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# ONEAL NEWS

LAUNCHING A  
NEW WEBSITE  
FOR AN ENHANCED  
CUSTOMER EXPERIENCE

**O'Neal Steel, Inc.**

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**CHRG Metals Service Centers**

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**ALSO INSIDE...**  
KEEPING UP WITH REGIONAL INVENTORY,  
CREDIT DEPARTMENT, AND MORE



# PRESIDENT’S MESSAGE

In 2013, the Leadership Team is making personal visits to every region, every month, to follow up on implementation of our strategies, make alterations where necessary, and increase the dialogue with employees.

The cover story of this edition of *O’Neal News* is about our new and improved website, which conveys a vast amount of information about our products and also allows for enhanced online interaction with the company. Communication is vital in any relationship, and the new O’Neal Steel website will help us communicate more effectively with the outside world in general, as well as with our customers and employees. If you haven’t already done so, I encourage you to visit and explore [www.onealsteel.com](http://www.onealsteel.com) today.

O’Neal’s leadership is furthering its commitment to improve communication with employees in a variety of ways. In 2012, we re-instituted the quarterly president’s letters along with quarterly employee meetings and presentations. In 2013, the Leadership Team is making personal visits to every region, every month.

The purpose of these visits is twofold. First, it is important that we continue to more effectively implement our customer, product, and operational strategies throughout the company. These reviews allow us to see firsthand how well things are going – and give us the opportunity to identify strengths and weaknesses in our strategies. In many cases, the regions and individual facilities are doing extremely well; and we can pass along best practices learned from their experience to the rest of the company. When we discover problems, we can respond by altering our plans accordingly so that we can continue on our journey to improved customer service and more cost-effective operations.

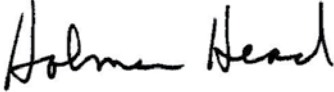
The second, and equally important, purpose of the regional visits is simply to increase the dialogue with employees. We will be travelling to different locations within each region so that we can see as many people as possible in the shortest amount of time. We will be available for meetings in which we can share the latest news on the company and answer questions from anyone who has a concern.

Since beginning these visits in February, we’ve been to O’Neal facilities in Birmingham, Shelbyville, Dallas, Houston, Evansville, and Mobile, as well as CHRG Metals. In each location, we’ve appreciated the warm welcome we’ve received, as well as the many good questions and constructive comments. It’s gratifying to see our plans for various changes actually taking effect, and the benefits we are beginning to reap.

I look forward to seeing you in the near future and answering any questions you may have. Just check with your supervisor about the schedule...and if there’s something you feel we need to talk about

before the meeting date, please don’t hesitate to get in touch with me! Thanks for all you do.

Sincerely,



**Holman Head**  
President & Chief Executive Officer

# O’NEAL NEWS In This Issue

Published for the employees, customers, and suppliers of O’Neal Steel, O’Neal Manufacturing Services, and CHRG Metals, part of O’Neal Industries, the nation’s largest family-owned group of metals service centers, now with more than 90 locations worldwide.

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# O’NEAL NEWS

## THE METALS COMPAN

### CARBON & ALLOY STEEL

ANGLE

BEAM

CHANNEL

BAR

PLATE

FLOOR PLATE

SHEET

PIPE

TUBE

GRATING

EXPANDED & PERFORATED  
METAL

GRIP STRUT

## O’NEAL STEEL

Since 1921, O’Neal Steel has from small job shops to major complete range of carbon and network of distribution facilities founder – and the success of

### CARBON & ALLOY STEEL

Carbon & Alloy Steel is availab variety of shapes and grades.

View All

**O’NEAL STEEL**  
744 41ST STREET NORTH  
BIRMINGHAM, AL 35222

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# INFORMATION. INTERACTION.



Back in the 1990s, when the internet first began to catch on as a way to connect with new and existing customers, O'Neal joined in the revolution and launched its very first website. Technology has come a long way since then. And so have people's expectations. As a result, several different sites have resided at the [www.onealsteel.com](http://www.onealsteel.com) address through the years. Each has evolved in terms of design, content, and features. The last version was in place since 2006. But last year, the increasing need for frequent updates and a more fulfilling customer experience drove the decision to embark on development of an all-new site, utilizing the latest web-based technology and a platform that will facilitate both current and future needs. The new website is now live and features nearly 200 pages of content, making a tremendous amount of information, as well as the ability to interact directly with the company, available in just a few clicks.

**O'NEAL STEEL**  
THE METALS COMPANY

ACCESS GATEWAY | RESOURCES | NEWS | LOCATIONS | CAREERS | CONTACT US

Contact a Representative:  Zip Code

CARBON & ALLOY STEEL | ALUMINUM | STAINLESS STEEL | PROCESSING SERVICES | ABOUT US

Search grade, shape, name or more

**FAST, ACCURATE, DEPENDABLE SERVICE**  
From The USA's Largest Family-Owned, Full-Line Metals Service Center  
[LEARN MORE »](#)

**REQUEST A QUOTE**

**O'NEAL STEEL**  
Since 1921, O'Neal Steel has delivered on the promise of consistently fast, accurate, dependable service. Customers ranging from small job shops to major manufacturers have come to rely on O'Neal as their one-stop shop for a vast inventory and complete range of carbon and alloy steel, aluminum and stainless steel products, available for quick delivery through our national network of distribution facilities. As a third-generation family-owned business, we remain committed to the principles of our founder – and the success of our customers.

**CARBON & ALLOY STEEL**  
Carbon & Alloy Steel is available in a variety of shapes and grades.  
[View All »](#)

**ALUMINUM**  
Aluminum can be easily formed and machined, and readily accepts a wide variety of surface finishes.  
[View All »](#)

**STAINLESS STEEL**  
Stainless steel combines the high strength and formability of steel with corrosion resistance and a smooth surface finish.  
[View All »](#)

**LATEST NEWS**  
✍ The promotion of Ryan Burdine to Regional Operations Manager for the Southern Region  
Published on Mar 07 2013  
✍ The promotion of Lindsey Patterson to Regional Administrative Manager  
Published on Feb 20 2013  
[» See all news releases](#)

**O'NEAL STEEL**  
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**The new website features nearly 200 pages of content and the ability to interact directly with the company, available in just a few clicks.**

O'Neal Steel's all-new website launched during the first week of March. The planning, preparation, and development process, however, began long before that. Its genesis was a result of a chain of events that occurred following the restructuring of the Information Services (IS) Department, which took place about a year and a half ago.

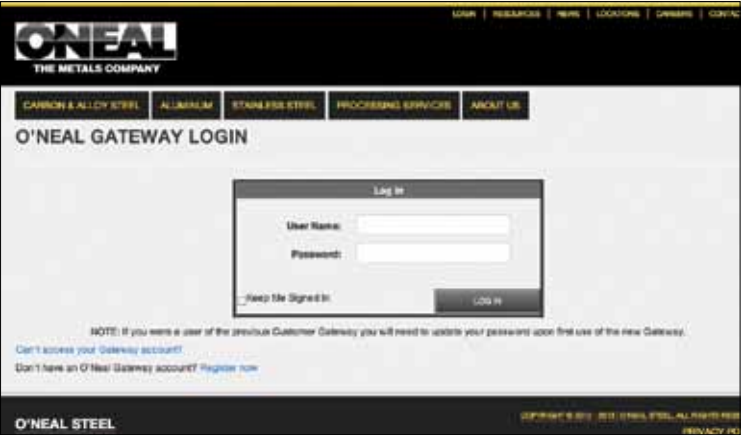
"Information Services has everything to do with the way customers, employees, and vendors interact with the company," said **Mike Gooldrup**, O'Neal's Vice President and Chief Information Officer. "The department is now structured to ensure that we keep our day-to-day systems running smoothly and help make it as easy and rewarding as possible for customers to do business with O'Neal," said Mike. That's accomplished through the work of three distinct IS groups: Utility, Strategic Projects, and Software Services.

