

O'Neal Steel, Inc.
 P.O. Box 2623
 Birmingham, AL 35202-2623
 www.onealsteel.com

Address Service Requested, Printed in U.S.A.

PRSR STD
 U.S. POSTAGE
PAID
 PERMIT #3866
 BIRMINGHAM, AL

WINTER 2013

ONEAL NEWS



O'Neal Steel, Inc.

Corporate Office
 P.O. Box 2623
 Birmingham, AL 35202
 205-599-8000

O'Neal Steel Service Centers

O'Neal Manufacturing Services

O'Neal News Editors

Shirley Fagan
 David Goff

Assistant Editor
 Lee Ann Dunn

Contributing Editors:

O'Neal Steel Corporate

Accounting/Finance
 Robi Cole

BPIP/Safety
 Joe Dozier

Executive Office
 Terri Ratliff

Human Resources
 Kim Tillman

Information Services
 Samantha Gates

Purchasing
 Shea Kennedy

O'Neal Steel Service Centers

Birmingham

Warehouse
 Matt Moon

Sales
 Chasity Layton

Dallas
 Angela Stevens

Evansville
 Duane Wells

Ft. Wayne
 Rhonda Schlegel

Greensboro
 Holley Feathers

Houston
 Angela Stevens

Jackson
 Terri Osborne

Jacksonville
 Judy Daunhauer

Knoxville
 Clay Hosmer

Lafayette
 Angela Stevens

Little Rock
 Angela Stevens

Mobile
 Melanie Wolfe

Nashville
 Troy Smith

Peru
 Sarah George

Pittsburgh
 Valerie Young

Shelbyville
 Sarah George

Waterloo
 Kris Frush

O'Neal Manufacturing Services

Birmingham
 Jackie Russell

Cedar Falls (Iowa Laser)
 Joan Knock

Greensboro
 Courtney Kenyon

Houston
 Patty Schoonmaker

Indianapolis
 Chris Dyke

Louisville
 Cathy Davenport

Memphis
 Theresa Pretti

Monterrey
 Esteban Garza

Pittsburgh
 Karen Phillips

Pueblo
 Eileen Miller

O'Neal Affiliates

Aerodyne Alloys
 Greg Chase

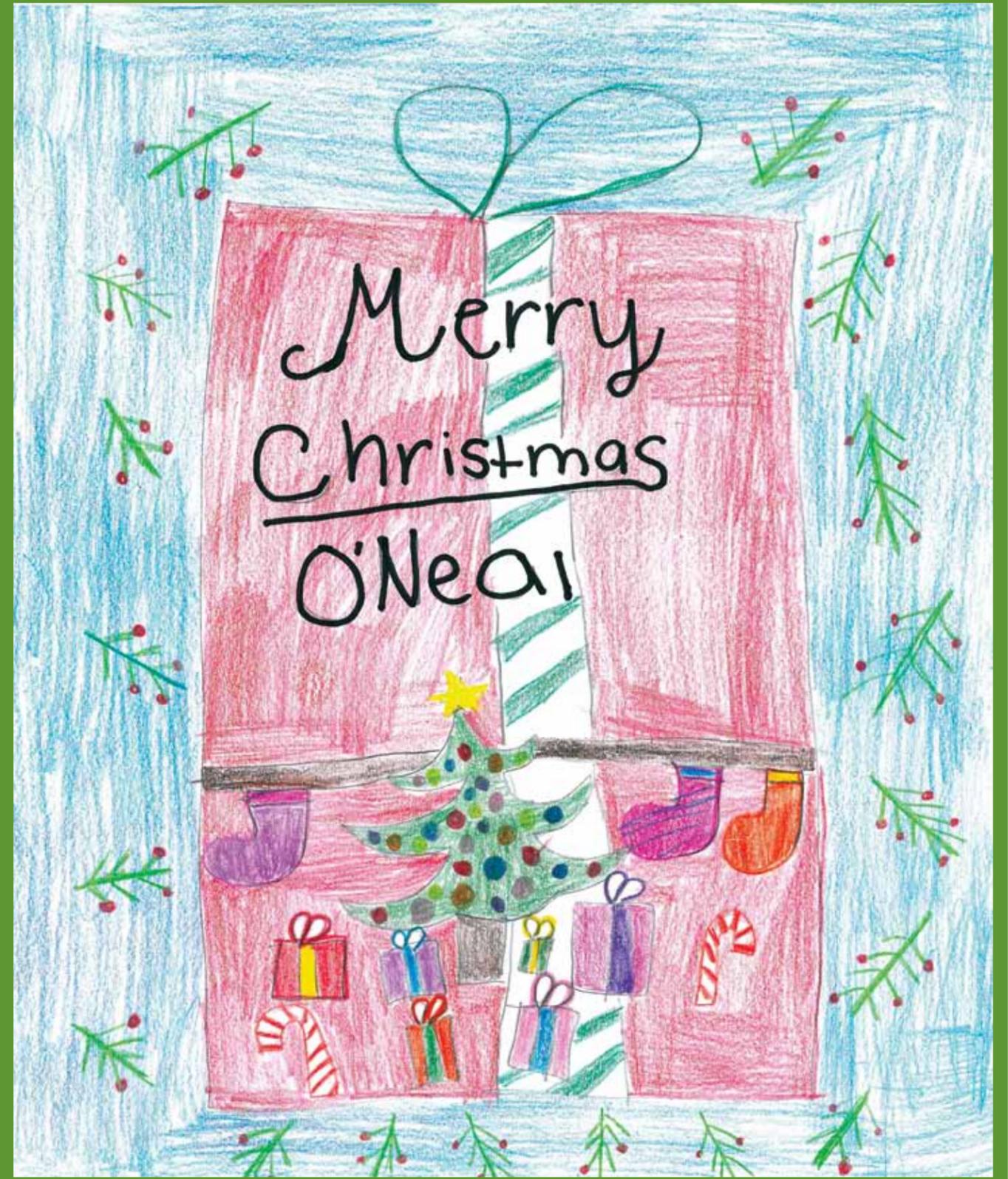
Leeco Steel
 Ellen Shafer

O'Neal Flat Rolled Metals
 Ryan Witt

Supply Dynamics
 Trevor Stansbury

TW Metals
 Erica McIntosh

United Performance Metals
 Scott Fasse



CHAIRMAN'S MESSAGE

Despite the continued challenges of a slow-growth economy and an uncertain future, O'Neal is well positioned.

