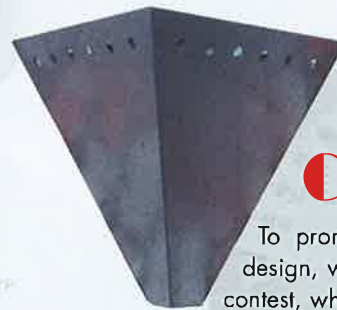
Industrial designers typically work in groups so they can combine ideas to put together a finished product. This new field will assist our CAD department and Donald Begneaud with his personal designs.

In an online CNN article, Taylan Altan, professor at the College of Engineering at Ohio State University, states: "One of the biggest problems we have today in American design and manufacturing is that designers know very little about manufacturing". Some of the best designers may spend hours working on a design, only to redo it because the product cannot be made the way it was designed with the machine tools available. BEGNEAUD counteracts this statement through our job rotation and cross training programs. Each new employee participates in these training programs, where they learn processes and requirements of manufacturing to heighten their understanding of the uses of material and technology. This practice gives every employee, including those who specialize in industrial

design, first-hand experience in the different departments to ensure that each product is made in the most efficient manner.



There are certain restraints at the press brake on certain geometries. Designers need to be aware of available tooling, machine tools, and DFM (Design for Manufacturability). For example, the above parts can both be manufactured as designed. Part A is more cost effective because it can be produced as one part on the press brake. Part B requires either special tooling or two parts that are welded together because of the closeness of the bends in relation to the height of the flanges.



◀ Left: A wall sconce designed by Brian Nolan, Architect.

## CONTEST!

To promote our interest in industrial design, we are holding an open design contest, where anyone can enter a design for a business card holder, wall sconce, or clock frame. The winners will be recognized in the Winter 2005 edition of *The Innovator*. First place winners in each category will be given the opportunity to have their design fabricated by BEGNEAUD. We encourage anyone who is interested in design to enter. The designs will be judged on creativity, but most of all manufacturability. Using past newsletters and knowledge of BEGNEAUD machinery may be helpful in your design by knowing our capabilities. For more information about the contest, visit [www.begno.com](http://www.begno.com) under news & events.

▼ Below: Both clocks are winners from our employee design contest. The clock on the left is an example of a design that is a challenge to manufacture, while the clock on the right was manufactured with ease.



# Try A New Angle



***“We will strive for excellence in providing our customers with a pleasant experience, along with a quality product.”***

This year I progressively wrote about my beliefs on success, effective communication, and value exchange. I received many comments from readers around the world, mostly expressing their appreciation of my perceptions. I truly appreciate the support presented through the e-mails, letters, and conversations. I hope to continue to encourage each of you to make a difference within your organization, community, or family.

In making a difference, we are sometimes required to evaluate our own practices. Within the last few months, I had to assess the core principles on which BEGNEAUD was founded: a commitment to provide our customers with the highest quality products and services.

Within that assessment, I became aware that most people's perception of a Quality Manager is a person that oversees a tangible product. That's when it occurred to me that I had to provide my organization with the definition of what makes a quality product. A quality product goes far beyond the end result. It begins with the first voice our customer hears, and continues with our customer service department. A quality product is comprised of the overall experience.

I also realized the system we put into place when BEGNEAUD was a smaller organization served its purpose well. However, I recognized that as we grew the system was no longer able to handle the current volume of orders and we had system failures within our processes and procedures. We were like a ship at sea that started springing leaks. Our pumps were pumping, yet water continued seeping in. I acknowledged that it was time to head to the shipyard and get our holes repaired.

I openly admit that I don't have all of the answers, and I encourage my employees to collectively make decisions. As a team, BEGNEAUD management agreed we needed help. We needed someone from outside of our organization to come in and provide us with suggestions as to how to repair our holes. We hired Gene Blevins with Triad Consulting Group. Gene isn't here to tell us what to do; however, he is helping us to identify communication breakdowns that we had internally and externally. This helped us expose our system failures and weaknesses.