Applying information and technology tools to help O'Neal achieve its goal of being a fast, accurate, and dependable resource to its customers is the main focus of the Strategic Projects Group inside of IS, which actively partners with the business to identify improvement opportunities. In 2012, this group worked with the business in conducting an extensive customer survey that addressed likes and dislikes, needs and wants, perceptions about ease of doing business and relationships, etc. After the survey results were evaluated, a team of leaders from throughout the company worked with IS to form a conceptual solution aimed at building on company strengths, answering customers' concerns, and making the experience of doing business with O'Neal an even stronger competitive advantage. It was determined that one of the main vehicles necessary to make that happen was an all-new website. So a team was formed and the project was initiated. The new [www.onealsteel.com](http://www.onealsteel.com) was successfully launched through a collaborative process, involving the sales and marketing business areas of both O'Neal Steel and O'Neal Industries, together with the Strategic Projects Group. The project team was composed of **Andrew Wingard**, Sales and Marketing Lead (O'Neal Steel), **Jeff Simons**, Vice President of Marketing and Business Development (O'Neal Industries), **Shirley Fagan**, Director of Communications (O'Neal Industries), **Brittany Todd**, Marketing and Media Strategist (O'Neal Industries), and **Mark Troncale**, Strategic Business Applications Manager (O'Neal Steel).

*continued on page 6*



# Like O’Neal Steel itself, the new website is fast, accurate, and dependable.



“In the most straightforward terms, the new website had to be simple to use, robust with relevant information, and highly interactive,” said **Jeff Stephen**, O’Neal Steel’s Vice President of Sales and Marketing. From the outset, the must-have characteristics that were deemed necessary for an enriched customer experience included:

- **user-friendly navigation and architecture that are intuitive and easy for anyone to understand;**
- **significantly expanded breadth and depth of accurate information;**
- **a simplified Request-A-Quote form, with a link on every page;**
- **a mechanism to ask a question or contact O’Neal on every page;**
- **multiple ways for a customer to contact O’Neal, with the option of speaking to a real person at a specific location;**
- **the ability to enter your zip code and immediately receive the phone number of the nearest O’Neal representative;**
- **and the ability for existing customers to log in and retrieve order information, including copies of invoices and a variety of other forms and documents.**

With regard to content, one of the principal goals of the new site was to focus specifically on products and distribution, since complex processing is now the role of O’Neal Manufacturing Services (OMS). (A separate OMS website is in the works and will launch this summer; and O’Neal’s specialty division CHRG Metals already has its own site at [www.chrgmetals.com](http://www.chrgmetals.com).) To that end, in-depth information on every type of product stocked, as well as various grades, is readily available with as little as one click from the home

page – whether you’re looking for carbon and alloy steel, aluminum, or stainless steel. There’s also a product-search feature that will produce results based on the criteria you provide. Technical information on a long list of products is also being added on an ongoing basis, and can be found under the “Resources” tab.

The new site’s enhanced “Gateway” will feel familiar to existing customers and employees. They will access the login feature from the home page, and will be asked to re-set their password the first time they do so. New customers or those who were not previously registered will simply follow a series of prompts on the Gateway access page.

The Customer Gateway now gives customers new and improved access to their order information, including copies of invoices, mill test reports, and signed delivery tickets. Signature forms for non-taxable status are also available there. And registered customers can access the all-new O’Neal Customer Inventory (OCI) Program. OCI allows designated inventory items to be purchased on a self-service basis – securely and without interfacing with any of the customers’ own systems. Individual on-demand orders can be created as needed; or auto-replenishment orders can be set up based on customer instructions. For more information on OCI, please contact your local O’Neal sales representative.

The new Employee Gateway offers employees easy access to a wide variety of business system tools and web-based resources that put helpful job and company-related information at their fingertips. Just a few of the quick links specifically for employees include: Business System Change Request; CRM; IS Service Request; Job Postings; and quick access to the Customer Gateway.

True to form, the new website of course also includes

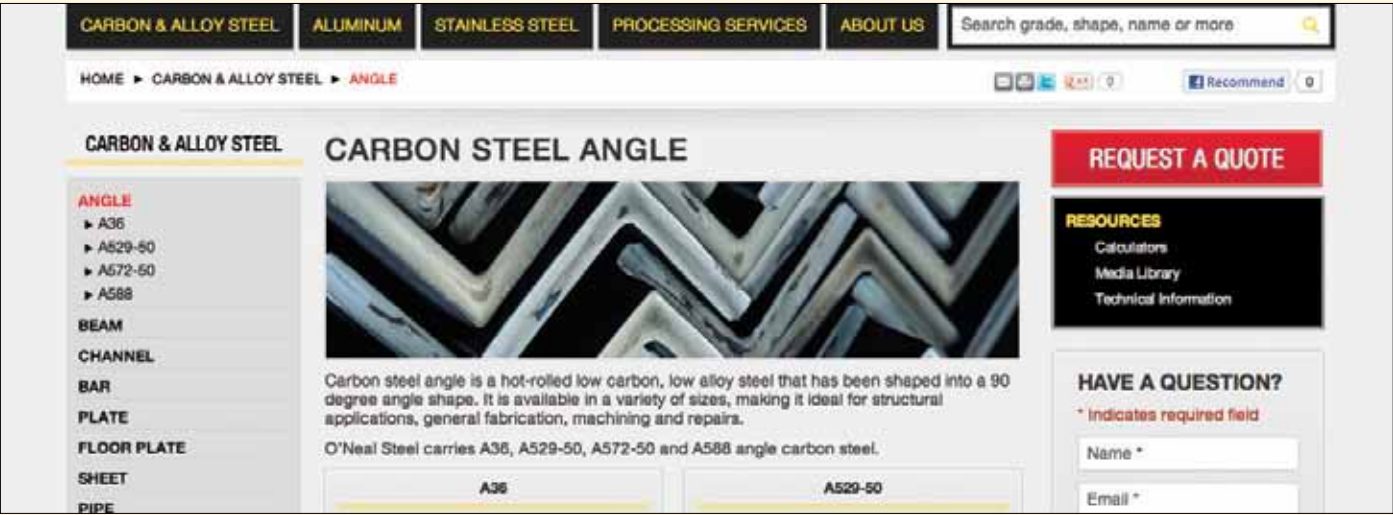
an overview and history of the company itself, a corporate video, listings of all locations, processing information, job openings across all O’Neal Industries companies, an archive of press releases and back issues of *O’Neal News*, and calculators that provide helpful functions, such as computing the weight of various products and converting unit measurements from one system to another.

In today’s marketplace, the website of any business must be viewed as a living, breathing entity that changes, grows, and adapts to the times. The platform on which O’Neal’s new site is built will allow for proactive updates and ongoing enhancements well into the future as technology and customer preferences continue to evolve –

and capabilities such as e-commerce and order tracking become more significant factors in the metals industry.

“With the new [www.onealsteel.com](http://www.onealsteel.com), we have created a solid foundation upon which to improve and grow our web services – not only in terms of product and service information, but also through the addition of more customer self-service options in the future,” said Mark. “We asked our customers for their feedback on how we could make their online O’Neal experience even better; and like good partners, they told us, we listened, and then we took action in order to increase our value to them. This is an ongoing process, and an aspect of the business philosophy that sets O’Neal Steel apart from the rest.” 🍌

## The site was built utilizing the latest web-based technology and a platform that will facilitate both current and future needs.



**It’s all about making customers’ experience with O’Neal as easy and rewarding as possible.**

# BILL & WALKER JONES HONORED ON NATIONAL PHILANTHROPY DAY

Each year, the Association of Fundraising Professionals’ (AFP) National Philanthropy Day honors individuals and organizations that, through their tireless work and dedication to philanthropy, have improved the quality of life in their communities and around the world. Award recipients are nominated for demonstrating outstanding commitment and leadership in all aspects of philanthropy – and, above all, the love of humankind.

