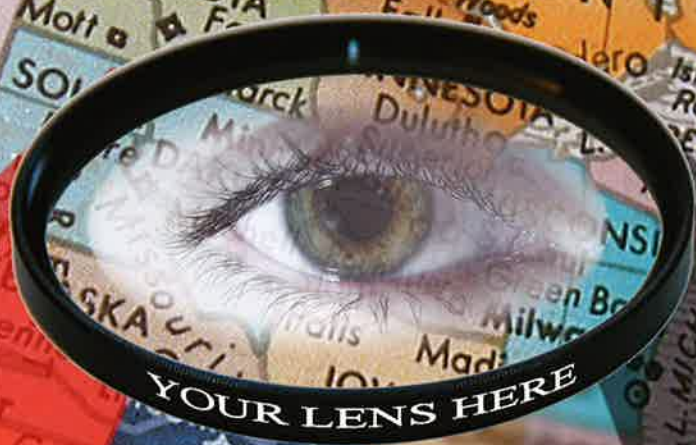


THE

# INNOVATOR

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YOUR LENS HERE

**WHICH LENS  
DO YOU VIEW  
THE WORLD  
THROUGH?**

# Try a New Angle



**Expose,  
Understand,  
Believe,  
Become**

Perceptions! Through interaction with others, I have learned that expressing one's thought to another in communication can be a difficult task. Each of us has our own thoughts, and to express our thoughts in a manner in which the recipient(s) of a conversation understands the intended meaning can be quite challenging. We each view the world through our own set of lenses. To explain our view in such a clear picture to someone else so that they too can understand it is not always an easy task.

For example, on the way to work one morning, my wife was telling me about a television commercial that she saw. The commercial involved a student driver, and my wife thought the commercial was comical. In her initial communication to me, I did not understand the commercial in its entirety because I did not feel there was enough detail provided. It was not until I probed deeper and extracted additional facts about the commercial that our perception of the commercial matched.

Misperception in communicating is typically the result of vague conversations. Unfortunately, we do not always take the opportunity to ask for additional details to assure that when we are in a conversation the message being perceived is the message that was intended. Part of the BEGNEAUD philosophy is to strive for continuous improvement. In doing so, we have experienced both positive and negative results in regards to some of our techniques. We have implemented management techniques that have not panned out well and may have left others with negative perceptions of BEGNEAUD.

Looking back on some of these initiatives that have been viewed with negative perceptions, I have come up with a theory that I define as Expose, Understand, Believe, and Become. I established this theory because I recognized that there was clearly a lack of communication that led to the failure of these

initiatives. In order to properly execute a concept, one must first expose the idea to an audience. Once the audience has been exposed to the thought, it becomes the responsibility of the communicator to provide the audience with a complete vision or understanding of the concept, which can be the most difficult task partly because of the set of lenses we each wear. Upon having absolute understanding of the benefit of the vision, the audience can then believe in it, which naturally leads to their becoming a part of the concept.

An example of this philosophy is our goals and objectives incentive program that was implemented two years ago. At the time the program was introduced, we, the leadership of BEGNEAUD, failed in the beginning by not making sure everyone understood the definition of goals and objectives as well as the measurements that define an individual's success. The aftermath of this error provided our team with a remarkable opportunity to re-establish the lines of open communication between all team members in the organization.

As my sister says, "When life gives you lemons, make lemonade." That is exactly what I believe the entire team did. I am proud of the unique people working at BEGNEAUD. I am grateful that this team provided me with an opportunity to further improve my leadership and communication skills. I hope that each of you have the opportunity to get to know this progressive team. ■

A handwritten signature in blue ink that reads "Donald M. Begneaud". The signature is written in a cursive, flowing style.

Donald M. Begneaud  
Founder, BEGNEAUD

# Customer's Corner:

written by Jonathan Ancelet of Frank's



The manufacturing sector has become complex. New technology, machinery, software, etc., have most of us involved in the "latest and greatest" available, trying to determine and implement that which will best serve to improve our business and our bottom line. Competition from international markets has met rising energy costs and the domestic manufacturing market has become more competitive over the last few years. Combine the above with a booming energy market in the Gulf of Mexico and there is a local swirl of activity that involves companies trying all sorts of new things to become more profitable.

