

## C & B Machinery Joe Parker

### Background:

C & B Machinery is a manufacturer/re-manufacturer of grinding equipment. The business has been grown by Joe Parker (CEO and Founder) from a one-man operation refurbishing grinding machines on-site to a successful small business<sup>1</sup> that manufactures new grinding machines and refurbishes older grinding equipment.

This case study focuses on Mr. Parker's entrepreneurship philosophy and his intrapreneurship (expanding his product line with a grinding wheel change cart that is a key competitive advantage). The case study also illustrates an excellent example of engineering ethics (Joe Parker standing behind his wheel change cart customers) and opportunity recognition (recognizing the opportunities for improved safety, a better way to change grinding wheels, and others).

The plan at UDM is to integrate this case study into a Manufacturing Processes course. Other schools may find it applicable in other course areas as well.

### Video Clips:

1. Technical Discussion
  - a. Starting the Business ..... (1:25)
  - b. The Wheel Change Cart ..... (3:25)
  - c. Standing Behind Your Product ..... (3:13)
  - d. Product Extension Strategy ..... (1:03)
  - e. The New Grinder Hood..... (2:12)
2. Business Discussion
  - a. Philosophy of Entrepreneurship..... (2:12)
  - b. The Creative Process ..... (1:10)
  - c. The Intrapreneurial Engineer ..... (3:03)
  - d. Intellectual Property ..... (1:38)
  - e. The New Generation of Engineers ..... (2:12)