Recent recipients of this honor from Birmingham were Walker and **Bill Jones**, Vice Chairman, O’Neal Industries. Bill has tirelessly volunteered, supported, and served on the boards of many community organizations through the years, most recently having chaired United Way of Central Alabama. Bill’s wife Walker, who is a board member and Community Relations Director for Coca-Cola Bottling Co. United is also a director of Children’s of Alabama, the Jefferson County School Systems Foundation, the Birmingham Civil Rights Institute, and Gateway, as well as a member of the President’s



Council at the University of Alabama. In a joint statement, Bill and Walker said, “We’re honored to be recognized, especially since we represent so many fine organizations in our community that do an incredible job helping others. This work in the community would not be possible without the support of our companies O’Neal Industries and Coca-Cola Bottling Co. United.” Bill added, “Walker and I are blessed to have some resources that allow us to give back to our community, and I am

fortunate to work at O’Neal, a company that supports my work in the community and our industry.”

Andrew Watt, President & CEO of AFP summed up his impression of the award winners by saying, “Each of these honorees has chosen to make a difference in the world by getting involved and motivating others to join with them in pursuit of their noble causes. They are the epitome of philanthropy – love of humankind – and serve as our role models, inspiring us to follow in their footsteps.

# O’NEAL WINS COVETED SUPPLIER EXCELLENCE AWARD

Hunter Engineering Company of Bridgeton, Missouri is a world-class manufacturer of an innovative line of undercar service equipment, including computer-based wheel-alignment systems, lift racks, wheel balancers, tire changers, brake lathes, and suspension and brake-testing systems.

Each year, Hunter recognizes about 12 of their 400 vendors for excellence in terms of on-time delivery and quality performance. Their computer system tracks these metrics, and can statistically identify the top performers. O’Neal Steel was greatly honored to be selected as a winner of Hunter’s 2012 Supplier Excellence Award.

Due to the demanding nature of Hunter’s products and manufacturing processes – combined with stiff competition from other suppliers who run a very low risk of rejection –



**O’NEAL-JACKSON WINNING TEAM** (l to r): Michael Pierce, Mark Scott, Zack Robinson.

it’s very difficult for a metals supplier to win this award. That makes it that much sweeter.

This is something O’Neal-Jackson has been striving to achieve for years. Winning bears testament to the hard work of **Zack Robinson**, Operations Manager, and the entire operations staff in Jackson. **Michael Pierce** is Outside Sales Representative for Hunter. And **Mark Scott**, Inside Account Manager,

was specifically acknowledged by Hunter as being critical to O’Neal’s selection.

Hunter provided a statement saying, “O’Neal demonstrates outstanding customer service and a strong willingness to resolve even the smallest issue. The company goes above and beyond in controlling the quality of the materials it delivers to Hunter Engineering.”

# HEALTHY LIVING CAN BE CONTAGIOUS

A healthy family starts with healthy choices and those choices start with you. There are many ways to nudge your family in a healthy direction, but one of the best ways is to be a good role model. When you begin to eat well and become more active, your children will often follow your lead. Here are some examples.

Try making small changes to your eating habits. If, for example, your family drinks whole milk, try replacing it with two-percent and slowly work your way down to fat-free milk.

Make healthy snacks easily available. Instead of keeping a big supply of chips and sweets, wash and cut fruits and vegetables that your family can grab as a snack when hunger strikes in between meals.

Try to eat at least one meal together as a family every day. This simple routine will not only help your family eat healthier (because you can exercise more control over what and how much they eat), it may also help you communicate with one another better.

Find something simple but fun to do together. Take a walk, go for a bike ride, or play a quick game of basketball, catch,

or even ping-pong. Set a goal of exercising at least 20 to 30 minutes at home as a family.

Introduce your family to a sport you love. Whether it’s yoga, tennis, golf, or fishing, almost no child is too young to be at least a small part of your favorite activity.

Include your children in decision-making. Letting your kids decide on a new activity, or pick out a healthy snack, will make them feel more involved and help them embrace these new lifestyle changes.

Enjoy the library. Regular family trips to the library for story hour, or to pick out exciting new books, can be a great bonding activity. It’s also educational for them and gives you insight into how they’re developing.

Turn on your favorite music and dance. It’s great exercise, and you and your kids might even learn something from each other. Turn it into a game, by occasionally stopping the music and making everyone “freeze.” 🎵



## LIVESMART Update

- Seventy-nine percent of O’Neal Steel employees are now participating in LIVESMART. That’s up from 75 percent in 2011. And in one year, there has been a 14-percent increase in Platinum and Gold Club participants!
- The LIVESMART Team will be returning to all company locations during the summer to complete Go Platinum! health screenings for employees and spouses. Earn up to \$300 this year, based on your club status.
- The fitness and recreation reimbursement application should be submitted to LIVESMART in July and December for reimbursement of 50 percent of eligible costs – up to \$400 for the year. For more information on this and other programs, please visit [livesmartoni.com](http://livesmartoni.com).

## Success Story

**Debbie Kendrick**, General Accounting/Senior Corporate Clerk at O’Neal’s corporate office has begun each day for the past 20 years by pricking her finger to check her blood sugar in an effort to manage her diabetes, which has taken a toll on her health over time. In 2011, through LIVESMART, Debbie learned about



LifeMAP, a personalized diabetes management program. She signed on, and by following the program guidelines and setting goals, she said she has changed her eating habits and lost 12 pounds; and her blood sugars are in much better control. “My doctor even told me I don’t need some of my diabetes medications anymore,” she said. “I highly recommend this program to everyone with diabetes at O’Neal.”



As a new recurring column in *O’Neal News*, “It’s What We Do” will feature a different group of individuals with similar or related job functions in each issue along with a quick rundown of who they are and what they do.

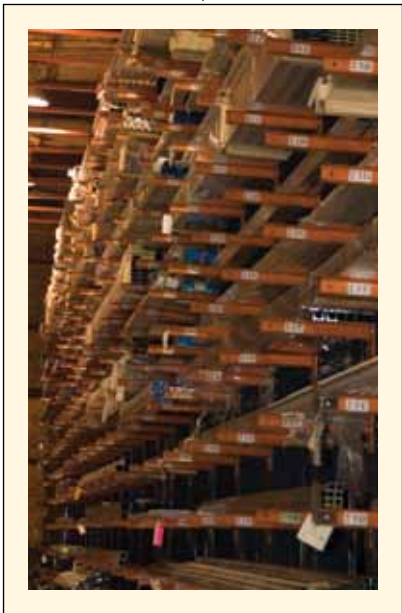


# STOCK ANSWERS

## Regional Inventory Managers And Administrators Determine The “What, When, Where, And How Much” Of O’Neal’s Products

In any business that maintains items in inventory, there’s a fine line between having too much stock and not enough. Too much drives up your overhead, while not having enough means losing sales and disappointing customers. In the case of O’Neal Steel’s distribution facilities, it’s even more complicated. There’s not only the matter of having the right quantity, but the right variety of products, as well. And, as a full-line metals service center with 21 different stocking locations, the variety is extremely wide.

Making decisions about all that stock – for every O’Neal location – and finding the sweet spot in terms of the right amount and the right product mix is the job of O’Neal’s regional inventory managers and administrators. They work in conjunction with the regional vice presidents and sales management teams to determine what to stock, how much to stock, and where to stock it. Not to be confused with the Inventory Control group, which is an extension of Operations focused on maintaining the reliability of O’Neal’s inventory monitoring system, regional



inventory management is an extension of Supply Chain Management. Supply Chain Management determines where the products come from; and the regional inventory managers decide where the products go.

In keeping with its focus as a fast, accurate, and dependable distribution company, O’Neal has developed a standard inventory to ensure that all three regions are appropriately stocked at all times so that they can deliver any product to any of their customers within one to two days. The regional inventory managers and administrators are constantly checking the inventory levels at each of their region’s distribution facilities to minimize stock-out situations.

The people in these vital positions are: **Tony Wynn**, Regional Inventory Manager-South Region; **Ron Moreau**, Regional Inventory Manager-Southwest Region; **Pat McMahon**, Regional Inventory Manager-Midwest Region; **Abby Carter**, Regional Inventory Administrator-Midwest Region; and **Dee Harter**, Regional Inventory Administrator-Midwest Region.



