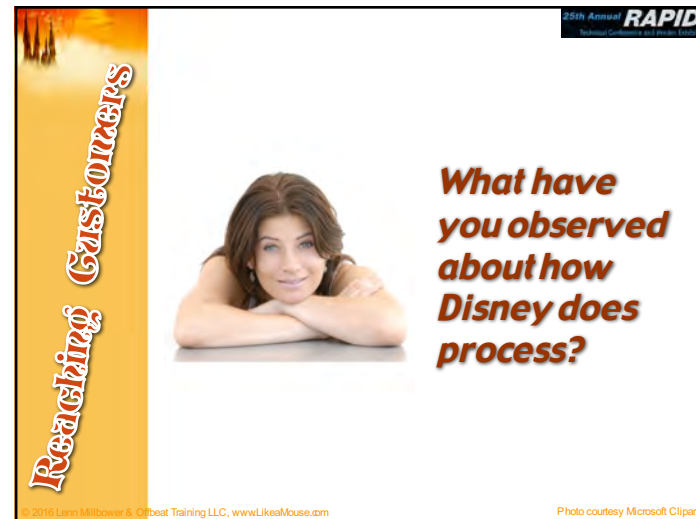


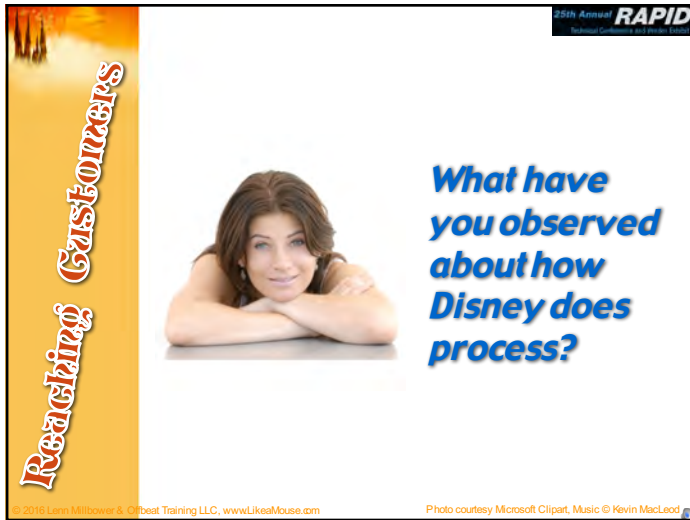
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National Conference on Business Ethics

## The Walt Disney Company

1923:	2015:
♥ 2 brothers	♥ 185,000+
♥ No revenue	♥ 52 billion
♥ Outsiders	♥ Top 20 employer
♥ Cartoon shorts	♥ Multiple outlets

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Reaching Customers the 4C Way

## Reedy Creek Improvement District

### Co-generation Facility Facts

- ♥ Combined cycle power plant, air compressors, and a chiller plant
- ♥ Chiller plant constructed in 1969
- ♥ Power plant constructed in 1989.
- ♥ Power plant has a GE gas turbine, heat recovery steam generator, and an Elliott steam turbine.
- ♥ Produces 39 megawatts

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## Reedy Creek Improvement District

### Gas Turbine

- ♥ GE LM5000
- ♥ Can burn natural gas and #2 fuel oil
- ♥ Water injection system reduces NOx emissions
- ♥ External temp 780-820 F
- ♥ Exhausted into heat recovery steam generator

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## Reedy Creek Improvement District

### Heat Recovery Steam Generator

- ♥ Henry Vogt Machine Company
- ♥ Supplementally fired
- ♥ Can burn natural gas and #2 fuel oil
- ♥ Gas temp range 1100 -1200 F
- ♥ Produces max of 110,000 lb./hr of steam superheated to 600 degrees F
- ♥ Steam turns steam turbine

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## Reedy Creek Improvement District

### Steam Turbine

- ♥ Elliott Company
- ♥ Condensing multi-stage, multi-valve throttle valves
- ♥ Multi-valve extraction control
- ♥ Steam pressure 160 -300 PSIG
- ♥ Connected to electrical generator by use of a reduction gear

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## Reedy Creek Improvement District

**Other facts**

- ♥ Natural gas brokered from different NG companies in Southeast
- ♥ Water used in the co-generation plant comes from Disney wells
- ♥ Waste water discharged into sewer, reclaimed and recycled for irrigation
- ♥ 5,000,000 gallon chilled water storage tank under construction