It's hard to believe, as 2013 comes to a close, that our economy remains stuck in the mud, struggling to break out of a four-year-long recovery that has been slow, bumpy, and marred by unexpected shocks – the most recent being the federal government shutdown. Ongoing political clashes in Washington continue to cause instability and uncertainty, leading to reduced business investment and lower demand.



Despite the continued challenges of a slow-growth economy and an uncertain future, O'Neal is well positioned. The restructuring of the past two years has established O'Neal Steel and O'Neal Manufacturing Services (OMS) as highly productive and efficient organizations, providing high levels of customer service and capable of success regardless of economic conditions. Additionally, O'Neal Steel is refocused on specialty product sales and is seeing great results. OMS has landed significant new business and, as it ramps up over the next six to 12 months, will boost its position as the preferred partner of leading Original Equipment Manufacturers. Affiliate companies are well positioned and have much to look forward to in 2014, as well.

This edition of the *O'Neal News* includes a look back at

our company over the past 30 years and how things have changed. Of the many changes during this period, technology has had the greatest impact. This will likely also hold true for the next 30 years; and we intend to be a leader in utilizing technology to the benefit of all O'Neal constituencies. What hasn't changed – and never will – is our responsiveness to customers' evolving needs, and our commitment to operating the business with the highest level of honesty and integrity.

In closing, I'd like to take this opportunity to express my appreciation for all you do in making our company a success. It is because of your continuous support and loyalty that we are able to be so well positioned for the future. Best wishes for a wonderful holiday season and a terrific 2014. Merry Christmas and Happy New Year!

