

SCRIPT



Baldrige Awards
 Final
 Scriptwriter: Anne Schwab
 Producer: Ron Meininger, NIST
 U.S. Department of Commerce

VIDEO	AUDIO
Open:	
Visuals: w aerial view of city	Sounds: active city, people walking and talking, brakes, horns, wind, water
Visuals: Throng of people walking in a city setting	Narrator VO: According to the National Association of Corrosion Engineers, failures from metal corrosion cost the taxpayer half a trillion (with a “t”) dollars a year.
<p>Visuals: cityscape overlaid with footage of storms and high water</p> <p>Visuals: long dissolve to Baldrige Award Crystal turning with title: MESA Products, Inc 2006 Malcolm Baldrige Malcolm Baldrige National Quality Award</p>	Narrator VO: (cont’d) More than all natural catastrophes combined including hurricanes, tornadoes, volcanoes, floods... even Katrina of New Orleans.
FADE TO BLACK	
FADE UP	
Visuals: Beltway jam, consumer turning up house thermostat, consumer pumping gas	Narrator VO: As the demand for energy reaches record levels in the United States, a growing pipeline infrastructure gathers and distributes oil and gas to the burgeoning cities and the suburbs across the country.

<p>Visuals: pipelines, backhoe, drilling at the site of the MESA installation/field</p>	<p>Narrator VO: These pipelines, constructed of high-grade steel, transport energy quickly and cost-effectively with a distribution network of more than 2 million miles.</p>
<p>Visuals: explosions, fire, sunken ship</p>	<p>Narrator VO: But how do we assure these pipes as well as storage tanks and off-shore oil rigs will not corrode with catastrophic results?</p>
<p>Visuals: cu of corroded pipe and ship corrosion</p>	<p>Narrator VO: The answer: corrosion control. But what exactly is corrosion?</p>
<p>Slate: Terry May, President/CEO, MESA Products Visuals: MESA building interior Visuals: collapse of bridge and roadway Visuals: Terry holds up a length of pipe with corrosion spots</p>	<p>Terry May (on camera & VO): Corrosion or rust is the deterioration of essential properties in the steel. Steel, an alloy of iron and carbon, is subject to electrochemical reactions that can weaken the iron. Weakened, unstable areas on a pipe—called cathodes—result when a flow of electrons release from the iron and cause the steel to breakdown or corrode.</p>
<p>Visuals: factory workers wiring anodes, hammering Visuals: Terry in his office showing a length of pipe with evident corrosion</p>	<p>Terry May (on camera & VO): At MESA we manufacture cathodic protection—anodes that send electrons to the cathode to stop the corrosion of underground or offshore pipelines. Using the Malcolm Baldrige Excellence Award criteria we streamline our anode manufacturing process. And our employees are a big part of that process.</p>
<p>Visuals: MESA’s training field with technicians drilling with auger, connecting anodes, welding, evacuation bucket digging</p>	<p>Narrator VO: To receive certification as an anode installation engineer, an employee must complete MESA’s rigorous training program at our training site.</p>
<p>Visuals: MESA building exterior, signage</p>	<p>Narrator VO: Headquartered in Tulsa, Oklahoma, MESA Products met all the demanding criteria for excellence to become a 2010 winner of the Malcolm Baldrige National Excellence Award.</p>
<p>Visuals: cu of Terry May</p>	<p>Terry May: When we learned about the Baldrige Award 5 years ago, we structured MESA to meet the 7 guidelines for improvement and excellence.</p>

