

By: Pitts

H.R. No. 880

R E S O L U T I O N

1 WHEREAS, Texas Nameplate Company, Inc., has received the  
2 Malcolm Baldrige National Quality Award for the second time in a  
3 decade, and this extraordinary achievement merits reflection on the  
4 past and present of this remarkable company; and

5 WHEREAS, Texas Nameplate is the smallest company to win the  
6 Baldrige, the nation's only presidential award for organizational  
7 excellence and quality; with just under 40 employees and a modest  
8 \$3.2 million in revenue in 2004, this Dallas-based business  
9 produces metal nameplates, identification tags, and labels for  
10 high-pressure valves and other technical equipment, employing many  
11 of the same techniques used nearly 60 years ago, including  
12 fine-point etching, screen printing, and photoengraving; and

13 WHEREAS, Dedicated to efficiency and strategic management,  
14 Roy Crownover founded Texas Nameplate in 1946, and he is still  
15 actively involved in its operation; his son, Dale Crownover, acts  
16 as president and chief executive officer and is traveling to  
17 Washington, D.C., in March 2005 to accept the 2004 award from  
18 President George W. Bush; Mr. Crownover attributes the company's  
19 achievements to its commitment to quality over quantity; and

20 WHEREAS, Seven years ago, when Texas Nameplate received its  
21 first Baldrige award for excellence, the company was a larger  
22 enterprise, but Dale Crownover knew the key to an efficient  
23 business was not the size of its staff or the heft of its bank  
24 account, and he reduced its growth in 1988; as a result, the

1 company is more profitable, sees fewer customer complaints and less  
2 employee turnover, and incurs lower costs for materials; with 80  
3 percent repeat customers, the organization prides itself on its  
4 employee cross-training program and its in-house intranet system,  
5 which keeps track of production; and

6 WHEREAS, Mr. Crownover's resolute commitment to producing an  
7 exceptional product led to his company's receipt of the Texas-based  
8 Baby Baldrige in 1996; the Texas Association of Business and  
9 Chambers of Commerce named the family-owned enterprise its 1997  
10 Business of the Year; since then, Texas Nameplate has justly  
11 received two national Baldrige awards, one of only three businesses  
12 to earn the award twice; and

13 WHEREAS, Texas Nameplate Company has met the challenges  
14 facing all businesses by reinventing its strategies to promote  
15 efficiency, customer satisfaction, and employee retention; this  
16 small Texas firm is a model of success and integrity, and it should  
17 be heartily applauded for its dedication to quality and excellence;  
18 now, therefore, be it

19 RESOLVED, That the House of Representatives of the 79th Texas  
20 Legislature hereby congratulate Roy and Dale Crownover and the  
21 staff of Texas Nameplate Company, Inc., on their receipt of the 2004  
22 Malcolm Baldrige National Quality Award and commend them on their  
23 outstanding business achievements; and, be it further

24 RESOLVED, That an official copy of this resolution be  
25 prepared for the company as an expression of high regard by the  
26 Texas House of Representatives.