Sincerely,

Craft O'Neal
Chairman

ONEAL NEWS In This Issue

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

FEATURES

4 Cover Story

A 30-year retrospective on how some things have changed, and stayed the same, at O'Neal since 1983.

8 MSCI Scholarships

This year's winners of the Metals Service Center Institute scholarships come from near and far.

10 It's What We Do

A profile of the responsibilities of O'Neal's Regional Quality Assurance Managers and Quality Technicians.

16 Department Highlight

Sales & Marketing gives direction to the company's sales force and marketing the O'Neal brand.

22 Anniversaries

Recognizing milestone anniversaries of employees with 10 to 40 years of service.

31 Show & Tell

O'Neal has a hand in making biscuits come out just right at Cracker Barrel.



7



13



30

DEPARTMENTS

2 Chairman's Message

7 Product Showcase

13 HR Connection

14 Round Of Applause

19 On The Local Level

24 Affiliates

28 Retirements

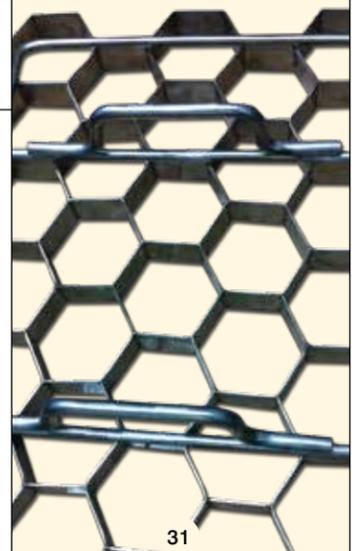
29 Marriages

29 Births

29 In Memory Of...

29 Sympathy

30 Cover Art Winner



31



4

WHERE WERE WE IN

'83?

Big hair was in. Jimmy Carter was out. Michael Jackson, The Police, and Donna Summer were at the top of the music charts. And *Car and Driver* named the Pontiac 6000STE and the AMC/Renault Alliance to its list of the top 10 cars. To many of us, 1983 doesn't seem so long ago. Then again, many of us weren't even born yet.

The fact is, a lot can change – and has – in 30 years. *O'Neal News* asked several long-term employees to reach back in their memories and share some of their thoughts on how things were different then compared to where we are today.



PAM DAVIS



TOMMY HARRIS



HOLMAN HEAD



JIMMY ORZADA



RENEE CARRUTH



JEFF BURLESON



JEFF STEPHEN



CRAFT O'NEAL

In 1983, **Pam Davis**, Inside Sales, O'Neal-Jacksonville, was working in Inside Sales at the company's Mobile location. Technology – especially communication – has changed dramatically since then. And that has directly affected the way she does her job. Not only is most of her interaction with customers by email instead of phone, she also has up-to-the-minute information available at a glance. “There was a time when we did not even have access to current inventory availability,” Pam said. “We had to go by an old-fashioned stock status list that was already a week old when it came out.”

In keeping with the age of instant updates, Pam said that customers now expect quicker responses to their inquiries, as well as faster deliveries; and O'Neal has kept pace through the use of metrics that track on-time deliveries and quality. She also thinks that technology has made business even more competitive because it's so easy for customers to get multiple quotes with the click of a mouse. “It's more important than ever for us to provide a higher level of personal customer service.”

Pam said that, having started work at O'Neal at the age of 18, she has developed many relationships through the years that have made her feel part of a large family, and have helped her grow in both her personal life and career. “Many of those long-term relationships have been with customers, and I always love

hearing from them.”

In 1983, **Tommy Harris**, Outside Sales, O'Neal-Birmingham, said that his job, itself, “was pretty much the same as it is now. Even though the way we did certain things has changed significantly, the job was based on having daily interaction with customers, and it still is.” As far as changes in customers' wants and needs, Tommy said that quality and service are always expected, but price is much more of a factor now than it was 30 years ago; and O'Neal has responded in numerous ways, such as by offering contract pricing and value-added services. In spite of the company's rapid growth in recent years, Tommy said one thing that hasn't changed is the family atmosphere – complemented by honesty and integrity – that make O'Neal a great place to work for 30 years...or more.