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## Reaching Customers the 4C Way

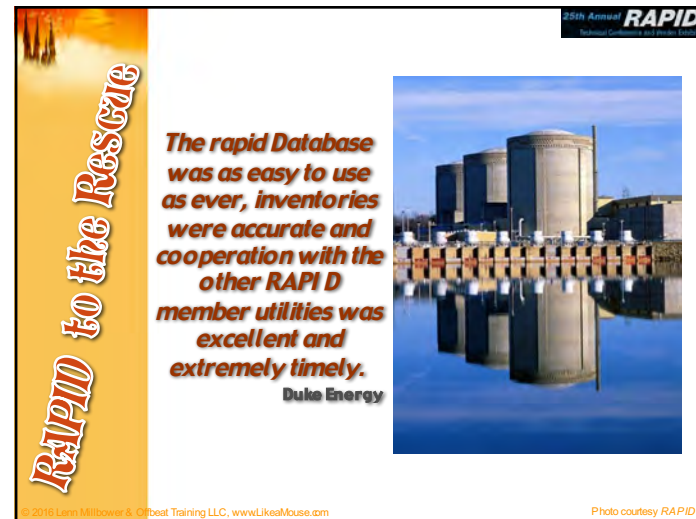
**The 4C Formula:**

- ♥ **C**alling
- ♥ **C**ustomerization
- ♥ **C**ontinuity
- ♥ **C**onfidence

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**The 4C Formula - Calling**

**Calling tips:**

- ♥ Know what your purpose is
- ♥ Stay true to it
- ♥ Do what you promise so well that no competitor can take your place
- ♥ Be a true partner to your other member utilities
- ♥ Standardize where you can

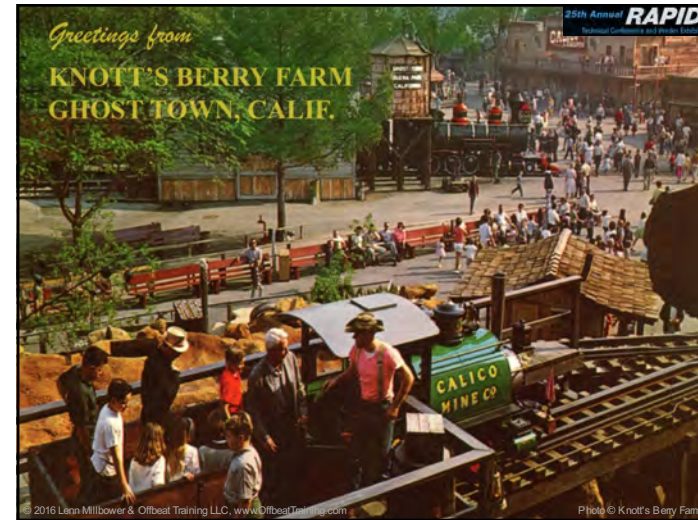
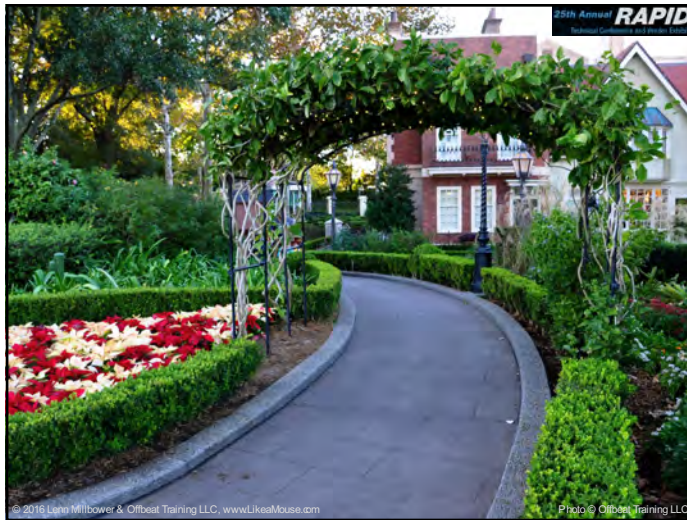
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**Reaching Customers the 4C Way**

