

# CROWN CRIER

Since 1971

Crown International, Inc. Employee Newsletter

February 1995

## Supplier Certification Underway

by Libby Marshall with Vicki Eichorst

Jim Downs, Purchasing Manager, said "The goal of Supplier Certification is to establish a system to assure that the Purchasing Department provides the best value in supplier products and services used by Crown International." Mid-States Aluminum is our first "Certified Supplier" and a good example.

"What do you need?" is the question asked by Mid-States Aluminum when they work with their customers. Most companies in the extrusion business quote their customers standard lead times to produce orders, then the customers plan production accordingly. Because of their willingness to meet our needs, Mid-States Aluminum was chosen as a supplier and has become a model for the Purchasing and Supplier Quality Departments' pilot Supplier Quality Certification program.

Joe Colwin owns Mid-States Aluminum, which has a twenty million dollar sales volume with 200 employees. In 1991 when we first began looking for a new extruder to meet our high cosmetic standards, our Purchasing/Engineering/QA team visited three companies. Ron Simpson, Mid-States Sales Representative, came to visit us. At Crown, he talked to engineers and quality assurance people, as well as Purchasing Agents. After these meetings, it was clear that this company values people and has a corporate culture similar to Crown's. Their goal is to continuously improve.

To get our business Mid-States was willing to invest in new extrusion dies and in transferring tooling from our former suppliers. Ron usually visits once a week, supplies articles and information on new processes and equipment, and resolves

problems quickly. Aluminum extrusions are used for such components as the Macro-Tech top and bottom panels, the "D" series product front panels and the PS200/400 front panels.

Mid-States supports its employees and the community by contributing to the efforts of Big Brothers and Big Sisters, DARE, United Way, the YMCA, churches and schools. Their managers have even helped serve at local soup kitchens.

The Purchasing Department is confident that this is the company to help pilot the Supplier Certification program. Mid-States Aluminum has been on the Supplier Certification program since 1991. This program has allowed them to see what improvements are needed to achieve certified status. The program consists of three key

elements of measurement: *quality; delivery; service!*

Two steps remain to complete the program so it can be used with other suppliers. Vicki, Jim Downs and Supplier Quality Supervisor Kelly Guin will define responsibilities for carrying out the certification process and write procedures. The keys to the success of this program are teamwork and communication. ☺



(L to R) Vicki Eichorst, Purchasing Agent, Diane Ellis, SQ Coordinator, Ron Simpson, Mid-States Aluminum Sales Representative.

## Focus on Quality Training

During assembly February 6th, Steve Peer, Fabcom Manager, recognized the following people for completing training last fall: Curt Miller, John Smith, John Brosius and Scott Gring completed brake press training; Kay Haas, Lori Peasley, Tammie Brown, Pam Murphy, Pam Burkey, Rhonda Fordyce, Peggy Ellsworth, Roberto Salazar, Scott Funkhouser, John Youngworth, Ruth Overhulser, Margaret Palmero, and Kim Zimmer completed Statistical Process Control (SPC) training at I.U.S.B.

# Milestones

Recognizing Employees with more than 20 years of service.

by Treva Kauffman

## As I remember...

I was hired April 27, 1974 by President and founder Clarence Moore, who did most of the hiring in those days. In the interview were questions such as, "What church do you attend?"; "Do you use alcohol?"; and the usual types of ques-



Treva Kauffman

tions. There were about 125 people employed at that time, who went through his questioning. I have seen many changes in personnel and two major building projects.

My first job was in the Stockroom under Dan Cripe, with six or seven workers. The glass diodes were shipped in small boxes, and we counted thousands of those. Now they are on tape. There were two scales to weigh bigger parts for the lines. It didn't seem like there were many parts until we moved the Stockroom to a different location.

The next job was in Mods, upstairs, above what is now the Lit Room. We stuffed boards and soldered by hand. I enjoyed the hand work, placing all the colored parts on circuit boards. After the Mods group was moved downstairs, and a slide line installed, I broke my finger. I was then placed on Line 3 and

made wire harnesses with Nina Pease. Again, I liked working with the colored wires on the boards.