O'Neal Steel President & CEO **Holman Head** was an Outside Sales Representative in Memphis 30 years ago. Again, noting the giant leaps in communications and information technology, he said that devices such as smart phones, GPS, and iPads are a far cry from payphones, paper road maps, and the limited accessibility you once had outside the office. But technological advancements have not only made many things faster and easier; they've also contributed to changes in customers' expectations. “Customers still want good service and good quality, but the

definitions of service and quality have become more demanding. We've responded to those demands and strive for continuous improvement in all aspects of customer service,” he said.

Holman noted that, in terms of the company's product line and services, some of the most significant revisions have come in more recent years. “Between 1980 and 2003, we went through the complete processing/manufacturing cycle, which gave us more 'products' to sell and help differentiate us from the competition. But from an operational standpoint, it was very complex. Now, O'Neal Steel is refocused on metals distribution, and we have O'Neal Manufacturing Services and several other companies dedicated to higher valued products in service to more diverse markets such as aerospace and power generation.”

Throughout the industry, Holman said one of the most significant changes in the past 30 years has been consolidation among suppliers, customers, and competitors alike. Change is constant. But he said, “The fundamental values and long-term outlook of our company have not changed. And that's one of the main reasons many employees have been here 30 years or more.

The family atmosphere that we've created has allowed us to attract good people, and that in turn helps us attract even more good people.”

Jimmy Orzada, Outside Sales, O'Neal-Jacksonville, said that he was working on getting through college at the University of Georgia in 1983. But two years later, he started his first job in Inside Sales at what was then O'Neal's Savannah location. How has his job changed since then? “I don't wear ties or stop to use payphones anymore,” he said. “But the focus on offering our customers fast, accurate, dependable service hasn't changed a bit. That's what customers have always wanted, but many are now working with smaller inventories than in the past. This results in shorter lead times for them, so they are looking for quicker deliveries from us.” To accomplish that, Jimmy said O'Neal's stock is constantly being reviewed and added to as needed; and customer-specific inventories are set up whenever it's mutually beneficial.

Jimmy said that the company “sure has grown with the

continued on page 6

I don't wear ties or stop to use payphones anymore.

The fundamental values and long-term outlook of our company have *not* changed.

recent acquisitions.” But that’s a good thing. He recognizes O’Neal’s commitment to be the industry leader and to continuously improve its service to customers, especially in light of a highly competitive marketplace. As for why so many employees have made it to 30 years or beyond, Jimmy said, “That’s a great reflection on the O’Neal family. They have always valued their employees, and you feel it.”

Renee Carruth, Tubing Product Manager, Supply Chain, Corporate, was working as Purchasing Coordinator in the corporate office in 1983. Giving another nod to the technological advancements of the past 30 years, she recalls when data entry was on punch cards; and acknowledgements, invoices, and purchase order updates were all processed in paper form. “Today, our systems and communications are much more dynamic, which is great because responding to inquiries and helping solve customer problems is our top priority.”

Renee said that O’Neal’s product line has varied through the years as a reflection of the company’s growth strategy and customers’ needs. “We take a great deal of pride in our ability to offer customers one-stop shopping,” she said.

In looking at the metals industry itself, Renee said, “I’ve always found it interesting that the people in this industry are very relationship driven. The steel salesmen who called on O’Neal back in 1983 are in their 70s and 80s now, and we still get together every few months. These relationships have been a consistent and valuable part of the way we do business, navigate rough waters, and ultimately take care of our customers.”

Jeff Burleson, Operations Manager, O’Neal-Mobile, was loading trucks at O’Neal-Birmingham in 1983, and is greatly appreciative of today’s focus on both quality and safety standards in the warehouse. “Every effort is made to do the job right the first time,” he said, “which becomes even more important with the tighter delivery windows that we often have.” Jeff notes the company’s investment in better storage and material-handling equipment as one of the major changes at facilities through the years, as well as a broader spectrum of products compared to the beams, bars, and plate that were more dominant among inventory three decades ago. Echoing a consistent theme, Jeff said that O’Neal being a family-owned business that’s dedicated to both the employees and customers is one thing that has never changed.

