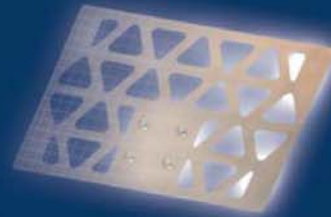


THE INNOVATOR

BEGNEAUD Manufacturing Quarterly Publication / Winter 2007



Assembly



CAD



Finishing



Laser Cutting



Welding



Forming / Press Brake

ONE TEAM, ONE GOAL.

Serving our customers with truth and honesty.





TRY A NEW ANGLE



Facts First

There's an old expression that says, "It's time for you to face the facts." There is a great deal of wisdom in this saying, and I would like to show the importance of putting facts first – whether in business or personal situations.

I firmly believe that facts are essential in everything. Many times when people are faced with uncomfortable or difficult situations they tend to "sugar coat" things in an effort to spare someone's feelings. While this may be done with the best of intentions, it does nothing to help solve the underlying problem – and will actually hurt the individual and worsen the situation in the long run. This is what is known as "short-term harmony," and in the big scheme of things it leads to more problems than it solves.

At BEGNEAUD we strive to maintain "long-term harmony," which leads to increased efficiency and ultimately to sustainability. The truth transforms and helps us to develop long-term harmony in our community, businesses and many other aspects of our lives. It is loyalty to the truth that has allowed BEGNEAUD to survive in business and add new value for our customers.

Here is a hypothetical example of short-term harmony that further illustrates my point. Let's say there is an employee in a supervisory position. This is a good, intelligent, hardworking person – but one who tends to excuse inappropriate behavior and fails to correct employees when they need it. As a result, the bad behavior of one or two employees begins to drag down those around them. Efficiency begins to suffer, employee morale declines and eventually the company's profitability begins to fall.

In order to avoid situations such as this and achieve long-term harmony, unacceptable behavior must be addressed immediately. While the truth may hurt at first, people can and will get past the

"The truth transforms and helps us to develop long-term harmony in our community, businesses and many other aspects of our lives."

hurt and begin to understand – and everyone in the company will benefit in the long run. By setting expectations and explaining them thoroughly, then addressing all issues openly and honestly, we can achieve the harmony and efficiency we seek.

I believe that placing emphasis on issues such as facts, truthfulness and long-term harmony are vital to the continued success of BEGNEAUD. I am aware that some members of our team are of the opinion that "Don is never satisfied" – and that is true; if you are a glass-half-empty person. I prefer to view my outlook as always open to change and improvement. Whatever your perception, it is my aim and ever-changing goal to improve, learn and grow because I know that for our employees to grow their careers we all must continue developing both personally and professionally. It is important to remember that improvement comes through efforts made by the whole team – not just the higher-ups – so everyone across the board should constantly strive to improve. By focusing on things like long-term harmony, efficiency and new value, you will find that profitability is the by-product – and that's something that benefits every member of the BEGNEAUD team.

Donald M. Begneaud
FOUNDER, BEGNEAUD



Aaron Broussard



Amanda Peacock



Amy Comeaux



Andy Begneaud



Anupam Rajvanshi



Arinze Okolo *



Ashley Simar



Becky Herpin



Benny Amos



Bert Laperouse



Beth Attales



Blaine Baudoin



Brent (Bubba) Reinhardt



Brent Simmons



Bruce LeMaire



Bryan Doucet



Burton Andrepoint



Byron Fobbs



Celeste * Begneaud



David Kissel



Dawn Butler



Denise Broussard



Don Begneaud



Donald Credeur



Dwayne Smith



Frank Meche



Gary May

One Team, One Goal:

Serving our customers with truth and honesty.

At BEGNEAUD, we have established a strong tradition of working as a team to bring our customers the highest quality products and services. While many companies may emphasize teamwork, few can lay claim to the type of true team environment that BEGNEAUD embraces. The faces surrounding this article are the BEGNEAUD team members; all of whom are vital contributors to our end goal of continually satisfying our customers.

In effort to be more of a transparent company we have recently made changes to better integrate our team members. These changes foster heightened interaction of team members for the development of new ideas for continued improvement within our company. Continual improvement has always been part of our company's culture, and we consider it essential to the success of both our company and our customers.

We have merged the customer relations, sales and marketing, public relations, and accounting departments to form one team. Each individual team member continues to have a specialized focus area; however, by combining the groups, we are able to provide our customers with additional support. This combination allows better internal communication among team members and continues our cross training within the organization.