Some companies are trying to expand their customer base. Other companies are trying to improve their processes and up efficiencies, with the same customer base, to increase profitability. There are several different options for various improvements being sought. A quick list of several of the latest vehicles available toward meeting improvement objectives; Enterprise Resource Planning (ERP), Manufacturing Resource Planning (MRP), Manufacturing Execution Planning (MEP), Theory of Constraints (TOC), Lean Manufacturing, Supply Chain Management (SCM), etc. How many readers have heard of and are possibly investigating or implementing one or more of these practices?

Improvement is always a desirable pursuit, but the reality is there is no silver bullet that will cure all evils and capture all necessary improvements. Internal improvement requires introspection, and introspection must involve what means are necessary towards establishing good business for any organization. Good business is a combination of several factors, but here is my philosophical summary of the basics; the ability to produce or provide what a customer needs, in a suitable time frame, at a price that is cost effective for the customer, and at the same time profitable for the organization.

Manufacturing firms have gotten focused on improvements in machinery, advancement and affordability of software, and break-through technology that we have lost touch with the very reason for all those things. The reason for them is that they serve to improve our business, they aren't our business. The customers and what they need are our business.

This begs the question that must be asked and reviewed often; who are our customers and what do they need?

The manufacturing sector is very broad, but there are numerous customers drawing from the same pool of manufacturing resources. In the Lafayette area especially, the relationships have become increasingly entangled. There are contract shops that

***"Good business is: a combination of several factors including the ability to produce or provide what a customer needs, in a suitable time frame, at a price that is cost effective for the customer and at the same time profitable for the organization."***

use other contract shops. There are Original Equipment Manufacturer's that use contract shops. There are service companies that build their own products using a combination of internal and external (contract) resources. It is possible for someone in the manufacturing sector to have customers in either the same sector or another. Each customer could have a slightly different profile based on the business they are in, depending on where they fall in a supply chain situation, and/or what their latest goals for improvement are. In the service company of which I am employed, my customers are internal as they work for the same organization that I work for.

It is important to get in tune with each of our customers to find out where they are, where they want to go, and how they plan to get there. Those players in the manufacturing sector that will succeed in years to come will be those that figured out how to partner up with their customers and integrate themselves into their customers' business strategies.

We value the opportunity to partner with BEGNEAUD, a local company with the technology and expertise to assist us toward meeting our goals as a company. There is only value in the opportunity if both of our companies are in tune with the needs and goals of our respective organizations.

I would like to thank those members of BEGNEAUD for taking the time to come to our organization and interact with us about where we are, where we want to go, and how we plan to get there. To further strengthen our relationship, they have in turn provided us with feedback about how they propose to be a valued solutions provider to our organization based on their accrual of technology and expertise in their field. ■



Jonathan D. Ancelet  
Manufacturing Manager  
Frank's Casing Crew & Rental  
Tools, Inc.

# The BEGNEAUD Apprentices



This past summer, Natalie K ugler came from her hometown of Hamburg, Germany to Lafayette, Louisiana for an intended three to four week vacation and ultimately decided to stay the full three months of her visa.

This visit would soon prove to be an experience she would not forget. Don and Andy Begneaud originally opened their home

to Natalie in 2001 when she was a foreign exchange student. This time they reopened their doors to Natalie as a member of their family.

Although her overseas excursion may have been intended as a vacation; Natalie desired to be productive, gain foreign work experience, and work on her communication skills in English. She was able to do so as a part-time apprentice at BEGNEAUD. While the majority of her time was spent working in the TRUMPF VectorMark and Marketing departments, she was also able to job rotate in the Computer Aided Drafting (CAD) and Customer Service departments.



▲ Above: As part of her apprenticeship Natalie K ugler prepares a program for laser-etching at the TRUMPF Workstation 1200.

"I learned a lot of different tasks. I have never operated a laser machine before, and I got to see how business functions. My experience was that sometimes the work can be more challenging than other times, even so the work still needs to be done," Natalie states. "Tasks were easy to pick up because I had some excellent instructors. This experience means a lot to me. It is something new I was able to try even though I knew it was not the kind of business I intend to work in. I'm very glad that I had the opportunity to be a part of the BEGNEAUD team to increase my knowledge and being able to try another kind of work which I haven't known so far. It is always good having tried as many jobs as you can to get to know your interests and your abilities. I had a very awesome time this summer!!!"