In 1983, **Jeff Stephen**, Vice President of Sales & Marketing, Corporate, was working as a shear operator at O’Neal-Ft. Wayne. One of the biggest changes in his career came the following year when he moved from the warehouse to Inside Sales. He has since held a wide variety of positions, so he has seen changes on many different fronts – but with speed and quality being the primary concerns of customers throughout the years. To that end, Jeff said, “Our goal is to be fast, accurate, and dependable in everything we do, every day.”

By comparison to 1983, Jeff said O’Neal’s product

line is now much broader, including a full line of aluminum and stainless products, as well as carbon steel. And he said, “Thirty years ago, we were mostly known as a southeastern service center. Today, our footprint has expanded dramatically and we cover most of the country.” Another interesting point Jeff made was how much safer O’Neal is as a place to work today. “Our employees are now much more likely to work for years, or even an entire career, without an injury.”

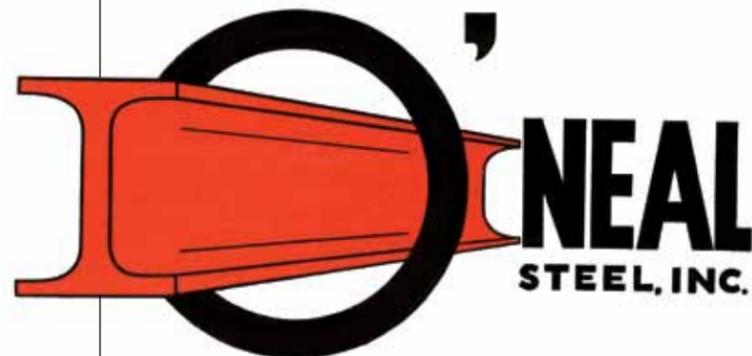
As a 36-year employee himself, Jeff said that O’Neal has continuously offered an outstanding work environment and tremendous opportunities for advancement. “And I believe the fact that the company is family-owned and operated, and has been in business for more than 90 years, gives employees a great sense of pride. I know it does for me.”

It was actually 1984 when Chairman **Craft O’Neal** began working as an Inside Sales Representative, first at O’Neal-Birmingham and then at the company’s Atlanta location. “I loved inside sales and the opportunity to work with so many customers,” Craft said. “It was a great opportunity to learn the business and understand the high expectations customers have of us.”

Everything was simpler then, but it was also a different world and a different economy. Now, in addition to answering customers’ demand for instantaneous information, faster service, and lower prices, Craft said O’Neal is constantly working to develop ways to help customers reduce their own costs – both through operational improvements and by driving waste out of the supply chain. “It’s almost mind boggling today how rapidly we’re refining our systems and services to meet customer needs,” he said.

“The greatest impact on the industry as a whole has been the global nature of business today, with foreign ownership of some of the largest companies,” Craft said. “The Chinese steel industry is continuing to expand, and growth in supply far exceeds that of demand on the world market. But O’Neal has adapted, and will continue to adapt, to the needs of our customers, employees, and shareholders. I’m proud to say that for 92 years – not just the past 30 – we’ve been able to accomplish that as a family-owned company that is built on relationships.”

And that is timeless. ☺



STAINLESS BAR PRODUCTS

Stainless bar products are quite versatile and suitable for a wide range of applications, such as shafting, supports, legs, handles, bracing, stiffeners, rails, anchors, and tie rods.

Stainless steel is often associated with corrosion resistance, and rightly so. But thanks to its special properties, stainless steel offers many other user benefits, as well.

These include:

- electrical and thermal conductivity
- ability to withstand a wide temperature range
- outstanding strength and toughness
- aesthetics when polished to an attractive finish
- environmental advantages
- fire resistance.



straightened, and then machined or ground to achieve the required tolerance and surface finish. Bars with a diameter between 3/16" and 3/4" are usually manufactured by straightening hot rolled, annealed, and pickled wire rod. Drawing benches allow direct conversion of wire rod to bright drawn bars and may require further grinding, depending on the tolerance required. Bars with a diameter less than 3/16" require a further cold-drawing operation. Most of the bars are machined into a wide variety of parts, some of which are very complex with tight tolerances.

