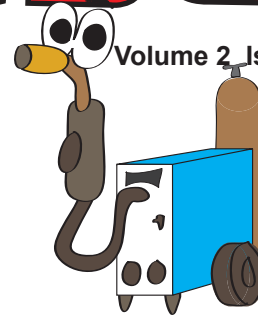
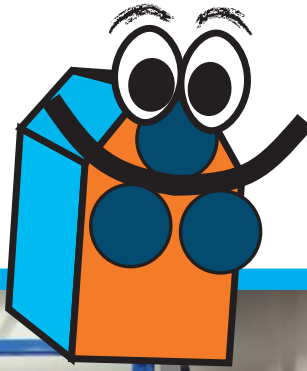


FORMING IDEAS

A publication of Brenco Industries Ltd.

www.brenco.com

Volume 2 Issue 7 Winter 2012



WHAT'S YOUR WASTE-O-SAURUS?

Page 2



Wäs-tö-sau-rús, n. [Waste, and Gr. sauros. a lizard.] A cute but troublesome creature that wastes time and material. The Waste-O-saurus is elusive but commonly identified through reduced profit and productivity.

Brenco's brand new fully automated laser runs 24 hours a day, 7 days a week.

It's a marvel! The 4 kilowatt 5' X 10' Prima laser automatically loads and unloads material and parts. It can even set itself up for the next job without human intervention. More output, less wait time, faster deliveries.



The New Guys

Page 2



The Civility CEO

Page 3

Waste-O-Saurus SIGHTINGS

Our Waste-o-saurus stories have covered topics ranging from keeping spare parts in inventory for quick equipment repairs to saving big bucks on your hydro bill.

We're not ones to toot our own horn at Brenco but we receive so many enthusiastic testimonials from our customers that we decided that maybe we should share a couple. After all, we like to consider ourselves Waste-o-Saurus busters too!

Ron wrote in to tell us, "We have a project in the shop now, formed by [one of your competitors] and as your last newsletter stated, sometimes the cost is better invested in a shop that does correct workmanship. The one we have from [your competitor] we are having to cut and fill gaps.

David said this, "Thanks for turning around several guards for us in 3 days. Our original vendor really let us down by pushing out our delivery. We really appreciate the extra effort and service received."

Ron and David, thanks for your feedback. The Waste-o-Saurus lurks in many unsuspecting places. Dimensional accuracy saves fit up time and produces a superior finished product. Production schedules can't be met without dependable suppliers. These are examples of the service and quality we provide to all of our customers. It's something that isn't reflected in the quoted price or mentioned as a special service. It's just what we do at Brenco. No job is too small or insignificant to be taken for granted. Each receives the same degree of attention and every customer is given the same friendly, responsive service. Do we make mistakes? Sure, but not often.

Here's what John, an artist had to say, "Working with people at Brenco is a pleasure. From the staff at the front desk to the workers on the floor, there is the highest degree of professionalism and courtesy. My recent project, creating some 20 aluminum shapes, was met with enthusiasm, understanding and helpful suggestions from the inception, to loading the final work. Working with



the Brenco team is a real collaboration aimed at achieving the very best results possible. I recommend them in the highest terms for any artistic project."

Today's Waste-o-Saurus lesson is: Develop criteria to assess your suppliers. While price is important, it is not the most important metric. Dependability, consultation, troubleshooting, problem solving, attention to detail, quality and ease of transaction are far more critical to ensure that you can produce a quality product on time and on budget.

What's your Waste-O-saurus? Share your story and we'll send you a Waste-O-saurus mug and T-shirt. You can e-mail your story to: thebest@brenco.com

Grapevine



Brenco is pleased to announce the recent arrivals of **Jim McDougall** and **Garner Fukunaga**. Both of these gentlemen are very well known in our industry and bring loads of experience along with great 'Cus-

tomers First' attitudes. Jim has taken the role of Brenco's Operations Manager while Garner is adding horsepower to our Project Management Group.

Garner and Jim worked with Dan McLeod, Brenco's new General Manager, in their previous employment so they know what they've gotten themselves into. What's that, you ask? It's a great place with a strong culture and people committed to serving our customers the best they can.

We are thrilled that Jim and Garner chose to join our winning team.



Great Expectations

By Sue Jacques ~ The Civility CEO™

You did everything right with your potential new customer; thorough research, a solid proposal and a dynamic presentation. They promised they'd be in touch, and ... nothing. Now you're checking your e-mail every 2 seconds and waiting for the phone to ring.

Have you ever wondered where you stand with a client? You're not alone. Ambiguity is one of the biggest factors in minimizing our potential to get solid results, especially in business. Whenever we presume that other people place the same weight on our priorities as we do, we set ourselves up for disappointment.