"With the integration we are able to further develop each team member's greater strengths and counter balance the individual's lesser strengths. This combination is resulting in each team member raising the bar for his or her fellow teammate," says BEGNEAUD Customer Relations Team Leader, Dawn Butler. "We continue to find new challenges, and we embrace them with less apprehension because we know that collectively we can and will find the solutions."

One such challenge is recognizing the difference between the four types of development in our industry. BEGNEAUD Customer Relations Team Member Russell Breaux explains: "Relationship development is the key ingredient to our success. Forming a bond with our customers and suppliers is first and foremost; we are making sure that each knows how important they are to us."



Hubert Garrick



Jim Ousse



John Ban



John Tiedemann



Jonathan Daigle



Joseph Bass



Julie Guidroz



Kathie Deusser



Keith Clement



Kelly L. Schultz



Mike McWilliams



Mikie Clark



Myra Robin



Nichole Breaux



Paul Bihm



Philipp * Lorenzen



René DeMoura



Robert Landry



Russell Breaux



Stacey Arnaud

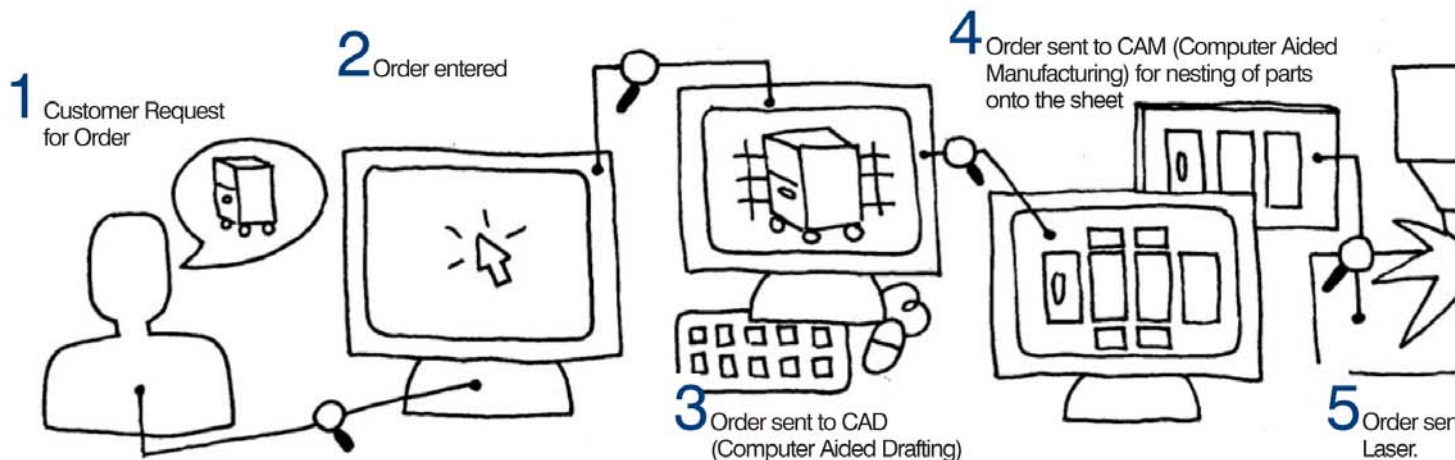
The other three types of development are not always as easy to identify. They include part/product development, process development, and development for manufacturing. Although we have always thrived on the challenges that development jobs have to offer, we need more emphasis on communicating the costs of these challenges with our customers.

In his book *Selling the Invisible*, Harry Beckwith makes note of a story about a wealthy woman who, while walking down a street in Paris, notices Picasso sketching outside a café. She walks up to Picasso and requests that he sketch her. Once he has finished, Picasso turns his work to her; the woman asks how much is owed. His reply is "5,000 francs." Astonished, the woman questions, "How can this be?! It only took you three minutes!" He answers, "No, Madame, it took me a lifetime." Similar to Picasso's sketch, the technology at BEGNEAUD has taken a brief 28 years to acquire; however just as Picasso's

talent took a lifetime to cultivate, the applied knowledge that we provide has taken us over a collected 200 years to acquire. Our experience aids customers by designing for manufacturability, providing innovative solutions to previous challenges and the ability of pushing our equipment to and sometimes past its limits, just to name a few. BEGNEAUD, as all service organizations, sells not only the time and material a job takes, but the experience needed to complete the work with a fully satisfied customer.