▲ Above left to right: Mark Faul, Vice President of Training, reviews application procedures with apprentices Roy "Chip" Wyble, and Steven Olivier.

Natalie worked as an unofficial apprentice in a new program named the BEGNEAUD Apprenticeship Program, which was inspired by the apprentice program at TRUMPF, GmbH in Ditzingen, Germany. BEGNEAUD



▲ Above: Natalie speaks with a customer in regards to an order.

apprentices rotate through various departments within our facility following a schedule. At the end of the program the employee will have learned much more about the business and the manufacturing processes because the team member had the opportunity to work throughout the complete shop rather than spending all of the time solely in one department. The scheduled departmental apprentice areas include: Customer Service, CAD, Laser, Punch, Pressbrake, Welding,

Fabrication, Finishing, Marketing, and Administrative Operations. After apprentices complete the program BEGNEAUD gives the apprentice a choice as to which department he or she would like to begin full-time work in. Presently, BEGNEAUD has five apprentices participating in our program.

BEGNEAUD would like to thank Natalie for all of her help and input that she contributed. The relationship built between BEGNEAUD and Natalie has been just as rewarding for the team as Natalie expresses for herself.

Natalie will study Tourism and Event Management in Hamburg. ■





While the marketplace is flooded with leadership training courses, all too often participants leave these sessions with new information, but struggle when it comes to successfully applying and sustaining what they have learned. It is rare that they really master the fundamental paradigm shift from management to leadership and leave prepared to lead in a whole new way.

Bartell Leadership Flight School™ is a unique and personalized four day development experience - providing leaders with the tools to get consistent results.

Unlike traditional courses in leadership that offer instruction and attempt to teach leadership from the "outside in," Leadership Flight School™ is designed to build leaders from the "inside out." Bartell & Bartell's success comes from

growing leaders, by reaching their heart, instilling a "true north" of servant leadership, and providing them with a new leadership paradigm to guide their thinking and in-turn cause new behaviors to come naturally.

Bartell Leadership Flight School™ literally determines where each person is in their leadership journey and helps them identify the right "flight path" for fast-tracking their development. It is a week that makes bottom-line impact and it is nothing less than life changing!

Don Begneaud, founder of BEGNEAUD, first learned of the school during a Fabricator's and Manufacturer's Association (FMA) board of directors meeting. Fellow FMA board member, Jay Groendyke, president of Synergis Technologies Group in Grand Rapids, MI, talked about it several times at board meetings and made recommendations to staff of FMA to attend.

Later, Don and René DeMoura, president of BEGNEAUD, visited Synergis Technologies Group. During their visit, the three were discussing the challenges that manufacturing companies are presently dealing with. Mr. Groendyke informed Don and René that he believed the greatest challenges organizations and businesses face are leadership and team building. He also shared with Don and René his years of

experience with the Bartell's Leadership Flight School™, how it has impacted him personally, and how it has changed some of the thinking within his organization. This shift was from a management mentality into a leadership role. Mr. Groendyke informed Don and René that he has attended Bartell's Leadership Flight School™ multiple times and usually accompanies a group of four or five employees from his organization as another way of team building.

Upon returning from Synergis Technologies Group, René was the first BEGNEAUD member to attend the school.

Fittingly Mr. Groendyke attended, again, the same seminar René registered for. The two were able to share their thoughts about leadership in their respective organizations during the week.

René describes his experience: "Bartell Leadership Flight School™ and servant leadership put the pieces of the puzzle together for me and gave me reassurance that to lead, one must first serve." René continues: "I believe the greatest asset we have as a business is our people.

The flight school principles are truly effective in empowering people through trustworthiness, service, and meeting people's needs." Don Begneaud adds: "Jim Collins, author of the book 'Good to Great', says the greatest asset a business can have is the 'right' people on board. René and I believe that we have the right people on our team, and the education we received in flight school assists us to develop future BEGNEAUD leaders."

Within two months of René's return, Don and Andy Begneaud attended the school. Don felt the school helped him to clarify the difference between managing and leading people. "Businesses manage processes and systems; however, they cannot manage people. A leader will serve people by providing them with the service necessary to accomplish any given task."