TONY WYNN



RON MOREAU



PAT MCMAHON



ABBY CARTER



DEE HARTER

**Their day-to-day responsibilities include:**

- deciding if an item for a specific location should be purchased in a mill bundle or set up as a transfer item from the region’s Hub facility;
- deciding whether items should be moved from one location to another if certain products cannot be replenished quickly enough from a mill;
- ensuring that items that are set up to be replenished from the Hub facility are delivered to their proper location at the proper time;
- working closely with Supply Chain Management to determine stock levels at the Hub;
- monitoring obsolete and slow-moving items;
- reviewing customer-specific inventory;
- monitoring and working daily variances;
- and assisting the Inventory Control group and Operations on any inventory-related issues.

If their jobs sound complicated, that’s because they are. And their importance cannot be overstated. In today’s competitive business environment, you simply have to be able to respond to customers’ needs at the drop of a hat. These are some of the folks who make sure that O’Neal can always make that happen – by having the right products in the right place at the right time. It’s what they do. 📍

O’Neal has developed a standard inventory to ensure that all three regions are appropriately stocked at all times so that they can deliver any product to any of their customers within one to two days.



# LEAN IDEAS: SMALL CHANGES CAN HAVE FAR-REACHING EFFECTS

Do you have a Lean idea that would improve your work process?

In the two and a half years since the Corporate Office Lean Awards Program was put into place in Birmingham, many great ideas – all submitted by employees – for working smarter and more efficiently have been implemented. And a high percentage of those have resulted in saving both time and money, while streamlining a wide variety of work processes. The program has been a win-win for employees and the company alike. Oftentimes, one small change that started with an individual has had a ripple effect that benefitted the rest of the department, the entire office, the warehouse, and even O’Neal customers.

Kim Tillman of Corporate Operations said that, during the past year, ideas have been pouring in. Implementations have included such simple things as changing an email distribution group to include additional departments in a process...or installing a new software program on an individual’s computer to be used to upload documents rather than print and

resend them to the entire department...or working directly with a vendor to designate one person at their company responsible for O’Neal’s account so that invoices that were taking several days to process now take only one or two hours. Another idea even inspired a paperless process, which was the perfect complement to the O’Neal Green campaign.

Do you have a Lean idea that would improve your work process? If you do, but aren’t in the Corporate Office, share your idea with your supervisor and talk about how it can be implemented. If you are in the Corporate Office, fill out a Lean Idea form (located on your department’s Lean Board) and submit it to your department’s Lean Champion. Then work with your Lean Champion to help with implementation. Some

“Lean Thinkers” shown here are on their third or fourth Lean idea submission. There is no limit to your ideas! Corporate employees could earn a Lean shirt or a Lean gift card. But the real benefits could go further than you ever imagined. 🍌



**LEAN TEAM** (front row l to r): Robin Seale, Laura Ann Watson, Julie Boteler, Paul Harding, Carol Thornburg. (second row l to r): Debbie Kendricks, Vonda Kimble, Mike Loiacono, Thelma Williams. (third row l to r): Ashley Fulgham, Cathy Ports, Delana Frazier. (fourth row l to r): Shaun Kelley, Justin Woodman, Neal Keenum, Matt Myles. Not pictured: Annie Dougherty, Lacey Davis.

# BURDINE MOVES UP TO REGIONAL OPERATIONS MANAGER

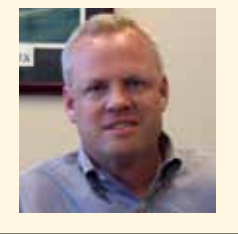
Ryan Burdine has been promoted to Regional Operations Manager for O’Neal Steel’s Southern Region, which includes distribution facilities in Birmingham, Greensboro, Jackson, Jacksonville, Knoxville, Mobile, Nashville, and Tampa. He joined O’Neal in 1994 as a Warehouse Trainee, and has worked as an NC Programmer, Processing



Specialist, a member of the ONSET Team, Major Account Manager, OMS Manufacturing Engineering Manager, and OMS Production Manager. Through the years, Ryan has gained vast experience in many areas of operations, and has been recognized for his strong work ethic and analytical skills. His O’Neal roots also run deep as a third-generation employee.

# SIMONS PROMOTED IN MOVE TO O’NEAL INDUSTRIES

Jeff Simons has been promoted to Vice President of Marketing and Business Development at O’Neal Industries, the position formerly held by John Campo, who has retired. Jeff was previously Vice President of Marketing at O’Neal Steel. He joined O’Neal in 1987 at the company’s Knoxville facility, and later moved to Greensboro, where he worked



in Operations, Inside Sales, and Outside Sales, and served as Sales Manager, Major Account Manager, and General Manager before moving to the Corporate Office in Birmingham in 2009. Jeff holds a degree in marketing from the University of Tennessee, and has also completed the Strategic Metals Management Program of the Metals Service Center Institute.

# STEPHEN NAMED VICE PRESIDENT OF SALES & MARKETING

Jeff Stephen has been promoted to Vice President of Sales and Marketing for O’Neal Steel. He has relocated from the company’s Ft. Wayne location to the Corporate Office in Birmingham. Jeff began his career at O’Neal-Ft. Wayne in 1978, and has held roles of increasing responsibility ever since, including Inside



Sales Representative, Outside Sales Representative, Outside Sales Manager, Sales Manager, Assistant General Manager, and General Manager. In 2010, he joined the Corporate Sales Group as Director of Sales, National Accounts. Jeff is a graduate of Indiana Wesleyan University and has a degree in management.

# JACKSON HEADS SOUTHWEST REGION’S INSIDE SALES

Bobby Jackson has been promoted to Regional Inside Sales Manager for O’Neal Steel’s Southwest Region, which includes distribution facilities in Dallas, Commerce City, Farmington, Houston, Lafayette, and Little Rock. Bobby



brings a wealth of experience to the job. He joined O’Neal in 1996 and has held positions as Outside Sales Representative, Office Manager, Sales Manager, General Manager, and Regional Manager.

# PATTERSON PROMOTED TO REGIONAL ADMINISTRATIVE MANAGER

Lindsey Patterson has been promoted to Regional Administrative Manager for O’Neal Steel’s Southern Region, which includes distribution facilities in Birmingham, Greensboro, Jackson, Jacksonville, Knoxville, Mobile, Nashville, and Tampa. In her new position, she will be responsible for supervising all



administrative and clerical activities throughout the region, and ensuring an efficient workflow. Lindsey joined O’Neal in 2011 as Benefits Coordinator in the Human Resources Department. She is a graduate of the University of Alabama at Birmingham with a degree in political science and history.



# CHRG METALS CELEBRATES FIRST ANNIVERSARY WITH MAJOR EXPANSION

CHRG Metals is a distributor and processor of corrosion and heat-resistant grades of specialty stainless steel and nickel alloy plate.



Due to increased business and the need for additional processing equipment and storage of inventory, O’Neal Steel’s specialty division CHRG Metals relocated in February to a facility in Houston twice the size of its previous operation. While relocation is always a major undertaking, CHRG General Manager **Tate Forester** said that the move was totally seamless as far as customer service was concerned.

CHRG Metals is a distributor and processor of corrosion and heat-resistant grades of specialty stainless steel and nickel alloy plate. The company serves customers throughout North America engaged in industries ranging from oil and gas exploration to chemical manufacturing and power generation.

The expansion came almost exactly one year after CHRG first opened its doors. The new facility, located at 12223 F.M. 529 in Houston’s Northwoods Industrial Park, increases the company’s warehouse space from 17,000 square feet to 34,000

square feet, with another 4,200 square feet of office space. In the past year, the number of employees has grown from 12 to 17; and the addition of several more in the near future is anticipated.

Tate said one of the main benefits of the extra space is that it has allowed for the installation of a new high-definition, high-efficiency plasma machine, capable of cutting stainless and nickel plate up to 6" thick with extremely tight tolerances. In addition to plasma cutting, CHRG offers water jet and laser cutting services.

The larger facility also provides the space necessary for greater depth of inventory, including additional sizes of the various grades of material currently stocked. The layout of the new plant also allows for a dedicated quality assurance area and a smoother, more efficient flow of material in line for processing. For more information on the company’s products and services, visit [chrgmetals.com](http://chrgmetals.com).