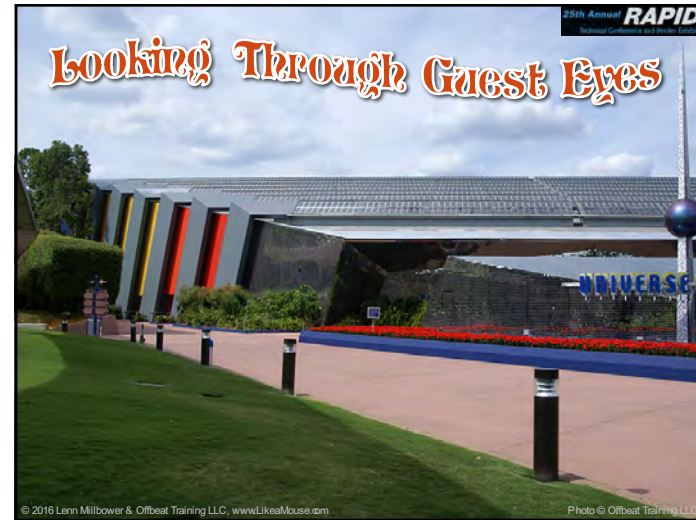
**The 4C Formula: Customerization**

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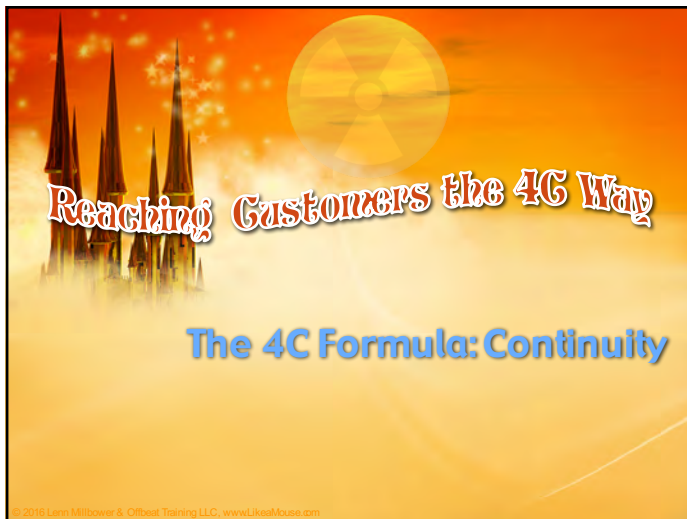
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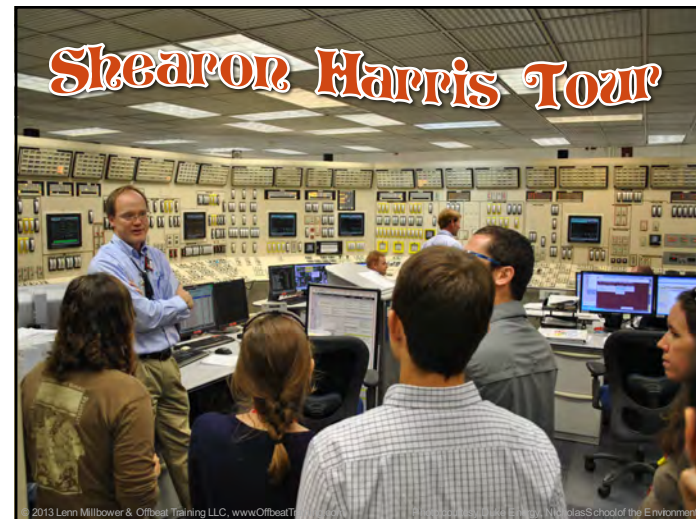