For more information on the versatility and availability of stainless bar products, contact the O’Neal Steel location nearest you or email:

stainless@onealsteel.com. ☺

The category of stainless steel bar includes any stainless steels obtained from the hot rolling of blooms and ingots to produce semis, bars, and wire. Semis, also called billets, have a square cross-section with round edges. They are used, almost entirely, for either hot forging (to produce valve bodies, for example) or hot re-rolling by independent re-rollers. So while they are called “bar products,” they can vary in shape, including round, half round, square, hex, flat bar, angle, channel, T bars, tube, and pipe.

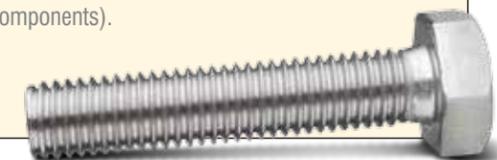
There are more than 200 grades of stainless bar products available, but the most common are Types 304/304L, 316/316L, and 303, which are inventoried at all O’Neal Steel stocking locations.

Types 304/304L stainless steel bar are easy to machine and stamp, and can be welded. They exhibit high strength and toughness, high corrosion resistance, and a smooth surface. Types 316/316L are used for products that require very high corrosion protection. Higher levels of molybdenum and nickel in these grades increase corrosion and surface-pitting resistance. Type 303 is formulated with a small amount of sulfur, which allows for faster machining.

Bars with a diameter greater than 3/4" are usually produced directly by hot rolling. They are then heat treated, descaled,

Stainless bar products are quite versatile and suitable for a wide range of applications, such as shafting, supports, legs, handles, bracing, stiffeners, rails, anchors, and tie rods. Some of the key industries and end uses for stainless bar include:

- chemical and petrochemical processing
- pulp and paper industries
- machining of shafts, valves, fittings, and other components
- food and beverage
- construction (for products such as door handles, cladding anchors, tie rods, re-bar, guard rail cables, bolts & fasteners)
- transportation (for products such as tank components and aircraft landing gear)
- medical devices (for surgical implants and components within MRI chambers)
- power and energy generation (for products such as turbine parts and LNG vessel components).



MSCI SCHOLARSHIPS

The Metals Service Center Institute continues to award scholarships to deserving students, whose families are associated with the metals industry. This year, nine of the recipients are sons and daughters of parents who work for O'Neal Steel, O'Neal Manufacturing Services, and O'Neal Industries in various regions of the country. Congratulations to them all!

Indiana Chapter

Jessica Walden, daughter of **Larry Walden**, Warehouseman/Saw Operator, OMS-Louisville, is a sophomore attending Western Kentucky University, majoring in broadcasting and communications. She is an active member of Sigma Kappa sorority, made the Dean's List in her freshman year of college, and is a member of the National Society of Collegiate Scholars. Jessica also works part-time at an apartment complex in Bowling Green.



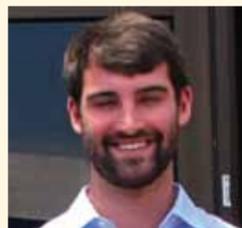
JESSICA WALDEN



MATTHEW LINVILLE



MELANIE STEVENS



WILL FAGAN



JESSICA WOOD

Matthew Linville, son of **Darrin Linville**, Divisional Continuous Improvement Manager, OMS, is a junior at Indiana University Kelley School of Business, pursuing a dual major in business finance and accounting. He is a member of Alpha Lambda Delta National Honor Society and Phi Beta Sigma National Honor Society. Matthew is also the owner and operator of Linville Lawn Care LLC, and has obtained his chemical application license and turf management certification.

Nathaniel G. Stamm, son of **Matthew Stamm**, Outside Sales Representative for ONS-Shelbyville, is a sophomore at the University of Notre Dame, majoring in pre-med. He is on the Dean's List, the cross country and track teams, and is a member of the pre-professional society, the Lily Scholars Network, and the Wall Street Club. Nathaniel also volunteers at St. Gabriel's Catholic Church and the Carlton Manor Nursing Home.