Some of the reasons BEGNEAUD has been able to sustain growth is the experience and expertise of our skilled team members. In the past, we have undervalued the intangible service we provide, our collective intelligence. Therefore, when we have taken on product development work, we have done so eagerly – with a large portion of the expense paid by BEGNEAUD. We are certainly not complaining because we have thoroughly

The BEGNEAUD Job Order Process





Larry Arabia



Lavin Jones



Lennit Lancon



Lonny Guidry



Luc Ngassam



Mark Faul



Melissa Labbe



Michael Cummins



Michelle Sibille*



Mike Doucet



Stefenie Miller



Stephanie Broussard



Steven Odom



Terence Toms



Thomas Broussard



Timmy Hebert



Trey Speyrer



Tyler * Delcambre

*Arinze six week internship.

*Celeste summer internship.

*Michelle 12 week internship.

*Philipp unpaid job shadowing, student from Germany

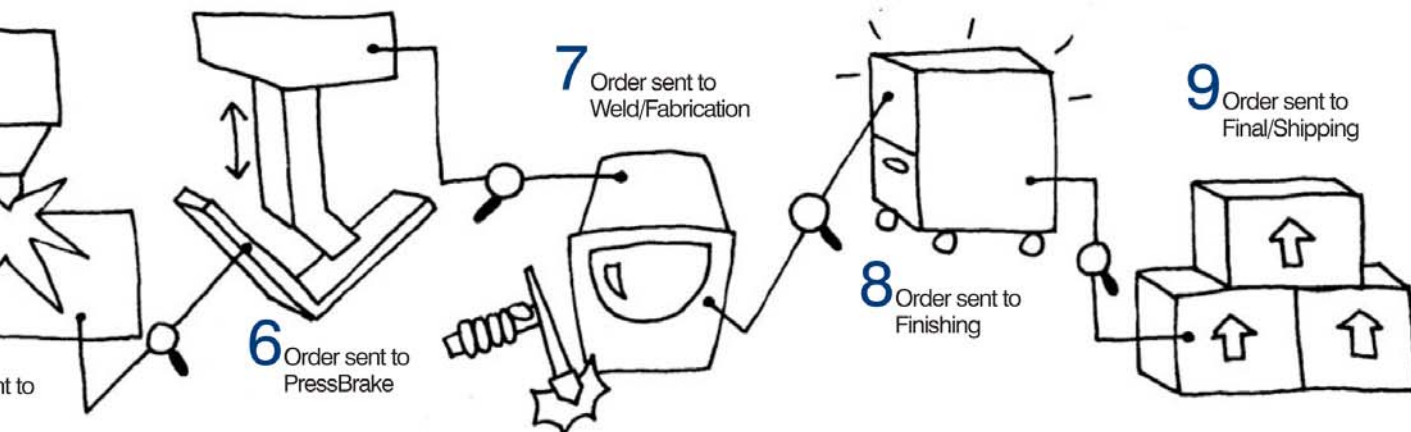
*Tyler six week internship.

enjoyed working with entrepreneurs, as well as longstanding companies, in helping to see their products reach fruition. Nevertheless, we are recognizing the fact that we need to do a better job on the front-end of sharing with customers the costs associated with establishing repeatable, quality constructed parts.

Expanding on BEGNEAUD Founder, Don Begneaud's philosophy of *expose, understand, believe, and become*; BEGNEAUD must expose our customers to the truth of the complexity of product development. "Over the years we have built a reputation of being a 'can do' company," Don states. "Individuals have come to us with all sorts of challenges, and through our intellectual and tangible properties we have manufactured clever solutions."

BEGNEAUD places attention to quality – in every part – high on our list of priorities. Developing solutions for our customers' products takes time; we have to go through a series of empirical tests, allowing us to prove the solution is repeatable. The time taken to thoroughly establish results can be extensive and comes with a cost. Some have confused fair value exchange with exorbitant pricing, and this is easy to misconstrue. When looking backward from the solution, everything usually seems so simple. Many times it is difficult to remember or recognize the complex steps taken to achieve these seemingly simple results.

It is the desire to serve our customers, above all else, that drives BEGNEAUD to take on development jobs. And as always, BEGNEAUD will continue to seek out new and innovative jobs, while maintaining truth and honesty with our customers.