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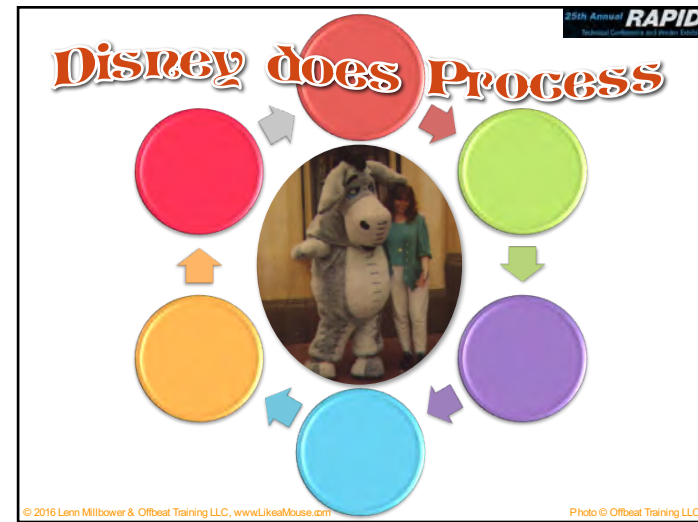
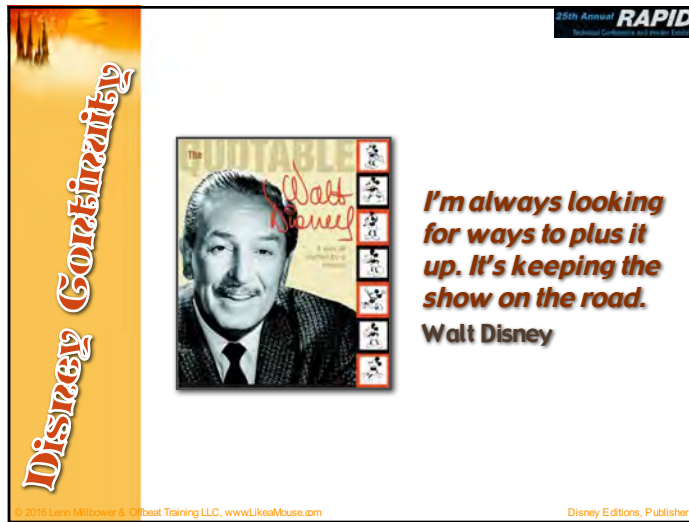
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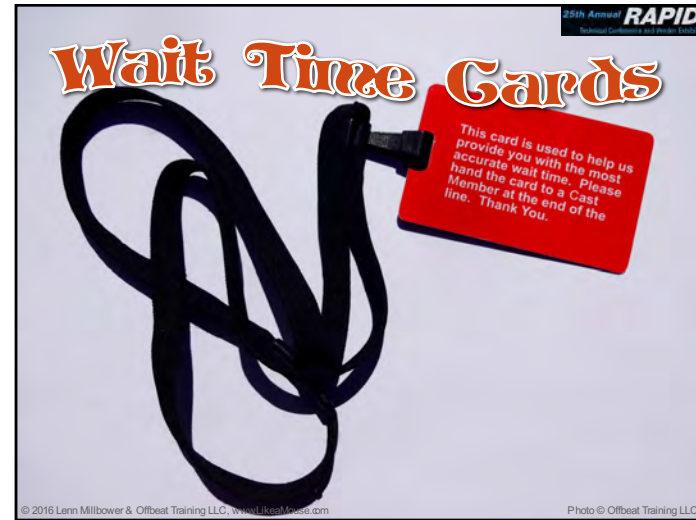


