

# FORMING IDEAS

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## A New Road From Our Back Door to Yours A Waste-o-Saurus Story



**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.



## The Civility CEO Eye Or WiFi?

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## History Mystery

This fabulous photograph takes us back to 1925. This is the interior of Denman Engineering once located at 231 Industrial Avenue (near Main and Terminal) in Vancouver. This shop, heated by a small pot belly stove and lit by a few incandescent bulbs dangling from the ceiling must have proved to be a challenging work environment.

It appears that the company was manufacturing winches. The identifiable equipment includes a belt driven drill press, acetylene hand torch and a furnace (probably used for heating the rivets used to assemble the winches). Also visible is a vintage auto in the foreground and a small pump driven by a "Hit and Miss" gasoline engine bolted to a wooden frame.

If you have any information on this photo, please send us a note. As we did last month, we will post all additional information our readers provide on our web site.

# 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.*

## A New Road From Our Back Door To Yours

The Greater Vancouver Region is growing at a frantic pace. In Surrey alone, 1200 people every month take up residence. The strain on the area's infrastructure has been a source of frustration for everyone especially for anyone trying to transport product. Trucking costs and delivery times have increased to cover the extra time it takes to move through the Lower Mainland.

Brenco, once centrally located to its customer base, found itself on the outskirts as industry gradually relocated to the valley. But that all changed on December 20th, 2013 with the opening of the South Fraser Perimeter Road (SFPR),

known also as Highway 17. Travel times have significantly reduced between Brenco and the Fraser Valley. How significant? We drove it recently and discovered with enormous excitement that we arrived in Port Kells just 15 minutes after leaving our parking lot. 15 minutes and only a couple traffic lights! It used to take 45 in stop and go traffic. Not anymore.

Everything you need from Brenco is now a short, easy drive away by way of the new 80 km/hr highway. Specifically built to transport goods, this great new Waste-o-saurus beater runs right past our back door.

Many customers in the eastern Fraser Valley told us that they loved our quality and service but for small orders, shipping costs were prohibitive. The new highway changes everything. You can now have everything Brenco has to offer without an expensive shipping bill.



Highway 17 efficiently connects Highway 1 and the Port Kells area in North Surrey with Highway 99, the Delta Port and BC Ferry Terminal in Tsawwassen.

### **COST SAVING TIP:**

Ask to have your part numbers and weldment locations etched on your parts to save assembly time. This can be easily done using the plasma, laser and waterjet cutting process.

## Holiday Alert

Family Day: Monday, February 10th

Good Friday: Friday, April 18th

Victoria Day: Monday, May 19th

*Have a cost saving idea to share?  
Send your comments and stories to:*

**[thebest@brenco.com](mailto:thebest@brenco.com)**

# Can Eye Contact be Replaced by WiFi Contact?

Our Civility CEO takes a peek.

Do you remember when your fingers did the walking? Well, now they do the talking. And that's not always a good thing. Because as much as portable electronic devices save time, money, and paper, they lose their value when we allow them to constantly interrupt, abbreviate, and minimize our discussions.

Interactions have changed dramatically with the evolution of text-versations, those increasingly chaotic non-verbal exchanges we have with our thumbs rather than our tongues. It's safe to say that hi-tech advances have both helped and hindered our ability to communicate respectfully.

The way you express yourself is a critical factor in how others relate to you, especially at work. After all, the quality of your business relationships and the level of your success hang in the balance of what you say . . . and how you say it.



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.

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Here are 5 ways to balance your e-time with we-time at work:

1. Diminish digital distractions. Be honest; is your constant electronic availability a self-imposed habit or an actual requirement of your job? Track the number of electronic interruptions you deal with daily, and establish how many fires you're putting out on the personal front while you're being paid to work. You may need to put some boundaries around how accessible you've allowed yourself to become.
2. Finish what you started. It's common to get distracted and lose track of discussion threads, so always bring your text-versations to a conclusion. Recipients can easily misinterpret the sudden termination of correspondence, just like they can misunderstand a cryptic text message that's composed and sent without thinking. Resultant rapid-fire responses often lead to major miscommunication maelstroms.
3. Pay Attention: Whether you're in the same room with them or not, people deserve your undivided attention. That requires focus. Texting during a meeting, for example, is not only insulting, it's unprofessional. Plus, when we text, others can't hear our tone of voice or sense our body language, so they tend to inject their interpretation into our words. This can lead to all kinds of misunderstandings.
4. Think before you connect. Before tapping your fingers on the screen, contemplate your options. Is a text message the most effective method of communication in this case, or would a phone conversation or face-to-face meeting be more efficient? Choose to use the most powerful way to get your messages across.
5. Maintain accuracy. The brevity and convenience of text messaging has turned us into a society of deplorable spellers. Always remember that business communication is formal correspondence, no matter how it's sent. Aim for accuracy.

Just as holding someone's hand has more impact than holding an electronic device, being fully present for conversations adds irreplaceable value to your personal and professional relationships.

# MORE PRESSURE: BRENCO ACQUIRES POWERFUL NEW WATERJET



Historically, metal working machinery lasts longer than its technological value. It's not often that a piece of equipment is scrapped because it became unrepairable. The compelling reason almost always has to do with low productivity and safety concerns.

In the last issue of Forming Ideas, Brenco reported that it had replaced its 14 year old Plasma Table because it needed to increase production and ensure reliability. Brenco works with tight schedules and increasing demand so equipment reliability is critical.

For the same reason, we are pleased to report that Brenco has purchased a new 10' X 26', Ultra High Pressure, Dual "Dynamic Head" Waterjet Table built by Flow.

Waterjet technology has progressed at a dramatic pace in the past 10 years resulting in increased cutting speeds and improved cut quality. Brenco's new table is equipped with the most advanced features available. What makes this new acquisition even more significant is its large size and the fact that it has not one but two cutting heads. Brenco is once again at the forefront of Waterjet Cutting Technology. We provide the best deliveries and cut quality available in BC at very competitive pricing.

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