During this time the PS200 and PS400 amps were introduced. There was a voluntary lay-off while I was working on Line 3, which resulted in the shifting around of employees. I appreciated being able to continue to work and support my three children.

I started working in the Wire Cut Department in the 1980s. There were six in the department then. It has grown to 18. Wire Cut has moved four times, and the current location in Plant 3 is the largest. I was Coordinator for a time and now am semi-retired and working part time.

"Thank you, Crown, for my twenty plus years which allowed me to care for my family!" Now I am looking forward to traveling with my husband of 17 years, Wayne, in our new 5th wheel and truck. ☺

## Behind the Scenes in the Lit Room

by Bruce Bartlett

In addition to amps, IQ, TEF and mics, Crown makes a product you may not know about: information. We produce all sorts of booklets and brochures about our products.

The Audio Technical Publication and Design Group handles the owners manuals, spec sheets, brochures etc., and Audio Tech Support group publishes service manuals for amplifiers and IQ. The mail/lit room offers the following literature:

- Spec sheets for amplifiers, mics, PIP cards and IQ products.
- Application guides for microphones and IQ.
- Crown Mic Memo and other newsletters.
- Posters, warranties, price lists and technical papers.
- A full line catalog, mic catalog and clothing brochure.
- Ads, articles, reviews, and sales brochures on our products.

Crown employees can get any of this information for free—just call Irene Gunn at 8824 or stop by the mail/lit room. Need to improve the miking in your church? Order our *Microphone Application Guide for Houses of Worship*. Want to know how much power a Macro Reference can put out? Order the Macro Reference spec sheet. Does your children's school need help with audio? Try the Com-Tech brochure and the *Microphone Application Guide for Schools*.

Irene Gunn and part time assistant, Pat Glanders, take requests for literature from our reps and dealers as well as from individuals. Irene said, "Somebody might call in saying that they've had an amplifier for years and they want a spec sheet. Some people ask me technical questions, but I refer them to Tech Support—thank God for them! I might get a call from a rep who's putting on a



Pat Glanders and Irene Gunn

demo and urgently needs some pieces of literature."

"Reps have sound consultants in their areas, so I'm often asked to put together some consultant resource guides. These are large binders full of spec sheets and app notes." The guides are valuable planning tools for the reps and consultants.

After working at Crown for three years, Irene said, "I really like it. Keeps me busy!" ☺

# Nina Myers - Order Entry Manager

by Libby Marshall with Cindy Swald

"Order Entry Manager" seems like an understatement when Nina Myers' responsibilities are outlined. But from the beginning, before a customer order is entered into the Material Resource Planning (MRP) system, Nina is involved. During production, Nina is on the alert, and then, at the end of the product cycle, Nina reports shipments to the managers.

Before a new order is scheduled, Nina sets up new accounts and checks inventory to see what products are available. She works closely with Master Schedulers Bev Laws and Becky Stuber to determine exactly what products need to be built. She works with Dave McLaughlin, Market Research Manager, to help coordinate production schedules with the forecast of products needed in the future.

Since shipments relate directly to the profitability of all of us, Nina closely monitors the daily and weekly shipping reports which keep managers informed. For example, when orders are pending which could make the difference between profit and no profit in a month, Nina calls, or encourages the salesmen to call, prospective customers to obtain their orders.



Nina Myers

Coordinating orders for large installations such as stadiums and theaters involves careful scheduling for purchasing parts and building products before finally arranging shipping schedules with the Shipping Department.

Add these responsibilities to those of supervising domestic Order Entry Specialists Mary Miller and Mike Hammond, Sales Secretary Shelda Jensen, and export agents, Cindy Swald and David Grant, and it's obvious that "Order Entry Manager" is a loaded title. ☺



## in the News

by Julie LaFollette

The TEF analyzer has been receiving regular press coverage in recent months, as it is quite common for the TEF to be used in large installations across the country for verifying performance and "tuning" systems, especially in conjunction with the TOA DACsys II system.

The following articles have featured installations where the accuracy and time-saving features of the TEF have provided sound solutions.