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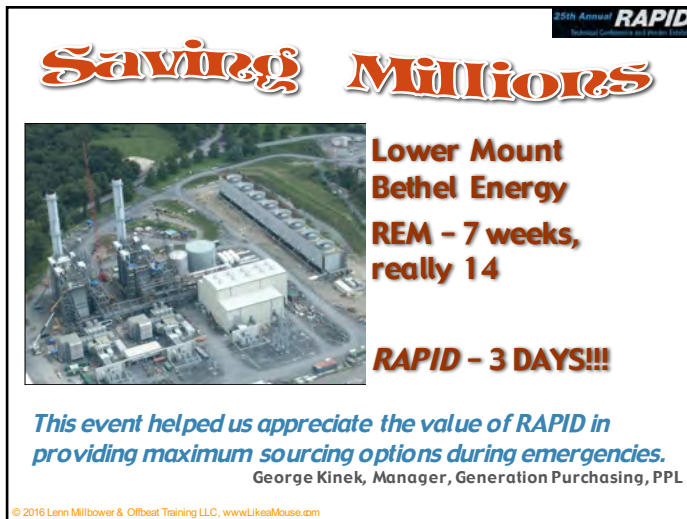




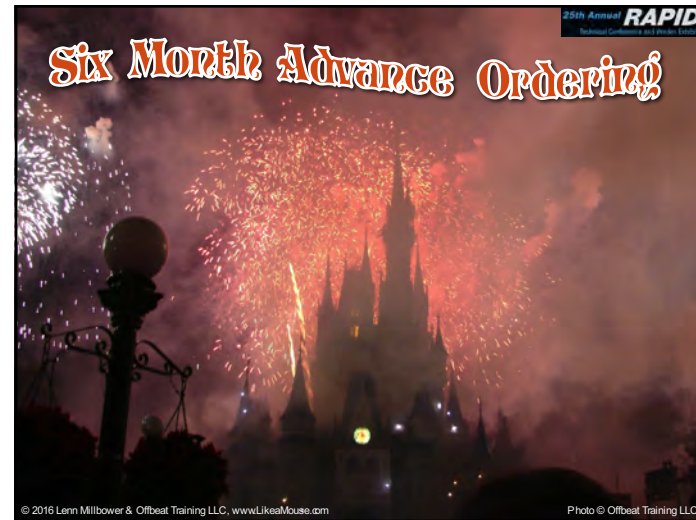
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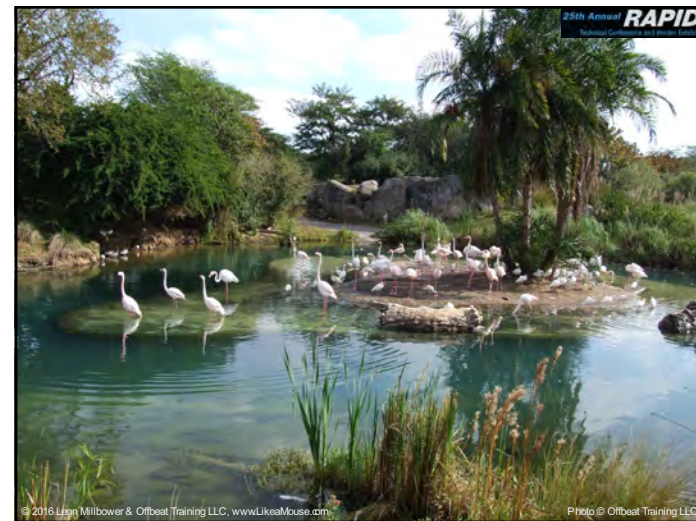
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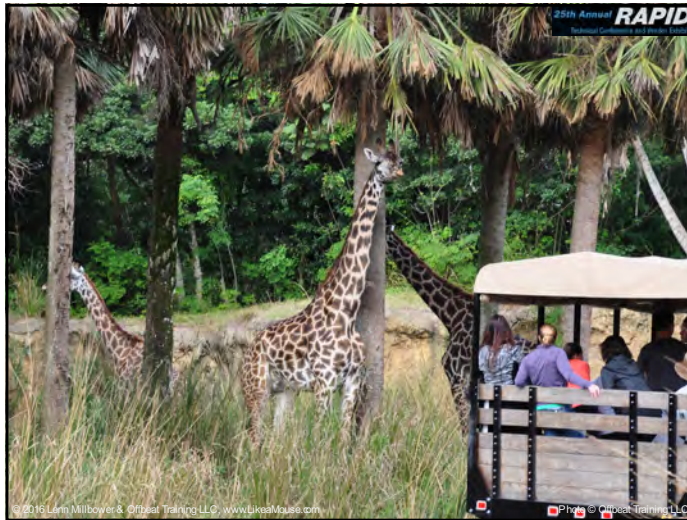
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## The 4C Formula - Continuity

**Continuity tips:**

- ♥ **Magic Onstage, Drama Backstage**
- ♥ **Look for, and fix, broken processes**
  - ✦ "It's not policy" statements
  - ✦ Miscommunications
  - ✦ Lack of follow through
- ♥ **Simplify existing processes**
- ♥ **When something goes wrong, put a process in place for the next time**

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## Reaching Customers the 4C Way