Melanie Stevens, daughter of **Shari Clark**, Inside Sales Manager, O'Neal-Shelbyville, is a second-year medical student at Indiana University School of Medicine. She graduated cum laude in May of 2012 from Butler University with a bachelor's degree in chemistry. She is currently involved in the Christian Medical and Dental Association and the American Medical Association and is a newlywed, as well.

Mid-South Chapter

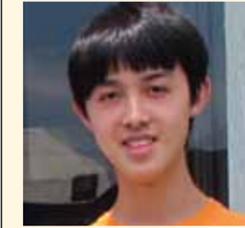
Will Fagan, son of **Shirley Fagan**, Director of Communications at O'Neal Industries, is a junior majoring in business administration at Birmingham-Southern College. A 'Southern Ambassador for Birmingham-Southern, Will received the Hess Fellowship this past summer and interned with a local Birmingham business. He is currently doing market research as part

of another internship, and is co-editor of the Business Department magazine at BSC.

Jessica Wood, daughter of **James Wood**, Maintenance Machinist for OMS-Birmingham, is a sophomore at the University of North Alabama, working toward a degree in business administration with a minor in Spanish. She is a member of Phi Eta Sigma and Alpha Lambda Delta Honor Society, and is a student worker in the University of North Alabama's Office of the President.

Yifan Guo, son of **Holly Cui**, Tax Compliance Manager at O'Neal Industries, is a freshman at Vanderbilt University. He is a graduate of Vestavia Hills High School, where he was a member of the National Honor Society. Yifan is now studying neuroscience and has joined the Ping-Pong Club at Vanderbilt.

Katie Cornwell, daughter of **Donna Cornwell**, HR Department at O'Neal Industries, is a junior majoring in communications at Auburn University.



YIFAN GUO



KATIE CORNWEL



ELIZABETH TORREZ

Katie is actively involved in campus fundraising activities for Children's Miracle Network, is a member of AU Rhythm Dance Troupe, and was selected to work in Managua, Nicaragua during winter break as part of a project with Auburn's Economic & Community Development Institute. She is employed as a lead instructor for Varsity/Universal Dance Association.

Rocky Mountain Chapter

Elizabeth Torrez, daughter of **Robert Torrez**, Quality Manager, OMS-Pueblo, is a senior at Colorado State University at Ft. Collins, majoring in health and exercise science with a concentration in sports medicine. Elizabeth is currently Chapter Vice President of Sigma Alpha Lambda and belongs to both the Health and Wellness Club and the Pre-Occupational Therapy Club. She works as a soccer referee for Arsenal and Edge Soccer Clubs and also works at a senior living center as a nurse's assistant. She will graduate in May of 2014 and plans to pursue a graduate degree in occupational therapy.

NEW ADDITION TO HR DEPARTMENT

Lee Ann Daniels has joined O'Neal Steel's HR team as Sr. Human Resources Manager at the corporate office in Birmingham. In this role, she will lead the company's HR Business Partner team, as well as the training, development, and recruiting functions. Lee Ann comes to O'Neal from Southern Company, where she served in a variety of HR capacities, including talent management, leadership development, and



HR consulting, for both Alabama Power Company and Southern Nuclear. She has also worked for other high-profile companies, such as Robert Half International, Premier System Integrators, Wachovia, and Blankenship & Seay Consulting Group. Lee Ann earned her bachelor's degree in business administration from Methodist University, and is a certified Senior Professional in Human Resources

QUALITY INDIVIDUALS



KEVIN COOKE



PATRICK MCCOY



STAN BARRON



MICHAEL WRIGHT



JAY CURRENT

O'Neal's Regional Quality Assurance Managers And Quality Technicians Are Vital To O'Neal's Operations And Customer Satisfaction

Quality is one of those words that's way overused in everyday conversation – not to mention marketing. The problem is not only that it can mean so many different things, but that people's perception of what constitutes quality can range from A to Z. To one person, for example, a quality car might be one that never needs repairs. To another person, it might mean great gas mileage. But someone else might equate quality with the overall experience of owning a certain car.