# GRATING IS THE RIGHT STUFF IN COUNTLESS INDUSTRIAL APPLICATIONS

O’Neal supplies customers with a wide range of stock and custom-fabricated grating in carbon steel, stainless steel, aluminum, and fiberglass.

Don’t underestimate the value of simplicity. Although it appears to be nothing more than welded metal bars, grating (also called bar grating) is a versatile product that carries plenty of weight in a wide variety of industrial settings.

Grating is a load-bearing product with a good strength-to-weight ratio and performance characteristics that make it ideal for use in harsh conditions, while allowing air, light, heat, water, etc. to pass through it. In its most common form, grating is used for open flooring, and is often used in platforms and walkways at chemical plants, paper mills, wastewater treatment plants, oil rigs, and other marine/offshore applications. It’s also a popular choice for use in catwalks, stairway platforms, stair treads, drain covers, ramps, bridge flooring and sidewalks, mezzanine flooring, machine and motor bases, machinery support trenches, machinery safety guards, partitions, racks, and shelving. Selection of a specific type of grating is always based on a combination of factors, including load requirement, corrosion resistance, durability, and cost.

There are two main components of grating: the larger bearing bars and the smaller cross bars. The bearing bars support the load, while the cross bars hold the bearing bars in place. It’s the size and spacing of the bearing bars that determine the size of the load that can be supported. The thicker, wider, and more closely spaced they are, the more weight they can hold.

O’Neal supplies its customers with a wide variety of sizes and shapes of grating in the form of stock panels as well as custom-fabricated grating. Available materials include carbon steel, stainless steel, aluminum, and fiberglass. Customers can choose from a smooth or serrated surface along with a painted or galvanized finish – or no finish at all. Heavy-duty grating



ranging from 1" to 7" deep and ¼" to ¾" thick, in standard or egg crate spacing, is also available.

As for custom-fabrication, O’Neal can supply grating that’s cut, notched, and banded to order, based on the customer’s drawings – or O’Neal can supply drawings for the customer’s approval. In addition to fabricated stainless, aluminum, alloy, and

fiberglass grating, O’Neal offers pressure-locked bar grating, riveted bar grating, expanded metal grating, Grip Strut®, Morton®, and stair treads in a variety of non-skid surfaces, all fabricated to the customer’s exact specifications.

For more information on how O’Neal can supply you with the stock or fabricated grating you need, Grating Department Planner **Dee Dee Johnston** and the experienced staff are standing by. Contact them by emailing [grating@onealsteel.com](mailto:grating@onealsteel.com).







# KEEPING CREDIT IN TUNE WITH CUSTOMERS THROUGH CHANGING CONDITIONS

## O’Neal’s Credit Department Adopts New Vision To Be Market Driven

In light of economic conditions that can sometimes make it challenging for customers to obtain funding for working capital, one of the primary functions of O’Neal’s Credit Department is to find ways that will allow new and existing customers to do business with the company. In doing so, the department must balance the need to promote the growth of sales with the need to ensure that O’Neal does not incur unreasonable risk.

The Credit Department is highly sensitive to how its actions impact the marketplace. The need to remain constructively in tune with the market has resulted in a major realignment of the department to better serve O’Neal’s customers as well as the company’s new business model, which now includes O’Neal Steel, O’Neal Manufacturing Services, and CHRG Metals.

The Credit Department is composed of four teams that support the three O’Neal Steel regions, O’Neal Manufacturing

Services, and CHRG Metals. Each team consists of three roles: regional credit manager (RCM), credit analyst (CA), and collection specialist (CS). The RCM leads each team and works closely with senior management. The CAs are responsible for the initial credit review of potential customers, risk monitoring of existing customers, and customer support. The CSs are responsible for ensuring that payments owed to O’Neal are collected based on the agreed-upon terms, and for identifying any problems as early as possible. The CSs also field many requests from customers for information about their accounts. The roles of the credit analysts and collection specialists are designed to complement each other, so it’s essential that the individuals in those positions work together to properly support their respective customers. It’s also beneficial for members of the Credit Department to be in close proximity to the sales teams. Therefore, although Credit is still a corporate department

reporting to **Stephen Armstrong**, Vice President and Chief Financial Officer, the group has been decentralized. Team members are now based in Birmingham, Commerce City, Dallas, Greensboro, Mobile, and Shelbyville.

Overall, the Credit Department is led by Director of Credit **Mark Woolnough**, who joined O’Neal in 2004 and has had credit responsibilities since 2005. Mark is a CPA and a CCE (Certified Credit Executive). His diverse business background with manufacturers, two of which are current O’Neal customers, provides him with an understanding of the issues faced by many O’Neal customers.

The Credit group serving O’Neal Steel’s South Region is

led by Regional Credit Manager **Maria Sullivan**. Maria, who has been with O’Neal for 10 years and has 20 years of experience in the credit field, oversees two teams located in Birmingham and Greensboro. The Birmingham team consists of Credit Analyst **Tom Thigpen** and Collection Specialist **Denise Neeb**. Tom has been with O’Neal for seven years and has 35 years of experience in credit, including 23 years working at steel and copper mills. Denise has been with O’Neal for 19 years and has worked in the credit field for 15 years. The Greensboro team is made up of Credit Analyst **Mark Tew** and Collection Specialist **Denise Scales**. Mark, who joined O’Neal in 2011,

*continued on page 18*

The Credit Department is composed of four teams that support the three O’Neal Steel regions, O’Neal Manufacturing Services, and CHRG Metals.





**SOUTH REGION** (l to r): Tom Thigpen, Credit Analyst; Denise Neeb, Collection Specialist; Mark Woolnough, Director of Credit.



**SOUTH REGION:** Maria Sullivan, Regional Credit Manager.



**SOUTH REGION** (l to r): Denise Scales, Collection Specialist; Mark Tew, Credit Analyst.



**MIDWEST REGION** (l to r): Dessa Eldridge, Collection Specialist; Darrell Johnson, Regional Credit Manager; Annie Dougherty, Collection Specialist; Stan Porter, Credit Analyst; Mary Fitzgerald, Credit Analyst.



**O'NEAL MANUFACTURING SERVICE** (l to r): Kathy Miller, Credit Analyst; Cindy Orlopp, Regional Credit Manager; Wendy Sangl, Collection Specialist.

Face-to-face visits with customers allow for issues and challenges to be more fully understood, and open the door to the use of creative credit tools and solutions.

has 25 years of experience in credit management in a variety of industrial settings. Denise has 18 years of experience in the credit field, including 11 at O’Neal.

O’Neal’s Midwest Region is served by a group led by Regional Credit Manager **Darrell Johnson**, CCE. Darrell, who joined O’Neal in 2012 and has worked in the credit field for more than 20 years, oversees two teams located in Shelbyville. Credit Analyst **Stan Porter**, who joined O’Neal in 2012 with 20 years of experience in the credit field, and Collection Specialist **Hadassah “Dessa” Eldridge**, who joined O’Neal in 2012 and has more than 10 years of collection-related experience, make up one team. The other team consists of Credit Analyst **Mary Fitzgerald** and Collection Specialist **Annie Dougherty**. Mary had 19 years of credit experience in the banking industry prior to joining O’Neal last year. Annie has been with O’Neal for eight years and has 34 years of experience in the credit field. She holds the professional designation of CBA (Credit Business Associate).

The group serving O’Neal’s Southwest Region is led by Regional Credit Manager **Jim Cunningham**. Jim, who has worked in the credit field for 42 years and has been with O’Neal for 35 years, oversees the team of Credit Analyst **Casey Hill**, who is located in Dallas, and Collection Specialist **Mardell Smith** in Commerce City. Casey has 26 years of experience in credit management, including six years at O’Neal. Mardell, who holds a CBA designation, has worked in the credit field with O’Neal for 16 years. This Credit group also supports CHRG Metals customers with their credit needs.

