



MATT MURPHY

CLIENT: DYCO
PROJECT: Case study
OBJECTIVE: Create an internal case study about a sheet-metal fabricator's culture for use in attracting new talent
SUMMARY: The study took the form of an employee profile produced through a candid interview with a 15-year veteran about his experience with the company



Dynamic Design & Manufacturing, Inc.

Precision Sheet Metal Fabrication & Machining

EMPLOYEE PROFILE: JIMMY PETERSON

Dynamic Design & Manufacturing (DYCO) has continually set the bar for excellence in high-precision metal fabrication for nearly 40 years. As a result, the Colorado-based team has built long-term relationships with some of the biggest technology corporations in the world. When the likes of Emerson Electric, Ball Aerospace, and Lockheed Martin need advanced solutions made from challenging metals like stainless steel and titanium alloy, they turn to DYCO.

Chief Operating Officer Mike Beam would be the first to tell you that the company's success begins with its employees. "One of the biggest reasons our business has thrived is that our people enjoy coming to work. We're always looking for new ways to make it safe, inclusive, and rewarding."

Within an industry that was once considered low-tech and unsophisticated, a new wave of metal workers is coming on board to find that conditions are anything but that these days. Just ask Jimmy Peterson, a DYCO veteran for more than 15 years. For him, being a machinist in the 21st Century is challenging, exciting, and gratifying, a far cry from the outdated perceptions of previous generations.

We recently caught up with Jimmy about his experiences with DYCO, what originally brought him to the team, and where he sees his path taking him.



I get to work with my hands all day, that's always something I like to do. The highlight is that I feel good about what we get to make, including some cool parts for defense, homeland security, and aerospace. I see it through from a square piece of material to a finished part that goes up into space. That's very fulfilling.



What first attracted you to DYCO?

When my previous employer was taken over and everything went overseas, I was one of the two last people let go. So, I started sending out resumes, and DYCO was one of two places that got back to me. The other company was a good opportunity, but it was very limited in how far I would have been able to progress. DYCO had a good reputation and had been around for a lot longer. There were a lot more chances for me to advance.

What's your career path been like since you started?

My first role was running the Amada 667 laser. From there, I went to the Amada Pulsar laser. About five years later, we got the Trumpf laser/punch combo machine and they put me in charge of it. After another five years, I got offered a position in the Machine Shop. I'm responsible for running two Mori CNC vertical machining centers right now. Anything that entails those machines, I'm responsible for it.

How did you land in all of those different positions?

A lot of it had to do with me expressing that I wanted to learn. I jumped back and forth a lot from running the laser to being in the deburr room, doing assembly, running press brakes, and even some welding. I proved myself and they threw more at me. For example, I started off with minimal experience running a CNC and I had no program experience. I worked my way up, and now I do all the setups, fixtures, and programming at this point.

What sort of training has DYCO provided to prepare you to take on all these roles?

They're always offering to pay for you to take classes. The last two years they sent me to a few for programming and to get better with the CNCs. So, the opportunity for the training is there, it's just how best that person learns in terms of on-the-job experience or by opening a book.

What's the atmosphere like among your coworkers?

The culture is really good. Everybody tries to help each other. Compared to other places I've been, it's really easy. People that have things in common tend to get together after work on Thursday or Friday. There's a group of us that like to fish, so we get together every now and again.

How about leadership, what's your relationship like with them?

As far as management goes, they're awesome. They have no problem going over the books with you, what customers are coming in, everything you can think of. Even on your tough days, they're just as open. In my experience, usually it's been hard to go to your boss and say "I need to vent" and they listen. You can do that with any manager here. They're great listeners and they're great at giving you advice to work through the situation.

How does leadership listen?

The doors are open for you to talk to them and state your case. I'll give you an example. Music was a big thing back when I started. There was nothing like that out on that shop floor, which made it really hard for a lot of people during long runs at the machines. We started trying to figure out what we could do to show them that keeping people's heads in the game by listening to music would benefit management even more than us in terms of productivity. It took a lot of conversation, but they bought in and it's been a good thing ever since.

So it's fair to say leadership values your input?

People feel like their opinion actually matters. For instance, one of the engineers recently came out and talked to the operator who does the setups about a fix he wanted to do at his machine. The operator told me how great that made him feel because someone came to him and asked how he felt about something on the machine he runs. Their coming to us and actually listening to our opinions and then us being able to listen to theirs, for me personally, is huge.

How would you describe work-life balance at DYCO?

I'd say it's in your hands. There are guys here like me that don't stop if we're busy. I get them telling me to step back, take some time off, and have a life. They don't push me to do the work I do, I choose to do the work I do. And there are other guys that have families and need to get off or leave early to help at home. It's never been mandated that we had to work more than expected. So, I'd say management is pretty flexible as long as you perform.

What do you like most about working here?

I get to work with my hands all day, that's always something I like to do. The highlight is that I feel good about what we get to make, including some cool parts for defense, homeland security, and aerospace. I see it through from a square piece of material to a finished part that goes up into space. That's very fulfilling.

Do you have a favorite DYCO memory?

My best memory here was when the owner, Bob Chapman, put me in charge of the Trumpf combo machine, which is still the most expensive piece of equipment we have out on the floor. I can't say enough about him, he was a huge help in my growth here. I have a tremendous amount of respect for the guy and I'd do anything I could for him to keep his company running at its best.

What's kept you around for over 15 years?

First and foremost is what Bob did when I first started as far as the knowledge he gave me. The other is you can't beat their benefits. I'm up to five weeks of PTO, at a lot of places you barely have three. With their health insurance, you have almost nothing out of pocket. Then there's the 401k. The company on the whole just takes great care of you, and it's really hard anymore to try to find that somewhere else. That keeps me around, and the fact that I know I'm going to keep learning and keep moving up.

What's your long-term goal?

There are a few more machines I'd really like to get my hands on and trained on. If that happens, my next step would be running the Machine Shop. That would be my ultimate goal here.

Based on all this experience, what kind of person sees the most success at DYCO?

I would say somebody who takes notes and pays close attention to everything they're doing from the machine to the people they're working with side by side. It really comes down to work ethic. Dependability is huge. You come in here, you work hard, you show up every day. In my opinion, that's how I got the opportunities that I got. It's so hard anymore to find people with a good work ethic, so it goes far.

Jimmy is just one of many loyal employees who appreciate the transparent culture, emphasis on work-life balance, and opportunities for growth offered by DYCO. As the manufacturer continues to expand its business, it is constantly on the lookout for hard-working, talented people who are hungry for new challenges each day to join the team.

DYCO's leaders are dedicated to offering competitive salaries and benefits packages, including generous paid time off, short- and long-term disability, life insurance, medical and dental, HRA plan, and matching 401k. They also understand the importance of investing in their people, thoroughly training new employees and continually educating them throughout their careers.

Check out [DYCO's careers page](#) today for available positions offering the opportunity to support some of the most exciting technological industries in the world.