- Woodstock—*ProSound News* (two articles—October)
- Ohio Theatre—*S & VC* (December)
- Anaheim Stadium—*ProSound News* (soon)

Additionally, upcoming articles are well underway that will feature TEF applications at the University of Arizona in Tucson, Boston College, Florida International University, the sporting arena at Western Michigan University, and a planetarium in Grand Rapids. ☺

# Changes for Chiphone

by Sue Ramsby with Lisa Traver



Lisa Traver and Carrie Yoder

Chiphone will offer a new service in the Spring of 1995. ATM/Debit Cards, "Chiphone Ca\$h," will be issued so that members can use the Cirrus and MagicLine networks locally and across the nation. Members will also be able to make purchases at participating merchants with MagicLine. The card can be used to automatically debit their Share Draft (checking) accounts, eliminating the need to write checks.

Chiphone, along with five other local area credit unions,

will be participating in a shared branch. The Credit Union Service Center will be located in the OC Center in Osceola. Members from participating credit unions will be able to make routine transactions such as deposits, transfers, withdrawals and payments. This location will have extended hours, four drive-thru lanes and an ATM machine. The Grand Opening for the Service Center is scheduled for late March.

In the meantime, Tellers Lisa Traver, Carrie Yoder and Chastity Keller take care of our banking needs at their branch next to the Stockroom Receiving Area in Plant 2. ☺

# The President's memo...

## Clear Objectives

In the previous issue of the *Crown Crier* I discussed the need for having clear objectives. Because of the diversity and complexity of our operations, it would be virtually impossible for me to describe the exact objectives of each job and each person employed by Crown International. Each person (or group of people) needs to define specific objectives with his/her supervisor. This definition is important if we are to all move in the same general direction.

However, we cannot lose sight of our four corporate principles as we consider our business objectives: Honor God; Serve People; Develop Excellence; Grow Profitably. Our business objectives must be supportive of, and compatible, with these four Corporate Principles.

As we support the Corporate Principles, we will be good stewards of all of our material and human resources, so that we operate our business in a competitive and profitable manner. Crown International is not supported by private donations or government subsidies. It is a for-profit business, operating in the United States free enterprise system, which is made up of direct competitors as well as customers.

Our economic well-being is primarily determined by how well we can meet our customers' needs. All the money used to pay wages and purchase material comes from customers. In the simplest terms possible, Crown's primary business objective can be stated as follows:

"For Crown International to provide a high level of customer satisfaction in a manner that optimizes the long range Return On Investment."

This primary business objective must obviously contain many key sub-objectives, such as providing excellent quality product and service, excellent delivery performance and competitive prices. Everything we do should be focussed on supporting these general objectives. Each one of us should understand how each of our objectives leads to customer satisfaction, through providing higher quality and improved delivery of both products and services. Then we have to determine how we can accomplish these objectives in the

most cost effective manner possible.

Every one of us must have clear objectives. If you feel that you don't, sit down with your supervisor and discuss this until you both agree on what your specific objectives are. Many objectives can only be stated in terms of a group objective, such as that of an assembly line.

The quality objective may be stated in terms of the percentage yield rate (no failures) for a day's production. The delivery and/or productivity objective may be stated in such terms as the number of amplifiers completed during an eight hour shift or meeting delivery due dates.

How well we can properly define and attain our objectives has a profound influence on both the present and the future. In the present, we have the opportunity to earn bonuses as we can improve the Return On Investment. In the long run, we build job security by establishing a foundation of satisfied customers who wish to continue purchasing our products.

Once again, the process must begin by establishing clear objectives that will lead everyone in the same direction of aggressively meeting our customers' needs in a cost effective manner. Many of the higher goals of both our corporation and us as individuals depend upon how well we can define and carry out these objectives.



Robert Terry Hammond

*The Crown Crier* is published monthly to inform employees of customer, corporate, departmental and employee news and progress. News and ideas are always welcome!

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## EMPLOYEE COMMITTEE FINANCIAL REPORT

As of February 13, 1995:

Balance in

Checking Account:	\$1,102.73
Savings Account:	<u>\$4,141.90</u>

Total On Hand	\$5,244.63
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## Titus 3:8

... I want you to stress these things, so that those who have trusted in God may be careful to devote themselves to doing what is good. These things are excellent and profitable for everyone.