I am pleased with his findings because it provides us with a chance to embrace our mistakes in order to correct the problems. I do wish to express my sincerest appreciation to all of you for assisting BEGNEAUD to maintain our commitment to quality and service. In closing, I would like to share a realization that my longtime colleague and friend, René DeMoura, expressed to me during a meeting of the minds in regards to our system failures. René reminded me that it is this type of self-evaluation that built the BEGNEAUD reputation for quality. It is with the utmost confidence that I can state BEGNEAUD will continue to strive for excellence in delivering our customers a pleasant experience, along with a quality product.

A handwritten signature in blue ink that reads "Donald M. Begneaud". The signature is written in a cursive style and is positioned above the printed name and title.

Donald M. Begneaud  
CEO/Owner, BEGNEAUD

# o the Manufacturing Industry:

## ers, Company, Community and Employees



▲ Above Left to Right: NHS students watch as a laser cuts their parts. The NHS students pose with their finished parts that they designed.

2004, four of the students came to BEGNEAUD to watch as their design was manufactured. BEGNEAUD took the CAD file created by the students and used it to create a program to laser-cut the trays' flat contour. The students then watched as the laser cut their design out of stainless steel. Once the trays were cut, the students watched as the trays were formed on the press brake. Firmin was on hand to receive his two biopsy trays. Two additional trays were manufactured and given to Spikes and her students to take back to school.

BEGNEAUD strives to improve quality, whether in products or employees. One way that we are enhancing the quality of our employees is through participating in Character First, a 49 month process to "identify and develop forty-nine 'facets' of your character". This program defines character as the qualities built into an individual's life that determine his or her response,

**“Character is said to be who we are, even when we think no one else is watching.”**

regardless of circumstances. Some of the key concepts for Character First include; evaluate areas for improvement, take personal responsibility, do your best, praise character in others, and make character growth a way of life. At our weekly general meetings a different person is recognized for a good character trait. To couple this program, Don created value coupons that are given out to employees when he recognizes someone for practicing good character traits, as well as their responses in some circumstances. Each employee is given opportunities to earn a coupon that will be redeemable for a certain value.

***“Building character is not like building a machine or a product.”***

▼ Below Left to Right: A picture of Character First material that was given to employees. Blaine Baudoin recognizes Hubert Garrick for his good character of dependability.



# The BEGNEAUD Commitment to

## Is through our Commitment to our Customers

BEGNEAUD has become known for reinvesting in the company through equipment and training of personnel. This continuous quest for progression within our company is what drives our ability to simplify our customers' existing manufacturing procedures. Manufacturing revisions often lead to a higher quality product through the increased level of accuracy, as well as the ease of repeatability.

As we upgrade the skill level of our employees in recognizing which procedure(s) will better suit a product, we share this knowledge with many of our customers. Over the years we have shown our customers the level of quality achieved by using TRUMPF equipment, coupled with talented individuals. We provide tours of our facility as a means of informing our customers of all of the processes BEGNEAUD is capable of providing. This assists our customers during the design process of a new part. In addition to our customers, we also provide tours of our facility to TRUMPF customers, potential BEGNEAUD/TRUMPF customers, schools, and the general public.

**"Quality is based not only on the product customers receive, but also in the way they are treated."**

Another contribution to the industry, along with a commitment to the company, is building a team environment. In establishing a team atmosphere BEGNEAUD is able to provide customers with more than one perspective on a project. In order to provide customers with a quality product at a competitive cost, we encourage employees to brainstorm on the most efficient and effective method possible in producing customer parts. Our perception of quality is not only based on the product our customers receive, but also in the way they are treated.

BEGNEAUD was the scene for a unique collaborative project with Northside High School and the University Medical Center. Earlier this year, Worley Firmin of UMC needed two large stainless steel biopsy trays for his lab. Being an active supporter



▲ Above Left to Right: René DeMoura, shares knowledge of a BEGNEAUD developed process at the TRUMPF V130 Press Brake to other TRUMPF equipment users. Myra Robin, Don Begneaud, and Scott Thibodeaux review drawings to establish the most effective way of producing the project.