Regional Credit Manager **Cindy Orlopp** is focused on O’Neal Manufacturing Services and the credit needs of its customers, many of which are nationally known companies with complex structures and unique needs. Cindy has been

with O’Neal for 26 years and has 33 years of experience in the credit field. She leads the team of Credit Analyst **Kathy Miller**, CPA and Collection Specialist **Wendy Sangl** located in Shelbyville. Prior to joining O’Neal in 2012, Kathy worked in the financial management field for more than 25 years. Wendy had more than 17 years of experience in banking before joining O’Neal two years ago.

**Recently, the Credit Department took a fresh look, from a broad perspective, at the state of business and the credit needs of existing and prospective customers. Some of the findings included:**

- customers have reduced the size of staffs – people wear multiple hats;
- customers have a need for speed – from account set-up to order processing;
- cash-flow issues are affecting many customers;
- market uncertainty continues to be a concern;
- customers don’t want hassles – eliminate barriers to doing business;
- and customers want business partnerships that remain intact through thick and thin.

With that in mind, Credit’s newly adopted vision is to be “In Tune With the Market.” This has driven the need to make strategic customer visits with the Sales team so that Credit can make more fully informed credit decisions. These face-to-face visits with customers allow for issues and challenges to be understood, and open the door to the use of

creative credit tools and solutions designed specifically for particular situations. Credit has also implemented a process where a conservative credit decision can be made very quickly. Drawing from the observation that customers do not want hassles, the credit application form has been streamlined. More meaningful credit limits have been established. And the department has committed to be quicker to respond to customers and to “own” the customer’s inquiry.

Being a good partner through thick and thin reflects one of the core values of O’Neal by exceeding the expectations of customers. An ideal partnership exists where both parties communicate about issues as soon as possible, and are both trustworthy in their actions. The Credit Department

understands that, given the market uncertainty, customers can at times get into less than favorable cash-flow positions. O’Neal’s desire is to work with such customers to help them through difficult periods, with the sincere hope that they will emerge stronger in the future.

Having a vision that is driven by the ever-changing marketplace means that O’Neal’s Credit Department can never coast or get comfortable with the status quo. By constantly working with Sales, Accounts Receivable, Information Services, and external resources – and through ongoing Lean Office procedural reviews – the group wants to ensure that customers will always be able to say, “O’Neal is in tune with what my company needs.” 🙌

Although Credit is still a corporate department, the group has been decentralized so that specific teams can be in close proximity to the people who handle sales on the same accounts.



**SOUTHWEST REGION/CHRG METALS** (l to r): Casey Hill, Credit Analyst; Jim Cunningham, Regional Credit Manager.



**SOUTHWEST REGION/CHRG METALS:** Mardell Smith, Collection Specialist.



ROUND OF APPLAUSE

**Jim Cunningham**, Regional Credit Manager, Midwest, was recently named 2012 Credit Executive of the Year by the NACM Southwest. NACM is an 800-member not-for-profit trade association providing services to business credit managers. Congratulations to Jim on this award!

Congratulations to **Jeff Morgan**, Inside Sales, O’Neal-Greensboro, for receiving his doctorate degree in theology.

A photo submitted to Microsoft Works by **Mike Parks**, Quality Assurance Technician, OMS-Louisville, was selected as one of the pictures included on the company’s desktop wallpaper page under the Flora Dynamic theme. The image entitled “Spring Rain” was chosen from more than 1,000 submissions. You can download the image at [US/windows/downloads/flora-dynamic-theme](#).

Madison Gossett, daughter of **Tony Gossett**, Inside Sales, Chattanooga, was named Georgia’s 2012 AA Softball Pitcher of the Year and Class AA All–State First Team Pitcher. She



**ADAM GLOVER** (right) and his Under-12 soccer team won the Kentucky state championship.

helped lead her high school team to the Class AA state championship last October in Columbus, Georgia. Madison has also received AA Player of the Year accolades from the Georgia Dugout Club. Regional coaches voted her 7AA Pitcher of the Year, and she was named to the 7AA All–Region First Team. She is a junior at Dade County High School in Trenton, Georgia.

Dan Porter, son of **Stanley Porter**, Credit Analyst, Midwest, set a new school record in the indoor mile at Purdue University. The run took place on February 9th at the Spire Invitational in Ohio. Dan,

who is a junior at Purdue, set the school record with a time of 4:05.91, breaking the previous record of 4:06.27, which had stood for 35 years. His record-setting time also represented a personal best. And since this is Dan’s first year competing in the indoor mile, there could be more records to come!

Congratulations go out to Adam Glover, son of **Mark Glover**, Customer Service Representative, OMS-Louisville.



**WHEELS OF STEEL** (l to r): Pam Strickland, Jonathan Coe, Suzanne Lane, and Jeff Simons. Not pictured: Jim Huntsinger.



**CAROL THORNBURG & ANTHONY DAVIS** after their first half marathon.



**FARRAGUT+1 TEAM** included Dawn Lawson (center) and David Goff (second from right).



**MIKE PARKS’** photo “Spring Rain” was selected by Microsoft Works for desktop wallpaper.



**DAN PORTER** set a new indoor record in the mile at Purdue.



**TOMMY HARRIS** makes a very convincing Santa Claus, and loves doing it.

Adam’s youth soccer team, called the “Fern Creek Galaxy,” had an undefeated season. The team won first place in its Under-12 league district tournament, and went on to win the Commonwealth Cup in Kentucky’s state championship.

Congratulations to O’Neal’s participants in this year’s Mercedes Marathon and Half Marathon, held in Birmingham in February. **Carol Thornburg** and **Anthony Davis** both completed their first half marathon in the exact same time of 2:16. The “Wheels of Steel” relay team, composed of **Jonathan Coe, Jeff Simons, Suzanne Lane, Jim Huntsinger,** and **Pam Strickland** put up a combined time in the marathon of 4:20. (Jim missed the team picture because, after he finished

the fourth leg of the race, he decided to run to breakfast.) And **Dawn Lawson** and **David Goff** were part of a marathon relay team called “Farragut+ 1,” which also included three of David’s high school friends. They finished with a time of 5:08 and made great strides toward their goal to get moving and get healthy. David said he was “bound and determined to move up the LIVE**SMART** ladder.”

And **Tommy Harris**, Outside Sales, O’Neal-Birmingham, along with his wife Alma continued their tradition of playing Santa & Mrs. Claus this past Christmas, including making an appearance at a customer’s holiday party. They get better every year.

ON THE LOCAL LEVEL

**O’Neal-Little Rock**  
A HUGE milestone: On March 27th, O’Neal Steel’s Little Rock distribution facility marked nine years without a lost-time accident. **David Rosenstiel**, Southwest Regional Operations Manager, **Eric Worley**, Corporate Safety Manager, and **Clark Welborn**, Southwest Regional Human Resource Business Partner, all went to Little Rock to help celebrate this wonderful safety



achievement with the people responsible. Facility Manager **David Slatton** and employees **Danny Cotton, William Ellis, Phillip Gibson, Steven Hodges, Clinton Hutcheson, Tomas Hutto, David Jones, Benny Parsons, Charles Scott, Pierce Smith, Dennis Stephens, William Thomas, Sam Watson,** and **Joe Woolsey** (pictured here) can all be proud of this

outstanding record, which continues to date.



# IN MEMORY OF...



**Kenny Parker**  
May 27, 1964 –  
December 13, 2012

Kenny began his career at O’Neal in Evansville in 1995 as a warehouse trainee and was soon promoted to warehouseman. He worked as a driver for several years before being promoted to Supervisor, the position he held until his death. Kenny was a very dedicated employee and had a kind manner. He was an avid bass fisherman and a member of Bass Boat Central. Kenny is survived by his wife of 24 years, Dee, and a son Jeremy, as well as his mother, brother, and sister.



**Mike Brewer**  
September 26, 1949 –  
January 17, 2013

Mike started his career at O’Neal Steel in Birmingham in Inside Sales after graduating from the University of Alabama in 1972. Five years later, he was promoted to Outside Sales and lived in Tyler, Texas for nearly nine years until he was promoted again to Industry Marketing Manager, a position that took him back to Birmingham. In 1985, Mike joined the Purchasing Department as Group Product Manager. He was later named Director of Specialty Products. Mike gave more than 40 years of dedicated service to O’Neal. During that time he made numerous friends within the industry as well as the company. He enjoyed his work, was always quick with a joke, and loved his family, fishing, baseball, and Alabama football. Mike is survived by his mother, his wife Carolyn, and his son Taylor.

