

THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE  
The William States Lee College of Engineering  
**Engineering Management Program &  
Center for Lean Logistics and Engineered Systems**

## **Industrial and Technology Management Seminars**

EMGT 6980

Dr. Gary Teng

5:30 pm – 6:20 pm, 10/17/05 (Monday)  
Denny Building, Room 220

### **The Culture of Organizational Change and Process Improvement**

David L. Trusty

Vice President, Corporate Communications and Investor Relations  
Piedmont Natural Gas

David Trusty began his career with Nashville Gas Company in 1980 in Nashville, Tennessee as a Marketing Analyst. He held various positions in sales and marketing over the next 5 years. Piedmont Natural Gas acquired Nashville Gas in 1985. In 1987, he was promoted to Vice President of Marketing for Nashville Gas Division of Piedmont and was elected VP of Marketing for Piedmont Natural Gas and relocated to Charlotte, North Carolina in 1997. In 2004, he co-chaired Piedmont's Continuous Business Process Initiative (CBPI) and was elected VP of Corporate Communications and Investor Relations for Piedmont Natural Gas.

Since coming to Piedmont Natural Gas in 1980, he has been involved in many professional and civic organizations and activities, including the Tennessee Gas Association, the Southern Gas Association, and the American Gas Association. Over the years he also has been involved in Junior Achievement, Rotary Club, Big Brothers, the Salvation Army, Boy Scouts and the United Way - - sitting on the Boards of Big Brothers and the Salvation Army (Nashville). Currently in Charlotte, he sits on the Board of the Boy Scouts in Mecklenberg County.

Mr. Trusty graduated from University of Tennessee with a B.S. in Economics in 1979. He received M.B.A. from Vanderbilt University with concentrations in Marketing and Accounting in 1981.

#### **About CBPI:**

Piedmont's CBPI initiative began in late 2003 and lasted throughout 2004. Involving 10 "teams" and more than 150 individuals at all levels of the organization, the effort focused on "doing the right work, the right way". At the "end" of the project some 50+ initiatives had been proposed to the company's senior leadership with more than half of those getting the go-ahead to implementation. Work in 2005 is centered around those initiatives and in continuously improving the way Piedmont interacts with its customers, its employees, and its shareholders.