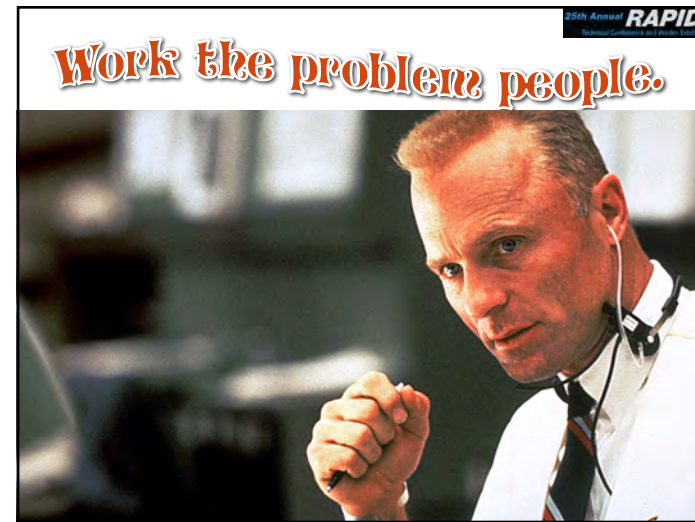
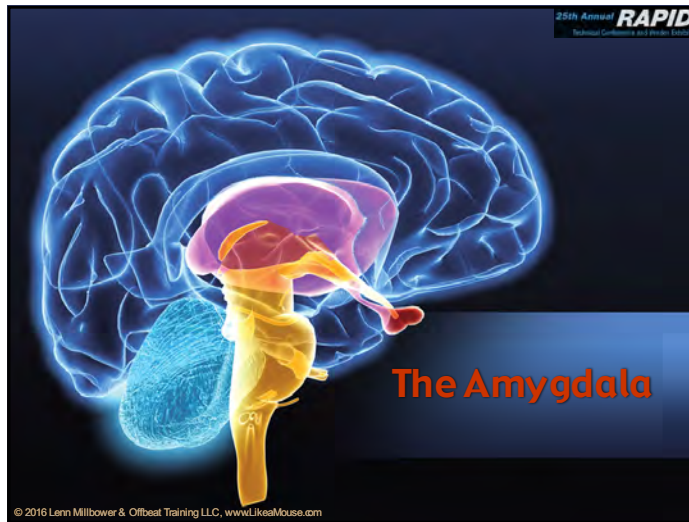
### The 4C Formula: Confidence

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## You fix it NOW!!!

A photograph of a man in a suit and tie, looking serious, with a blurred background.

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Technical Conference and Product Expo

**Outage Support**

**3000,000 items in RAPID Database.**  
**Arizona City Storm required 50 steel poles, restrung wire and other materials.**

*Most of the With the exception of San Diego Gas & Electric and Salt River Project, all material was found on RAPID.*  
John Mullens, Arizona Public Service

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### Outsourcing Loomed

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- How can we make your job easier?
- What changes would you make to better serve our guests?



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### Laundry Facility results

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- Turnover dropped from 85% to 10%
- Cost savings of \$100,000 per year
- Cast set production goals higher



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### Disney Creativity



*In this volatile business of ours, we can ill afford to rest on our laurels. Times and conditions change so rapidly that we must keep our aim constantly focused on the future.*  
**Walt Disney**

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### Do More with Less




Disney Parks  
Let the memories begin

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**Disney Confidence**



*Why worry? If you've done the very best you can, worrying won't make it any better.*  
Walt Disney

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## The 4C Formula - Confidence

**Confidence tips:**

- ♥ Recognize the Amygdala Hijack
- ♥ Work the problem
- ♥ Follow the Leader Success Formula
- ♥ Involve your people
- ♥ Stay constantly focused on the future
- ♥ Worrying won't change anything

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**Quality will out.**

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Walt Disney



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## The 4C Formula for Delivering Magic

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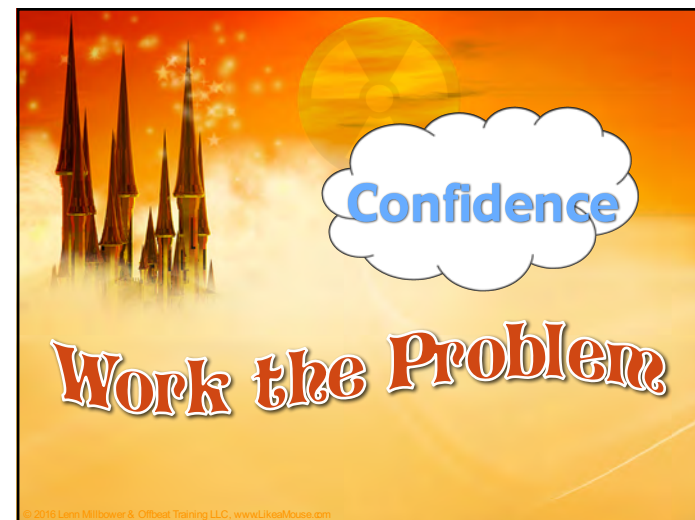
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