<p>Visuals: background MESA factory with workers Visuals: type over video type over video *Leadership *Strategic Planning *Customer & Market Focus *Knowledge Management *Process Management *Business Results</p>	<p>Terry May VO: Through every corporate process, MESA pursues performance excellence using the disciplines of the internationally-recognized ISO Certification and the Baldrige criteria. The seven criteria for the Baldrige Awards are: Leadership, Strategic Planning, Customer & Market Focus, Knowledge Management, Process Management and Business Results.</p>
<p>Visuals: Terry in factory Slate: type over video: ISO-9001 Certified</p>	<p>Terry May: Of all our competitors, we are the only company within our industry to be ISO-9001 certified.</p>
<p>Slate: Diane Cole, HR Manager, MESA Products</p>	<p>Diane Cole: I've had the opportunity to watch our employees go from, 'I don't know why we have to do this.' to 'Hey, this makes sense, and cuts down on cycle time.'</p>
<p>Visuals: conference room</p>	<p>Narrator VO: Gaining the support of his leadership team, Terry worked tirelessly implementing Baldrige recommendations which won him the coveted Malcolm Baldrige National Quality Award in 2010.</p>
<p>Visuals: factory</p>	<p>Narrator VO: As a result of implementing the Baldrige criteria, the return on equity grew from - 5% in 1999 to plus 25% in 2005, exceeding industry competitors by 20%.</p>
<p>Visuals: management meeting, type over video "Customer Service Relationships Performance Excellence Work Environment & Opportunistic Growth"</p>	<p>Terry May VO: From our strategic planning sessions we've developed 5 strategic objectives or corporate goals for our leadership team: Customer Service, Relationships, Performance Excellence Work Environment and Opportunistic Growth.</p>
<p>Visuals: Terry May walking through warehouse</p>	<p>Terry May: The objective is performance excellence and the measures we would use and targets we might set would be along the lines of reducing cycle time, LEAN projects.</p>
<p>Visuals: warehouse</p>	<p>Narrator VO: LEAN is an internationally recognized improvement technology that MESA incorporates for the reduction of waste and non-value-added functions.</p>

<p>Visuals: warehouse Visuals: type over video</p>	<p>Narrator VO: From 2005 to 2011 MESA's on-time shipping rate increased from 93% to over 97%....And sales increased 93% since 2000 with revenues increasing from \$14 million to \$27 million.</p>
<p>Visuals: cu of employee's hands working</p>	<p>Terry May VO: We would not have been able to achieve that without the commitment that we've made to Baldrige...</p>
<p>Visuals: equipment</p>	<p>Narrator VO: MESA started with a quality philosophy and a customer satisfaction focus.</p>
<p>Visuals: John Cole at his desk Slate: Factory Manager, MESA Products</p>	<p>John Cole: ...we developed a service level that allows us to assure 100% client retention...a goal we shoot for.</p>
<p>Visuals: type over video</p>	<p>Narrator VO: From 2005 to 2010, the company's Customer Satisfaction Index increased from 80 to 88, outperforming the American Customer Satisfaction Index of Energy Utilities at 73.</p>
<p>Visuals: Terry in office</p>	<p>Terry May: ...in 2000 we conducted our first external customer satisfaction survey with the help of Thomas Research. The results showed us the leader in the areas of our focus, like quality.</p>
<p>Visuals: cu Terry at door</p>	<p>Terry May: We lead our competitors in 17 of 17 metrics...</p>
<p>Visuals: factory Slate: Greg Jones, VP, Operations</p>	<p>Greg Jones: MESA is a small company and there's a sense of family. If you have a question or a problem, there's always someone willing to listen.</p>
<p>Visuals: cu workers</p>	<p>Narrator VO: MESA offers an environment where people are comfortable, people feel valued, people feel like part of a team.</p>
<p>Visuals: cu workers</p>	<p>Narrator VO: MESA also boasts an excellent safety record without a recent reportable accident to U.S. Department of Labor's, Occupational Safety & Health Administration.</p>
<p>Visuals: m workers laughing and smiling</p>	<p>Narrator VO: MESA Products—one of a select group of companies to receive the Baldrige Award for Excellence in 2010—embraces and incorporates the Baldrige criteria in all departments of the company.</p>

Visuals: cu workers laughing and smiling	Narrator: Committed to the Baldrige plan for corporate success, MESA now experiences unprecedented growth and looks forward to a bright and profitable future for the company ...for each and every employee.
Visuals: w shot of workers cheering	Terry May VO: If you work hard, you have a goal and you're committed to following the Baldrige criteria, you can't help but succeed!