Andy summarizes her experience: "I have been to programs in the past that required me to take a personality assessment. These programs gave me the results of the assessment; however, they did not give me the in-depth training on what to do with that information or how to use it in a conducive manner. Bartell Leadership Flight School™ gave me the results and taught me how to apply them. I will continue my growth using this education."

Additional BEGNEAUD employee Leadership Flight School™ graduates, Dawn Butler and Mark Faul, view the training as a "life-changing and rewarding experience that everyone should attend". Mark furthers the statement: "I have been to a lot of seminars; however, this is by far the most superior education that I have received." Dawn chimes in: "It is still a daily challenge to maintain and apply the knowledge learned, but I know with practice it will become secondary in time."

BEGNEAUD is excited to inform our readers that as part of our constant improvement initiative we have partnered with Bartell & Bartell, Ltd. to host a Leadership Flight School™ here in Lafayette the first week of December.



René DeMoura



Don and Andy Begneaud



Mark Faul



Dawn Butler

## The BEGNEAUD Touch



▲ Above: Glenn McCauley observes as Mark Faul welds the barbecue pit.

Glenn McCauley, a welder instructor with Louisiana Technical College, Acadian Campus, approached BEGNEAUD concerning a possible barbecue pit donation for the Technical College's annual auction. BEGNEAUD saw this as an opportunity to do more than donate an auction item. We thought this would be a great opportunity for the students to work directly with the company in order to manufacture the barbecue pit.

At the time, BEGNEAUD employee Bruce LeMaire was a computer aided drafting (CAD) student at the Technical College. Bruce was tasked with creating CAD drawings in class that could be used by BEGNEAUD to produce the barbecue pit. Bruce made a hand sketch of an existing barbecue pit. With the aid of his teacher, Michael Doucet, and BEGNEAUD CAD supervisor, Bryan Lagrange, Bruce created the necessary electronic files. Once the parts of the barbecue pit were laser-cut, two student welders, along with Glenn McCauley, came to BEGNEAUD to work with our welding team to assemble and weld the barbecue pit.

Permission was obtained from University of Louisiana at Lafayette (UL Lafayette) to use the fleur-de-lis logo, which makes the barbecue pit a UL Lafayette tail-gating pit. A laser-cut chili pepper serves as the handle and a red anodized aluminum laser-etched UL Lafayette logo adorns the front.

The barbecue pit was auctioned off during the live auction portion of the Technical College banquet held April 29. The barbecue pit auctioned for \$400.00, the second highest ticket item at the auction. ■

▼ Below: The barbecue pit manufactured by BEGNEAUD in collaboration with the Louisiana Technical College, Acadian Campus.



## Calendar of Events

October 17-20	Canadian Machine Tool Show
October 31	Halloween
November 13-16	FABTECH International/AWS Welding Show, Chicago, IL.
November 24	Thanksgiving
December 5-9	Bartell Leadership Flight School™ Lafayette, La.
December 24	Christmas Eve
December 25	Christmas Day

## Employee Anniversaries

July	Becky Herpin	1 year
	Patrick Miller	1 year
	Brent Reinhardt	11 years
	Ryan Sarkies	1 year
	Scott Thibodeaux	7 years
August	Thomas Broussard	8 years
	Bruce LeMaire	1 year
	Mathias Mayer	7 years
September	Burton Andrepont	11 years
	Joseph Bass	1 year
	Andy Begneaud	17 years
	Kathie Deusser	7 years
	Stephanie LaGrange	5 years
October	Larry Arabie	1 year
	Jim Ousse	7 years
	Mark Faul	18 years
November	Dawn Butler	6 years
December	Kelly Schultz	4 years
	Brent Simmons	3 years
	Timmie Guilbeau, Jr.	1 year
	Lavin Jones	1 year

## Contributors

Writing: Jonathan Ancelet (Frank's), Don Begneaud, Andy Begneaud, Dawn Butler, Trey Speyrer, and Sue Thibodeaux  
Photography: Don Begneaud, Andy Begneaud, Dawn Butler, Jude Patin (Frank's), and Trey Speyrer

Member of:



Fabricators and Manufacturers Association®



American Welding Society



Society of Manufacturing Engineers



Louisiana Association of Business and Industry



Greater Lafayette Chamber of Commerce



EDS Solid Edge®

Voyager Program B2B Supplier



Acadiana Arts Council



LAFAYETTE EDUCATION FOUNDATION



Mothers Against Drunk Drivers



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