

THE

INNOVATOR



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**CONTINUAL
IMPROVEMENT**

**RENÉ DeMOURA
BEGNEAUD
PRESIDENT**

**MEMORIALS:
REMEMBERING
HEROES**

Try a New Angle



“The largest reward that I received from this forum was the affirmation of my belief that **BEGNEAUD, with the help of our customers, is on the right path of constant improvement.”**

In November of this past year, I had the privilege of attending the World Business Forum in Chicago, IL. The World Business Forum is a symposium that featured eleven leaders and thinkers speaking in person on topics ranging from marketing to leadership. The speakers included: Rudy Giuliani, Jack Welch, Tom Peters, Madeleine Albright, Philip Kotler, Jeremy Siegel, Larry Bossidy, Clayton Christensen, Gary Hamel, Bill George, and Edward Zander. Although I did not recognize some of the speakers prior to attending the forum, I listened enthusiastically to the message each brought forward.

The overall point of the forum was to provide insight on the latest ideas, trends, and predictions to assist business executives in planning and managing organizations. My original interest in attending was to listen to and meet Tom Peters, again, whose videos and books have inspired me for nearly two decades. However, knowing that I don't know what I don't know, I felt confident that I would gain insightful knowledge from each speaker.

Each presenter had unique and informative presentations. I found Rudy Giuliani's story most impressive in what he has accomplished for the greater good of mankind. It seems to me Giuliani primarily gained nationwide respect on and after September 11, 2001; however, his accomplishments prior to 9-11 are quite noteworthy. Giuliani took office as the Mayor of New York City in 1993. One of his goals was to reorganize the police department. Under Giuliani's leadership, accountability has been returned to the police department and city government, resulting in improved quality of life for New Yorkers.

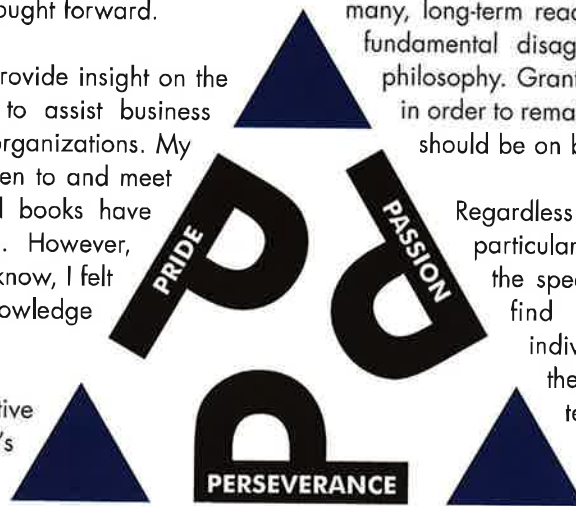
Another almost equally impressive story was that of Madeleine Albright, the 64th U.S. Secretary of State. Albright's story impressed me because I found it to be a true

representation of "the American dream". Albright's family emigrated from Europe and was granted political asylum in the United States in 1948. It was evident to me that Albright has a deep appreciation of the accomplishments she has worked to achieve.

In contrast to Giuliani and Albright, Jack Welch's presentation focused on money rather than the good of mankind. Although Welch's success story is one admired by many, long-term readers of *The Innovator* know, I have a fundamental disagreement with this type of business philosophy. Granted businesses must reach profitability in order to remain in business, in my opinion, the focus should be on business sustainability.

Regardless of whether I agree or disagree with a particular philosophy, when I reflect on each of the speaker's personal success I am able to find a commonality. Each of these individuals began with a vision. Each of the speakers stated a similar message of teamwork, leadership, innovation, awareness, and customer satisfaction. The largest reward that I received from this forum was the affirmation of my belief that **BEGNEAUD**, with the help of our customers, is on the right path of constant improvement and sustainability. ■

Donald M. Begneaud
CEO/Owner, **BEGNEAUD**



René DeMoura, CMfgE, BEGNEAUD President



▲ Above: René hard at work in the BEGNEAUD oval office.



Society of
Manufacturing
Engineers

WHERE MANUFACTURING COMES TOGETHER™

BEGNEAUD has chosen, 20 year veteran employee, René DeMoura as its new president, replacing outgoing president Paul Sewall. Having completed his tenure at BEGNEAUD and accomplishing the goal of helping prepare René to take over the reigns of presidency, Paul left BEGNEAUD to pursue a new endeavor which would better utilize his many talents and skills. When BEGNEAUD started the process of bringing in a new president, Don Begneaud, owner and CEO, wanted someone who shared the company's vision, work ethics, commitment to quality and passion for "the metal." René not only shares these characteristics, he helped the company develop them. When approached to be president, René rose to the occasion and accepted the presidency in August of 2004.