# OUR SINCERE SYMPATHY TO...

- The family of **Jody Boudreaux**, retired employee of O’Neal Steel.
- Debra York** in the loss of her brother.
- Theresa Pretti** in the loss of her father.
- Tracy Griffin** in the loss of his brother.
- Kris Frush** in the loss of her father.
- Thelan Blackwell** in the loss of his son.
- Judy Stallard** in the loss of her father.
- Mark Carlson** in the loss of his father.
- Charles Hodnett** in the loss of his mother-in-law.
- Truitt Miller** in the loss of his grandmother.
- Mark McCraw** in the loss of his grandmother.
- Jennifer Burns** in the loss of her brother-in-law.
- Clarence Cecchini** in the loss of his father.
- Barry Wells** in the loss of his brother.
- Dave Wells** in the loss of his brother.
- Keith Wells** in the loss of his brother.
- John Greene** in the loss of his brother.
- Kristin Petree** in the loss of her grandfather.
- Courtney Kenyon** in the loss of her brother.
- Steve Hamlin** in the loss of his grandmother.
- Jim Perdue** in the loss of his father.
- Troy Bradshaw** in the loss of his brother.
- Alton Watts** in the loss of his father.
- Allen Watts** in the loss of his grandfather.
- Craig Watts** in the loss of his grandfather.
- Frank Bailey** in the loss of his grandmother.
- Gib Georgeff** in the loss of his father.
- Tiffany Crawford** in the loss of her husband.
- Darrell Palmer** in the loss of his grandmother.
- Jeff Nevin** in the loss of his mother.
- Gary Flaherty** in the loss of his mother.
- Judy Stallard** in the loss of her father.
- John Wheeler** in the loss of his father-in-law.
- Kevin Hauntz** in the loss of his father-in-law.
- Shaun Murnan** in the loss of his grandfather.
- Dave Pike** and **Jamie Chambers** in the loss of their brother.

# RETIREMENTS

**John Campo**, Vice President of Market Development and Contract Management for O’Neal Industries, retired on December 31, 2012. John joined O’Neal in 2007, and was instrumental in developing a variety of marketing programs and coordinating major customer contracts. He was a valuable resource to all O’Neal companies, and his knowledge and experience will be greatly missed. In addition to retiring from the U.S. Navy with the rank of Captain, John’s impressive career includes experience with Lukens Steel (Arcelor Mittal), Corus-Tuscaloosa (Nucor), Jindal Steel, and Siskin Steel (Reliance). In retirement, he and his wife Kathy plan to travel and spend more time with their three grandchildren.

**Ralph Fluker**, Strategic Business Development Manager for O’Neal Manufacturing Services, retired after 40 years of service. Ralph began his career at O’Neal Steel in Jackson as Inside Sales Representative in 1972. He was promoted to Outside Sales Representative in Tampa in 1975 and later moved back to Jackson as Sales Manager before being named District Manager. Ralph relocated to Houston in 1992 as Outside Sales Representative and then became Account Manager for International Sales, still based in Houston, in 1995. It was at this time that the company began exploring the possibility of having a facility in Mexico. Ralph helped lay the groundwork for the OMS facility that is now in Monterrey. When the OMS business unit was formed, Ralph’s expertise proved to be a valuable asset to its growth. Ralph has contributed to O’Neal’s success through many different roles, and has always displayed exemplary professionalism as a representative for the company. His ability to strike that balance between customer advocacy and the company’s best interest is unmatched. He is now entering into a new phase of life, during which he plans to spend more time with his wife Martha, his children, and his grandchildren, while continuing to do volunteer work in the Houston area.

**Randy Burdine**, Operations Supervisor for O’Neal-Birmingham, retired after 24 years of service. He began his career at O’Neal as a warehouse trainee and worked his way up to hold a variety of positions, including Warehouse Supervisor, Quality Assurance Manager, Lean Manufacturing Specialist, Master Planner/Scheduler, and QA Technician. He was known as a good worker who paid close attention to detail and was always up for a challenge. Randy plans to enjoy retirement by restoring cars, traveling with his wife Catherine, and spending time with his children and grandchildren.



**JOHN CAMPO**



**RALPH FLUKER**



**RANDY BURDINE**



**STAN JONES**



**RENAY MCDANIELS**



**JUAN SAUCEDA**

**Stan Jones**, Purchasing Agent for O’Neal-Birmingham, retired in December after 16 years of service. He began his career at O’Neal as a supervisor in Birmingham and then became a buyer before being promoted to Purchasing Agent. He was known as a hard worker and consistently went out of his way to ensure that everything was properly handled. Stan plans to enjoy retirement by going camping, hunting, and fishing – when he’s not working on a “honey-do” list for his wife Gayle or spending time with his children and grandchildren.

**Renay McDaniels**, Administrative Associate V in the Accounting Department for O’Neal Steel, retired after 32 years of service. She began her career at O’Neal in the Traffic Department and later moved to the Accounting Department. Renay was very knowledgeable in her area of responsibility and is known as a very giving and caring person – always passionate about helping those in need. Her laughter and sincerity will be greatly missed. Renay now plans to travel with her husband Braxton, and be more involved in a number of charitable organizations.

**Juan Saucedo**, Inside Sales Account Manager, OMS-Houston, retired after 14 years of service. He began his career at O’Neal as Inside Sales Representative and was promoted to Inside Sales Account Manager. Juan was always pleasant to work with, willing to help others, and well respected by customers and co-workers alike. Juan now plans to enjoy his retirement by traveling to Hawaii, going on road trips, fishing with his wife Les, and spending more time with his children and grandchildren.



<div><div><p>Aerodyne Alloys was founded in 1979, and became part of the O'Neal family of companies in 2004. After 33 years in business, no one had ever retired from the company – until the end of 2012 when <b>Tom MacDonald</b>, Business Development Manager, retired on December 31st. Tom worked for Aerodyne for three years and was instrumental in bringing in more than \$16 million of business related to power generation. Widely known as “Father Tom” because of his knowledge and experience, he</p></div></div>		<p>was also a great mentor to other employees, having spent his entire career in the metals industry in a variety of operational, metallurgical, and sales positions.</p> <p>And after 16 productive years, Inside Sales Representative <b>Joe Lugris</b> decided to retire. Joe joined Aerodyne in 1996 after a fulfilling career with Pratt &amp; Whitney Aircraft. While at Pratt, Joe worked as Experimental Engineer on numerous projects and then joined the domestic and international sales force. Joe’s dedication, experience, and passion for the industry made him a natural fit for, and a great addition to, Aerodyne Alloys.</p>	
<div><div><p>TW Metals celebrated its 10th Global Sales Meeting this past January in San Diego. Account managers attended breakout sessions focused on sales and marketing, special business units, international business, and supply chain, as well as a state-of-the-business presentation by TW President <b>Jack Elrod</b>. Attending the global sales meeting each year gives account managers a chance to share their experiences, problems, and</p></div></div>		<p>successes with one another. It’s also an opportunity to recognize outstanding performance. Presenters from the West, Midwest, and East regions, as well as from abroad, provided valuable information to the group. In addition, attendees spent some quality time with the USO – helping serve food, clean the facilities, create care packages, and write thank you notes to those who serve our country. All in all, it was a very special and productive meeting entitled “Celebrating the Past, Winning the Present, and Building the Future” of TW Metals.</p>	
<div><div><p>In keeping with its ongoing commitment to community service – and in the spirit of the holidays – Leeco Steel’s Lisle location adopted a family of four this past Christmas, and also participated in the “Fill the Bag Challenge” at a local food pantry. Thanks to donations from Leeco employees, the family, which included two little girls ages five and six, received grocery gift certificates as well as everything on the children’s wish lists. And in response to the food pantry challenge, employees filled a total of 52 grocery bags with food to help feed those in need.</p><p>Leeco also recently sponsored the annual Bridge Building</p></div></div>		<p>Contest at Lisle High School, which is a national competition created by the Chicago Regional Bridge Building Committee. The contest gives aspiring students an opportunity to channel their knowledge and imagination in a productive way, while exploring potential career directions.</p> <p>And the company held its National Sales Meeting in January in Ft. Worth, Texas. A total of 53 members of the sales team from eight locations gathered to review sales and best practices from 2012, and to hear goals and objectives for 2013. One of the meeting highlights was a tour of Leeco’s new 73,000-square-foot distribution center in Joshua, about 30 miles south of Ft. Worth.</p>	
			