Baker Hughes Inteq

Broussard, Louisiana



**BAKER
HUGHES**

INTEQ

When dealing with BEGNEAUD you do not have to walk in with a finished print and request that 250 parts be made; you can walk in with a concept and they can work with it to meet your needs.

- Randy Istre, Product Reliability Engineer

Baker Hughes Inteq is an industry leading provider of MWD/LWD services. Our industry is experiencing worldwide growth as never seen before. With this rapid growth comes many challenges. Baker Hughes Inteq continues to rely on BEGNEAUD Manufacturing for innovative solutions and competitive design used in many critical projects.

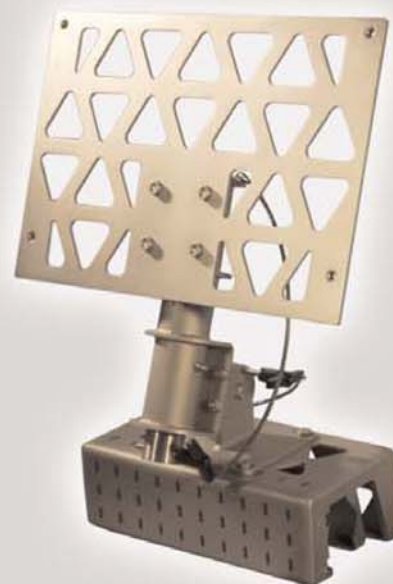
Take for example the following: recently we were in need of a mounting bracket assembly for a new display unit. Our first reflex was to set up a meeting with René DeMoura. We expressed the challenges we faced and brought the display unit along with the conceptual needs the bracket had to serve; we did not bring drawings or any ideas of what the end product would look like. They said they would take care of aesthetics.

Within a week the BEGNEAUD team had the first rough draft design drawings for our review. Then based on these drawings a prototype assembly was made in less than a month. From concept to completion, a time period of less than three months passed.

It has been our experience that when working with BEGNEAUD project time is drastically reduced. Their commitment to being a partner rather than just another vendor

allows us to get the product to market in record time. The personal service we have always received from the entire staff is the reason we continue to depend on BEGNEAUD for many of our manufacturing needs.

The point I am trying to make is that when dealing with BEGNEAUD you do not have to walk in with a finished print and request that 250 parts be made; you can walk in with a concept and they can work with it to meet your needs. Design for functionality, manufacturability and aesthetics is a service they provide in addition to laser cutting, welding, etc.



Trade Show In Atlanta

FABTECH International & AWS Welding Show, touted as the largest North American metal forming, fabricating and welding exposition and conference has come to Atlanta, Georgia. Dubbed a smaller show, FABTECH - Atlanta rivals its mid-west sibling, Chicago. As shown in the chart below the gap between "the big show" and "the off year" is closing.

The "off year show," held during even numbered years, traditionally was held in Cleveland, however with the growth of the sheet metal manufacturing and fabrication industry across the states FMA decided to expand its market reach by holding the "even year show" in Atlanta (2006) and Las Vegas (2008). As for now all "odd year shows" are still scheduled for Chicago.

BEGNEAUD is proud to have been a part of this landmark first event, exhibiting with nationally and internationally known companies and across the aisle from machine manufacturer - TRUMPF.

As a precision sheet metal manufacturing organization there were many options to choose from when it came to the question of "Which service do we exhibit?" We quickly decided - Why choose? All of our team members and their contributions are vital to the success of BEGNEAUD; therefore, we incorporated all our services.



Dawn Butler speaks with Rolf Biekert

Designed and manufactured in house our booth showcased BEGNEAUD in a 10x10 nutshell. From the reduction of welds, simplicity of assembly, sleek modern design and some of the design for manufacturing techniques, the physicality of the booth showed attendees just a bit of the value that is added to a customer's part. Nine videos reinforced what the booth embodied. The videos took the viewer behind the scenes and gave a visual explanation of BEGNEAUD services and processes.

FABTECH - Atlanta has been a great experience for BEGNEAUD. We would like to take this opportunity to thank all of those involved in making this event happen. It was a tremendous success.



Nine different videos show FABTECH attendees the scope of services; the large screen shows comprehensive services and the small screens depict specific areas of service

Industrial strength comes home.

The customizable work table is one of those items that we originally designed for our needs. The kit includes galvanized steel legs, hardware, two rigid and two swivel casters. Overall dimension depends on your needs; so get a kit, get some wood and get to work.