René started his employment with BEGNEAUD in 1984 as a welder. During his early years with BEGNEAUD, René focused on the welding and fabrication of stainless steel and aluminum products. Working closely with Don, René helped develop an internal welding process to repair down hole tools, which is still being utilized by the company today.

"...it's all about the metal."

During the mid 90's René expressed a desire to be part of the BEGNEAUD emerging management team, and became the company's first vice president. He maintained his hands on leadership role in the plant by working with the fabricators to continue developing the welding/fabrication department, while continuing to be a welder. As a member of the Society of Manufacturing Engineers he became interested in obtaining his Certified Manufacturing Engineer certificate. René's goal was realized in 2000, and he now carries this title and distinction.

Linked closely to his passion for "the metal" is René's passion for technology. By understanding the capabilities of the equipment, René has utilized techniques which were previously unthought-of because the ability of today's equipment is far more advanced than the equipment of yesteryears and René has incorporated these elements into the design and manufacturing processes of products.

René's presidency continues to move BEGNEAUD forward by streamlining processes and maximizing efficiencies. His servant leadership style turns the table on the old top down management style of "boss". Servant leadership is about management supporting the workforce and allowing employees to make plans, develop processes and solve problems. René continues his hands on style and spends as much time as possible in the plant and can occasionally be found under a welding hood. His latest challenge, other than being president, is laser welding with the TRUMPF Laser Cell (TLC) 1005. With all his new responsibilities of being president René still claims that "it's all about the metal." ■



▲ Above: Being president does not deter René from being very involved on the shop floor.

BEGNEAUD and its Commitment to C

BEGNEAUD, a precision sheet metal manufacturing job shop with a diverse array of fabrication processes and machinery, has much more to offer our customers than merely finished products. The moment our doors open, visitors are met with hospitality throughout the facility. Employee interaction with customers and visitors is encouraged, as trust is an asset in building and achieving customer satisfaction. We have found that relationship building is just as important as the quality built into the products and services which we provide. Developing our customer's trust in our manufacturing abilities allows for new ideas to be embraced and become tangible.

Converting intellectual capital into organizational intelligence, using methods such as job rotation and cross-training, we are able and proud to utilize innovative techniques in

manufacturing. Job rotation and cross-training are systems used to add value to an employee's wealth of knowledge. This becomes profitable to our customers because the goal of this system is to never falter, by having someone always available to fill in where needed. Unfortunately, the reality is that we live in an imperfect world where mistakes do happen; however, we attempt to limit the negative impact of mistakes.

In many instances, obstacles prove to be an asset in helping to identify and work through challenges to become more innovative and efficient. One recent challenge that BEGNEAUD, along with many of our customers faced, was the instability of pricing and availability of steel and other metals in the U.S. market. Ultimately we were faced with allocating some of this cost to our customers. However, through the continuous improvement of

FINISHING

PRIDE

LASER CUTTING

PRECISION

DEDICATION

CUSTOMER

CNC PRESS BRAKING

QUALITY

ACCURACY

CONSISTENCY

CAD

“Our plates are getting fuller and fuller but we make the time to return phone calls. Whether the calls are to someone we have known for years or a person whom we may speak with for the first time; it may take a while but it is neither beneath me nor René” - Don Begneaud

Continual Improvement and Innovation

products, processes and services, BEGNEAUD is able to remain competitive on pricing while at the same time providing our customers quality and innovation.

Consistency of parts, part standardization, and the reduction of welds are just some of the efforts BEGNEAUD puts forth to better design for manufacturability. Years of manufacturing and sheet metal know-how allow us to offer our customers possible remedies to challenges that may have always been accepted because there was no other way.

Products which are easier to manufacture and assemble require less time, thus resulting in reduced labor. The benefits of a reduction in labor result in capital gain by the customer, because less time in production also means less cost for the customer. If

relationships necessary for continual improvement. "Our plates are getting fuller and fuller but we make the time to return phone calls. Whether the calls are to someone we have known for years or a person whom we may speak with for the first time; it may take a while but returning phone calls is neither beneath me nor René" commented Don.

At BEGNEAUD, we rely on both customers and vendors in order to move from being a good company to a great company. We would like to offer the opportunity to readers to join us in the quest of good to great. All BEGNEAUD team members share the responsibility of providing quality service to our customers. In addition, a Customer Service department was created to introduce customers to our shop and assist them with what is needed to create, design, or manufacture their products.



customers prefer to assemble the parts at their own facility, they too reap the benefits of reduced labor because they know the parts will fit perfectly each and every time.