<p><b>LEEEO</b> provided Christmas gifts to a family of four, and also filled 52 bags with groceries for a local food pantry.</p>		<p><b>FIFTY-THREE</b> members of the sales team gathered in Ft. Worth, Texas for a National Sales Meeting.</p>	

<div><div><p>Supply Dynamics began the year</p></div></div>		<div><div></div><p><b>A HUGE BATCH</b> of donated campaign T-shirts was found during a recent service project.</p></div>		<p>with Nucor and Dunn &amp; Bradstreet. As part of this campaign, Supply Dynamics also released a guest post on the popular internet blog site Metal Miner. This was in response to the recent adoption by the SEC of certain Conflict Minerals rules. The rules require public companies to disclose whether certain minerals are used to manufacture their products. As luck would have it, OASIS, Supply Dynamics’ raw material forecasting and fulfillment solution, provides many of the tools customers need to determine conflict minerals exposure. It may also prove to be an easy and effective way for Original Equipment Manufacturers to audit their raw material supply chains for compliance.</p> <p>And in March, company President <b>Trevor Stansbury</b> moderated a panel discussion on aggregation at the 3rd Annual Raw Materials and Manufacturers Conference in Beverly Hills. Panelists included the leader of global raw material procurement for both Boeing and UTC.</p>	
<div><div><p><b>O'NEAL FLAT ROLLED METALS</b></p></div></div>		<p>O'Neal Flat Rolled Metals (OFR Metals)</p>		<p>During his visit, the Congressman had the opportunity to hear questions and concerns about manufacturing in the United States and responded, in part, by saying, “We must ensure that we are a nation where manufacturing will continue to thrive in order to create jobs and get our economy back on track. It is critical that the federal government promote policies that encourage innovation and allow companies to compete in the global economy.” <b>Craig Pickett</b>, Vice President of OFR Metals said, “The experience of having Congressman Goodlatte at our facility was an honor. We appreciate his support for manufacturing in the United States and his district of Virginia.”</p>	
<p>welcomed U.S. Congressman Bob Goodlatte to its Lynchburg, Virginia facility on January 28th. The congressman received a tour of the 135,000-square-foot metal processing facility and met with employees to discuss the manufacturing industry. “It was great to visit with employees at O’Neal Flat Rolled Metals and see the work they are doing. Not only do manufacturers like OFR Metals play an important role in our economy nationally, they also drive the economy in Central Virginia,” said Congressman Goodlatte.</p>				<p><b>U.S. REP. BOB GOODLATTE</b> (center) visited OFR Metals earlier this year.</p>	
<div><div><p>United Performance Metals is off to a good start for 2013. Monthly sales expectations are being met and several</p></div></div>		<p>initiatives have been launched to pave the way for continued growth, teamwork, and healthy employees. The company recently introduced a new campaign built upon the theme “Just Be: Accountable, Proactive, and Involved.” The campaign was rolled out at a recent luncheon with banners displaying the slogan posted around the building. Examples of departments and employees being accountable, proactive, and involved will be highlighted at upcoming luncheons. One of the goals</p>		<p>of the program is to keep individuals united and involved. To that end, an employee group called “United Involved” has been created, and has already sponsored social and community service events, including a hockey game and a trip to work at the Shared Harvest Food Bank. The company also kicked off the year with a commitment to keeping employees healthy. Employees recently participated in a health screening and are in the middle of their own “The Biggest Loser” competition with more contests and events to come. And, last but not least, United Performance Metals’ dedication to safety in the workplace was recently celebrated when the Hamilton, Ohio facility marked 365 days without a lost-time accident.</p>	



# BIRTHS



Virginia Mason  
October 23, 2012  
Janie and **Jemison Jones**  
Sales Manager, Southern Region

Jones David  
December 12, 2012  
Brooke and **Andrew Wingard**  
Project Coordinator, Corporate

Lucas Jay  
December 12, 2012  
Keshia and **Johnathon Patty**  
IS Technical Specialist, Corporate

Evelyn Jean and Sullivan Patrick  
February 11, 2013  
Katie and **Tim McMahon**  
Strategic Account Manager, O’Neal Manufacturing Services

# FROM THE MAILBOX



To: **Dave Lowe**  
Account Manager, Midwest Region

Hi Dave,

Hope you had a wonderful Christmas and great holidays all around. I enjoyed my time off and had a great time with family.

I just wanted to drop a line to let you know how impressed I am with the *O’Neal News*. I have always thought of O’Neal as being a great supplier and leader of the industry. The winter news issue proves the respect and loyalty given to all employees of all walks by the company.

A close and personal touch added to this news shows that O’Neal is a caring family company.

Awesome!

Sincerely,  
Mark Baker  
Inventory Management/Manufacturing Support  
Supreme Corporation

# MARRIAGES

Samantha and **Jacob Hall**, Warehouse Craft III, OMS-Louisville, were married on October 13, 2012.

Dakota and **Garrett Rhodes**, Laser Operator, OMS-Greensboro, were married on February 5, 2013.

# DUTY ROSTER

Employees, who are in the National Guard or Armed Forces Reserve, continue to get called up to active duty in Operation Enduring Freedom. Please join us in saluting these employees, as well as our family members and friends in the service, for their courage and dedication; and keep them in your thoughts and prayers. As of press time, the list of employees on active duty includes:



Employee	District/Department	Active Duty Location
Scott Strate	O’Neal-Shelbyville	Rock Island Arsenal, Illinois

# HELPING A “SWAMP FLOWER” BLOOM ON THE STREETS OF THE BIG EASY



New Orleans is renowned for many things ranging from gumbo and jazz to street parties and art. As one of America’s true international cities, it’s a cultural melting pot that cultivates art of virtually every kind on many different levels.

Sculpture For New Orleans (SFNO) is a publicly/private-funded program that began in 2008, using large-scale outdoor sculpture to increase the visibility of art in the city and make New Orleans even more appealing as an art destination.

In conjunction with a major landscaping project in the area surrounding the Superdome, the outdoor sculpture exhibition in the downtown area, which is being completed in phases, will ultimately feature sculptures from 25 of the South’s most significant artists, many with national and international relevance. These sculptures join 45 other sculptures that have been placed throughout the entire city.

One of the 25 artists selected

to design and construct a sculpture for the SFNO program was Mia Kaplan of Louisiana. O’Neal-Lafayette had the honor of working with her to make her vision of “Swamp Flower” a reality. Inside Sales Representative **Calvin Robicheaux** of Lafayette handled the sale. The order was programmed at O’Neal-Dallas, with the help of **Lorenzo Ruiz**. Then the Lafayette team executed the three-piece design, made from 2" A-36 steel plate, on its burn table.

Each piece was burned with slots, which enabled it to be put

together like a three-dimensional puzzle. Lafayette Operations Manager **Isacc Moss** along with **Lance Theriot, Jed Robin, Bobby Mouton, Mitch Blanchard, and Cody Thibodeaux** all participated in the construction of the sculpture. The piece was then loaded onto a trailer, transferred to New Orleans, and installed on the corner of Poydras Street and Penn Street this past February – just in time for Super Bowl LXVII and Mardi Gras 2013. 🌟



**LAFAYETTE TEAM** (on trailer l to r): Isacc Moss, Cody Thibodeaux, Lance Theriot, Jed Robin, and Mitch Blanchard with artist Mia Kaplan (front).