

TRANSCRIPT

SPEAKERS

Don McAlvain, Plant Superintendent, Rosewood Industries, Stigler, OK
Jay Watkins, Customer Service Manager, Brunson Instruments, Kansas City
James Love, President and CEO, Rosewood Industries, Stigler, OK
Bill Cox, Founder and Owner, Rosewood Industries, Stigler, OK
Cheryl Koopman, Vice President Human Resources, Richards Industries, Cincinnati
Bryan Humpert, Vice President Marketing and Product Development, Campbell Hausfeld, Cincinnati
Bruce Broxterman, President, Richards Industries, Cincinnati
Pam Fest, Quality Representative, Brunson Instruments, Kansas City
Gary Marmer, Vice President Marketing, Questech, Rutland, VT
Matt Settle, Manufacturing Engineer, Brunson Instruments
Karl Lutkewitte, Product Manager, Richards Industries
Jim Samocki, Director Product Development, Campbell Hausfeld
Roger Questel, Founder, Creative Director and Chairman, Questech, Rutland, VT
Hilarie Meyer, Director of Marketing, Campbell Hausfeld
Dell Grunenberg, Jordan Valve Product Manager, Richards Industries, Cincinnati
Linda Green, Executive Vice President Customer Service & Marketing, Rosewood Industries, Stigler, OK
Christopher Lackney, Director Human Resources, Questech, Rutland, VT
Charles Page, Vice President Customer Support, Richards Industries, Cincinnati
Bob Harrington, Vice President Operations, Questech, Rutland, VT
Barry Culkin, CEO and President, Questech, Rutland, VT

SCREEN 1

5 CEO's, Owners
10 Vice Presidents
3 Directors

SCREEN 2

Talk About...

SCREEN 3

EUREKA! Winning Ways

SCREEN 4: Don McAlvain, Plant Superintendent, Rosewood Industries, Stigler, OK

"It's going to help us to know what to do in the future"

SCREEN 5: Jay Watkins, Customer Service Manager, Brunson Instruments, Kansas City

"It gets you thinking different ways that you hadn't before"

SCREEN 6: James Love, President and CEO, Rosewood Industries, Stigler, OK

"And we're all sitting there thinking, 'There's no way. That's not gonna happen. We build cabinets. How many new ideas can you come up with?'"

SCREEN 7: Bill Cox, Founder and Owner, Rosewood Industries, Stigler, OK

"[We] predicted that we would have fifty ideas at the end of the first day, and we had seventy-five, so we were surprised at ourselves."

SCREEN 8: James Love, President and CEO, Rosewood Industries, Stigler, OK

"It was extremely eye-opening. I think we had seventy-eight ideas or something like that that we had come up with."

SCREEN 9: Cheryl Koopman, Vice President Human Resources, Richards Industries, Cincinnati

"But if idea number one doesn't work than we've got fifty other ones behind it."

SCREEN 10: Bryan Humpert, Vice President Marketing and Product Development, Campbell Hausfeld, Cincinnati

"And it is always a challenge to filter those down. and the Merwyn tool was pretty impressive in how it was able to do that, but I still feel the biggest take-away was the thirty day process. It was very structured, very methodical

SCREEN 11: Bruce Broxterman, President, Richards Industries, Cincinnati

"As creative as the process is, there's a logic that's ingrained in it that says, 'if this is not going to help you grow your business then don't spend the time or money on it.'"

SCREEN 12: Pam Fest, Quality Representative, Brunson Instruments, Kansas City

"Well I didn't think it would motivate me to think outside the box as much as it has, to be honest. The exercises actually make me want to think of new ways to look at what we're selling in our services."

SCREEN 13: Gary Marmer, Vice President Marketing, Questech, Rutland, VT

"How to create ideas that are practical, yet...have the potential for exponential growth"

SCREEN 14: Matt Settle, Manufacturing Engineer, Brunson Instruments

"It's causing me to think in ways that I don't typically, being an engineer"

SCREEN 15: Bruce Broxterman, President, Richards Industries, Cincinnati

"I mean, if you think about it, we met in November. Our follow-up meeting was in early January and we're going to have an entire new product line with its own website, its own product manager, its own set of sales contracts, all in place by April twenty-fifth. And for us, at least--I know a lot of companies may move that fast--for us, that is lightspeed."

SCREEN 16: Gary Marmer, Vice President Marketing, Questech, Rutland, VT

"We're going to bring this idea to retail in about a week. I mean, I've been out of this seminar for a week. Two weeks later we'll be at retail with the idea."

SCREEN 17: Karl Lutkewitte, Product Manager, Richards Industries

"I think we can expect growth of twenty/twenty-five percent"

SCREEN 18: Jim Samocki, Director Product Development, Campbell Hausfeld

"Potentially this idea could generate in the ten-million dollar range for us. But more importantly that ten million dollars could generate a higher level of profit for us."

SCREEN 19: Roger Questel, Founder, Creative Director and Chairman, Questech, Rutland, VT

"The results were extremely positive. You know, better than I could have thought. I think what it really does is it brings the entire team onto the same page."

SCREEN 20: Hilarie Meyer, Director of Marketing, Campbell Hausfeld

"There was this complete ripple-effect through the rest of the group. They just felt the energy and the excitement."

SCREEN 21: Karl Lutkewitte, Product Manager, Richards Industries

"We could use this on each product line from now until we all retire."

SCREEN 22: Dell Grunenberg, Jordan Valve Product Manager, Richards Industries, Cincinnati

"Making the work fun again"

SCREEN 23: James Love, President and CEO, Rosewood Industries, Stigler, OK

"Everything was very rigid and structured, but not so much that you didn't feel a freedom to throw out any kind of idea."

SCREEN 24: Linda Green, Executive Vice President Customer Service & Marketing, Rosewood Industries, Stigler, OK

"Like you said, a regular brain-storming session wouldn't have the structure that the meeting had that we went through."

SCREEN 25: Christopher Lackney, Director Human Resources, Questech, Rutland, VT

"And I didn't really expect that, I thought it's going to be another brain-storming session, but it turned out to be problem-solving and brainstorming in a way that I never would have dreamed."

SCREEN 26: Cheryl Koopman, Vice President Human Resources, Richards Industries, Cincinnati

"I mean, I don't want to comment on engineers but for people who have trouble being creative or are used to just the black and white, I thought it was a great way to open up your imagination."

SCREEN 27: Charles Page, Vice President Customer Support, Richards Industries, Cincinnati

"In the in-house version, everyone has their ideas, and thinks in their own mind-frame. In the Eureka! Ranch version, your mind was directed for you--to think logically towards what the ultimate goal was, as opposed to what you personally see from your stand-point. That's what I think really made the big difference."

SCREEN 28: Cheryl Koopman, Vice President Human Resources, Richards Industries, Cincinnati

"I thought it was fantastic....I was really impressed with it."

SCREEN 29: Bob Harrington, Vice President Operations, Questech, Rutland, VT

"We're just thrilled with it, that we participated in this. It's what we needed."

SCREEN 30: Barry Culkin, CEO and President, Questech, Rutland, VT

"I came out of that workshop with enthusiasm, focus, and a bias towards action."

SCREEN 31: Matt Settle, Manufacturing Engineer, Brunson Instruments

"There was a lot of energy just in talking to the guys and the women in there that are a part of the process. So it certainly is going to create a new buzz around here."

SCREEN 32

EUREKA!
Winning Ways
A disciplined process for developing
Measurably Smarter
Choices for Growth