Confronting producible part issues early in the design cycle has proven positive results for BEGNEAUD in the value add of customer products. Addressing manufacturing concerns and considerations of a design allows for detection and prevention of possible challenges further into product development.

Although BEGNEAUD continues to grow, personal relationship development remains a high priority. Donald Begneaud, BEGNEAUD owner and CEO, and René DeMoura, President, welcome the opportunity to build upon and develop

Customer Service encompasses a variety of experience that ranges from fabrication to quotation. The members of this department continue to work diligently to identify the opportunities that both our customers and BEGNEAUD may share in.

BEGNEAUD is committed to increasing customer satisfaction through continual improvement of intangible services paralleled with ongoing improvements of quality products. It is our hope that doing business with BEGNEAUD is a way of life. Our goal is to set the industry standard in both quality customer relations and quality products. We recognize the value customers bring in achieving this goal; therefore, we ask for your suggestions to help us better serve you and the industry. ■

The BEGNEAUD Touch

Lives which impact society for the better, lives that make a difference in the long run rather than choosing to take the popular choice to avoid conflict, lives that inspire us to become better persons, these are the people we honor today. Just as the elders passed down tradition and history to younger tribesmen, we in civilized society have our own ways of remembering important people and events. Today, one of the

most popular ways of remembrance is also frequently appealing to the eyes; this medium is the memorial. A memorial is loosely defined as a monument, speech, or day of remembrance of a person. Recently BEGNEAUD was approached to fabricate two memorials, which honor individuals who meet the above criteria.



▲ Above: Don and René at the presentation of the Michoud-Lockheed Martin Memorial

Lockheed Martin Space Systems, the company that makes external fuel tanks for all of NASA's shuttles, approached BEGNEAUD with the design for a memorial. The design created by Hersh Fernandes, a Jesuit High School senior and now Eagle Scout, came from the badges worn by the astronauts aboard the Columbia STS 107. The memorial honors the second anniversary of the space shuttle's disintegration upon re-entry the day of February 1, 2003.

The second memorial BEGNEAUD fabricated was for Pierce Meleton, a local architect, who had a passion for volunteering at charitable organizations and a love for preservation of trees.



▲ Above: The Pierce Meleton Memorial recognizes the husband, father, architect, marine, friend, gentle soul. He will be missed by all who knew him.

As a co-founder of TreesAcadiana and a contemporary designer, it made perfect sense for the stainless steel memorial to have a laser cut oak tree inset on it; some would say it was a natural choice.

Every person has created a memorial for someone they love and care about; these may not all be physical but that special place in your heart is a memorial just as good as any that could be created for eyes or ears. Therefore, we create memorials not just to commemorate the deceased but to also celebrate their lives.

Calendar of Events

April 3-5	The Fabricator's Sheet Metal Forum Las Vegas, Nv.
April 19-20	TechSouth IT Summit & Expo Lafayette, La.
April 20-24	Festival International de Louisiane Lafayette, La.
April 26-28	AWS Welding Show, Dallas, Tx.
May 3-4	FMA Solving Your Press Brake & Shear Challenges, Philadelphia, Pa.
May 17-18	FMA Operational Excellence Seminar, Cleveland, Ohio
May 24-25	AWS Milwaukee Section Robotic Welding Conference & Exhibition West Allis, Wis.

Employee Anniversaries

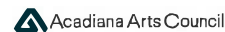
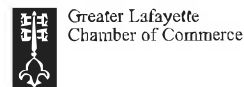
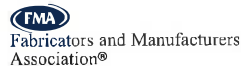
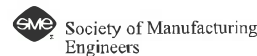
April	Martina Joseph	8 years
	Hubert Garrick	4 years
	Paul Sewall IV	2 years
	Steven Odom	1 year
May	Blaine Baudoin	13 years
	Myra Robin	6 years
	John Tiedemann	3 years
June	Doug Begneaud	23 years
	René DeMoura	20 years
	David Reynolds	8 years
	Bryan Lagrange	5 years

Contributors

Writing: Don Begneaud, Andy Begneaud, Dawn Butler, Myra Robin, and Trey Speyrer

Photography: Trey Speyrer, Cover courtesy of TRUMPF, Meleton Memorial picture submitted by Allen Bacqué, Michoud Memorial picture submitted by Gordon Dyer

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