The openness BEGNEAUD promotes sometimes leads to our customers investing in their own TRUMPF equipment. To BEGNEAUD CEO/Owner, Don Begneaud, this is viewed as a vertical integration, which ultimately leads to the betterment of the manufacturing industry. "There is a lot of manufacturing work to be done, and no one company can do it all," explains Don. "We continue to process work for other TRUMPF equipment users, additionally, we share technology as well as techniques learned. This is our way of contributing to the manufacturing industry." Don adds: "Even with the openness, our customers can be assured that we respect the confidentiality of their proprietary property."

of the local school system, Firmin saw the biopsy trays as an opportunity for students to gain knowledge through real world experience. Firmin contacted Northside High instructor Deane Spikes about her engineering students designing and manufacturing the new biopsy trays as a class project. Spikes, head of the Engineering Academy at Northside, quickly seized the opportunity for her students. Spikes did not have the capabilities to actually manufacture the trays; therefore, she contacted BEGNEAUD to collaborate on manufacturing the project.

Students designed the trays using Computer Aided Drafting (CAD) software while learning about creating flat drawings for 3-D items, as well as, calculating bend allowances. On June 10,

# The BEGNEAUD Touch



The University of Louisiana Lafayette (UL Lafayette) engineering department received a grant for 100 seats of Solid Edge software valued at \$500,000. The grant is a result of the commitment BEGNEAUD and employee Bryan Lagrange have to education and the university. Solid Edge is a 3-Dimensional MCAD (Mechanical Computer Aided Design) software package that creates solid models and manufacturing prints.

Bryan Lagrange is a fluent user of Solid Edge in our CAD department at BEGNEAUD and a graduate from the UL Lafayette engineering department. He supports this software and organizes the sheet metal special interest group. A year ago Bryan discovered the academic program sponsored by Solid Edge. He met with heads of Solid Edge's academic program, Hulas King and Bijy Vattathara, and they introduced him to the grant process in universities. This program is set up to be given to universities, technical colleges, and high schools to train students on 3-D design.

Bryan introduced the program to UL Lafayette by inviting the department heads of the College of Engineering to BEGNEAUD for a demonstration and tour. He had Solid Edge resellers from A+ Integrated Solutions give the demonstration. Afterwards, they gave each of the department heads a sample of the software to try out. The department heads then contacted Bryan about their interest in using the software at the university. Bryan communicated with King to get the legal paperwork sent to UL Lafayette, and the university was awarded the grant. BEGNEAUD would like to commend Bryan on his voluntary actions to help improve education in the community.

▼ Below Left to Right: Harvey Ozbirn and Dean Anthony Ponter from UL Lafayette, and Bryan Lagrange.



At BEGNEAUD, we are always striving for improvement. One way we try to improve our newsletter is with the feedback we receive from our readers. Please contact us with any questions, concerns, compliments or suggestions, so that we can better satisfy our audience.

Thanks,  
The Innovator Staff

## Calendar of Events

October 15	TRUMPF/BEGNEAUD 1005 Seminar at BEGNEAUD Lafayette, LA
October 26-28	FABTECH Cleveland, OH
October 26-30	EuroBLECH Hannover, Germany
October 31	Halloween
November 25	Closed for Thanksgiving Day
November 26	Acadian Day
December 24-25	Closed for Christmas
December 31	Closed for New Years Eve

## Employee Anniversaries

October	Jim Ousse	6 years
	Mark Faul	17 years
	Kathy Guidry	1 year
November	Dawn Butler	5 years
December	Joe Cagle	7 years
	Kelly Schultz	3 years
	Brent Simmons	2 years
	Crystal Park	1 year

## Contributors

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Photography: Don Begneaud, Dawn Butler, and Crystal Park

Member of:



Fabricators and Manufacturers Association®



American Welding Society

EDS Solid Edge®

Voyager Program B2B Supplier



Society of Manufacturing Engineers

Acadiana Arts Council



Louisiana Association of Business and Industry



LAFAYETTE EDUCATION FOUNDATION



Greater Lafayette Chamber of Commerce



Mothers Against Drunk Drivers



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