LONG LIFE™



Flippin' File

Roll no more with the BEGNEAUD LONGLIFE business card holder. Its sleek rectangular design with metal placeholders makes organization a flip. So get one, get flippin' and get organized

Location	Atlanta, GA	Chicago, IL
Attendees	greater than 21,000	less than 24,000
Length of Show	3 days	4 days
Exhibitors	873	800+
Floor Space	307,000 sq ft.	325,000 sq ft.



Chef Becky Herpin and Beth Attales prepare dessert for hungry patrons.

The BEGNEAUD Bistro

BEGNEAUD prides itself on "Innovation Through Common Sense," however the innovative thinking goes way beyond the unique and practical products that are manufactured by our team. The BEGNEAUD Bistro is one of the tangible results stemming from this type of thinking and has evolved from an ordinary lunch room into a first class employee eatery. The Bistro is staffed by two full time chefs and provides quality meals at a reduced rate.

Located on the BEGNEAUD campus, The Bistro provides convenience to our employees as well as our customers and friends. Everyday, employees can purchase meals at cost, without having to leave and pay the high prices of local food vendors. The Bistro provides a wide variety of choices to fit every employee's personal needs and preferences.

Breakfast ranges anywhere from a traditional meal (bacon and eggs) to quick and healthy alternatives such as protein shakes or smoothies. Wednesdays greet employees with free breakfast prior to the weekly general meeting. Team members choose from a variety of foods at a buffet style breakfast.

The Bistro provides a hot plate lunch daily, which includes a main course, vegetable, salad and bread for a minimal price. It also provides made to order sandwiches, salads and hamburgers. Every Friday BEGNEAUD treats employees to yet another meal. The "Friday Lunch" is usually a plate lunch including delicious homemade desserts made by our chefs. It is a perfect end to a long week and gives employees the opportunity to mingle with others whom they may not interact with on a regular basis.

Friday is also our main tour day. Founder Don Begneaud loves to invite customers, friends and dignitaries over to experience the uniqueness of his company and treat them to a delicious lunch. Guests are educated on what BEGNEAUD has to offer and what we have offered others. This is just one more way for those in the community to feel more like a part of the BEGNEAUD family.

The Bistro is also great for parties, business lunches and conferences and has all the amenities you need. We have a custom lectern and presentation ready audio/visual equipment including DVD, CD, and VHS players routed to a projector and surround sound speakers.

At BEGNEAUD not only can we service your company by manufacturing the components that keep you going, but we can also serve your extra curricular activities at The BEGNEAUD Bistro.

At a recent meeting of the Fabricator and Manufacturer's Association (FMA) Foundation, Don Begneaud was appointed board chairman. "I am proud to carry on the legacy of the Foundation through our grant and scholarship programs," says Don. "I am excited to serve the Foundation in its efforts to research, educate and promote the metal forming and fabricating industry through the use of technology in manufacturing."

Calendar of Events

Jan. 26	Lafayette Chamber of Commerce Annual GALA
Feb. 6-7	Making Lean Work for the Job Shop and Small Manufacturer
Mar. 6-7	Practical Solutions for Stamping Die Problems (FMA)

Employee Anniversaries

January	Mike McWilliams	16 years
	Terence Toms	5 years
	Denise Broussard	4 years
	Keith Clement	3 years
	Trey Speyrer	2 years
	Aaron Broussard	1 year
	Julie Guidroz	1 year
February	Gary May	19 years
	Byron Fobbs	11 years
March	Mike Doucet	14 years
	Dwayne Smith	13 years
	Timmy Hebert	6 years
	Bert Laperouse	4 years
	Melissa Labbe	1 year
	Russell Breaux	1 year

CONTRIBUTORS

Writing
 Amy Comeaux
 Dawn Butler
 Don Begneaud
 Randy Istre
 Tony Santillo
 Trey Speyrer

Photography
 Doug Dugas
 Trey Speyrer



**BEGNEAUD
 MANUFACTURING
 INCORPORATED**

Innovation Through Common Sense®

www.begno.com / EMAIL sales@begno.com

P.O. Box 62949
 Lafayette, LA 70596-2949

PHYSICAL PLANT
 306 East Amedee Drive
 Lafayette, LA (Scott) 70583

337-237-5069
 1-800-358-8970

FAX 337-234-3836

MEMBER OF