The longer we wait the worse it gets. Our minds start working overtime as we begin wondering what went wrong or how we could have handled the situation differently. Not dealing with the uncertainty is a surefire way to feed our anxiety, sometimes getting us to the point where we don't follow up at all.

I call this delay Fate Wait; that disconcerting point in time when we place our future in the hands - and calendars - of someone else.

What can you do to alleviate the agony? Here's a Civility Six-Pack to help you take your professionalism to the next level, and get better results:

Ask for a date. Whenever someone says, "I'll get back to you on that", reply with, "Great! When can I expect to hear from you?" Asking a question like this shows you have confidence and indicates

that you are serious about reaching an agreement.

Take it to the next level. After they commit to a date, say, "If I haven't heard from you by then, how would you like me to follow up?" This simple question provides you with a joint understanding of what the next steps will be.

Put it in writing. Following the meeting, promptly send a brief thank you e-mail that summarizes the conversation and documents your agreement. That way you will each have clear facts to refer to.

Set an alarm. Diarize the scheduled follow-up date in your calendar as a reminder.

Just do it. If you haven't heard from them on the agreed upon date, contact them that day in the manner that you agreed upon.

Take a vow. Starting today, make a firm commitment to yourself to consistently state your intentions clearly. We all know what it feels like to be stuck in ambiguity, so from now on, avoid leaving people with questions about what to expect from you. Be the kind of person who always lets others know exactly when you'll call, deliver or show up. Not only will you be saving time and angst, it's the civil thing to do!

Expectations turn hope into clarity. Great expectations turn clarity into results. Here's to your success!



Sue Jacques is The Civility CEO™, a corporate civility consultant, keynote speaker and executive image mentor who helps individuals and businesses gain confidence, earn respect and create courteous corporate cultures. A regular media guest, she has appeared on Oprah Radio, CTV, Global, BNN & CBC. Before becoming The Civility CEO™, Sue spent 18 years at the Medical Examiner's Office, where she investigated thousands of deaths and witnessed the ultimate costs of incivility.

www.TheCivilityCEO.com

Simplifying Design

Brenco is frequently asked to supply parts but we don't always see how they will be used or fitted. Often, we can provide lower cost solutions by recommending alternatives if we understand what the final product will look like. Welding is an expensive process. Wherever possible, welds should be replaced with bends. An ob-

vious example is the cost and appearance of a welded corner compared to a formed corner. Solutions are not always as simple as this and the wrong decision can lead to many extra hours of fabrication time and an inferior product. Brenco Project Managers know how to apply our technology to improve your product and save time.

It's Time To Get Excited

The Institute for Trend Research (ITR) is an economic think tank based in New Hampshire. In 2003, ITR predicted a major recession in 2009 - 2010. They have also accurately forecasted the Canadian Industrial Production Index (CIPI) for the past 8 years which is a key indicator for Brenco business activity. We have discovered that where the CIPI goes, so goes our business. This is perhaps not too surprising considering the wide range of industries that we serve. Their forecast for the CIPI for the next 18 months is very strong. Based on this information, Brenco has been preparing for increased business activity, purchasing new equipment and hiring staff. We think our customers should do the same.

What else is ITR saying? A possible recession in 2014. They anticipate that it will be mild, however, they add that this is dependant on Europe resolving their economic problems, interest rates remaining low and commodity pricing. They are also concerned about a possible depression (not recession) sometime around 2028 unless governments gain control of spending and debt reduction. Visit ITR's website at www.itreconomics.com

Why do cyclists ride in packs? To save energy. By draughting behind another bicycle at 32 km/hr, a cyclist will reduce their energy output by 26%. The energy savings increase to 39% riding in a large pack, known as a peloton. This is why you'll see the racers in the Tour de Delta packed tightly together in one large group. The leaders of a peloton take turns out front creating the draught for the riders behind. This requires cooperation among the competitors and sets the pace. Only the strongest stay near the front.

The most efficient draughting is done behind a large truck where the energy savings are a whopping 62%. Doing this is beyond dangerous but the thrill of reaching speeds in excess of 80 km/hr on a flat road on a bicycle is... uhm... well... pretty cool.

Brenco Criterium Tour de Delta Saturday, July 7, 2012

Brenco has been publishing the *Forming Ideas* newsletter since November 2007. If you do not receive our newsletter but would like to, please email your request to: thebest@brenco.com and we'll gladly add you to our mailing list.



Sponsor of the
Tour de Delta
Ladner Criterium



Visit our website or call our friendly, helpful, gracious, humble staff. Ask to be put on hold and listen to comedy for awhile. We can help eliminate your Waste-O-saurus. We don't offer back massages or air miles with bigger smiles but we're really, really good at cutting, bending and fabricating metal. Brenco is located at 10030 River Way, Delta, BC, Canada V4G 1M9, near the south end of the Alex Fraser Bridge.

phone: 604-584-2700

website: www.brenco.com

email: laser@brenco.com