At O'Neal, quality is much more well-defined. Even though it's not just one thing – because quality applies to many different aspects of the company's products and services – there are standards of measurement that must be met, evaluations that are ongoing, and a continuous focus on improvement in all facets of the business. So in terms of everything from product testing and efficient procedures to international certifications, O'Neal is committed to exceeding customers' expectations for quality in every way.

That responsibility is shouldered primarily by the Regional Quality Assurance Managers: **Kevin Cooke**, South Region; **Patrick McCoy**, Southwest Region; and **Stan Barron**, Midwest Region, along with Quality Technicians: **Michael Wright**, South Region; and **Jay Current**, Southwest Region.

Because Quality Assurance (QA) is a continuous requirement, the day-to-day functions of the QA Managers are extensive. These include overall management of the O'Neal Quality System within a given region to maintain customer satisfaction and ensure that ISO and customer-specific quality registrations are in place. The QA Managers also develop and implement quality-related employee training, and work with the regional management team in leading process-improvement initiatives. They collect, monitor, and report quality data; manage and conduct internal and external quality audits; initiate, manage, and assess the effectiveness of corrective and preventive actions; and develop and implement measurement systems



and their calibration.

As you might expect, the QA Managers have ongoing interaction with others in their respective regions. They meet regularly with regional and local management, and work directly with sales and warehouse employees. They coordinate, manage, and monitor regional quality measurables and trends; facilitate root-cause analysis and communicate results; and help establish annual goals within the region wherever necessary.

On an even larger scale, the QA Managers work across regional lines to promote corporate standardization through quality and Lean initiatives. It is also their responsibility to develop and manage effective quality system documentation. In addition, they work with various departments, such as Supply Chain and Inventory on mill claims and sourcing issues. And they work directly with customers to help manage relationships from a quality perspective and facilitate onsite visits whenever necessary.

Obviously, it takes seasoned, knowledgeable, and experienced individuals to fill these positions in each region. O'Neal's Quality Assurance Managers are all highly qualified for the job.

Kevin Cooke, for example, has more than 34 years of experience in the metals industry. After graduating from Auburn University with a degree in materials engineering, he went to work for Republic Steel as a management trainee and metallurgical engineer. He then held various positions as a metallurgist at Republic before joining O'Neal Steel in 1987, where he has worked as Metallurgist, Birmingham District Quality Assurance Manager, Corporate Manager of Quality Assurance, Corporate Manager of Product Development – Carbon and Alloy Bar Products and Grating Products, Corporate Manager of Process Improvement, Regional Operations Manager – Southern

continued on page 12

From product testing and efficient procedures to international certifications, O'Neal is committed to exceeding customers' expectations for quality in every way.

Regional Quality Assurance covers a wide range of functions, including: collecting, monitoring, and reporting quality data; managing and conducting internal and external quality audits; and initiating, managing, and assessing the effectiveness of corrective and preventive actions.

Region, and Corporate Manager of Quality and Continuous Improvement. Kevin is a Six Sigma Black Belt and has his Lean Certification from the National Institute of Standards and Technology.

Patrick McCoy's background in Quality Assurance spans 25 years with Fortune 500 companies, and he brought that extensive experience to O'Neal one year ago. He is a graduate of Southern Illinois University with a degree in industrial engineering, and is a member of the American Society for Quality Control, is an ISO-9000 series auditor, and a Ford Motor Company Green Belt and Statistical Process Control trainer.

Stan Barron has been with O'Neal Steel for 40 years, having started out as a warehouseman before moving into positions in Purchasing, Inside Sales, and Outside Sales. He then worked as a district product specialist for 10 years and served as a quality assurance manager for another decade before assuming his current role. Stan holds a BS and MBA from the University of Southern Indiana, Six Sigma Black Belt certification through O'Neal Steel, and is active in, and a former officer of, the American Society for Quality.

Working closely with the Regional QA Managers are the company's Quality Technicians. Their broad responsibilities include internal audits, gauge calibration, corrective actions, management review meetings, research,

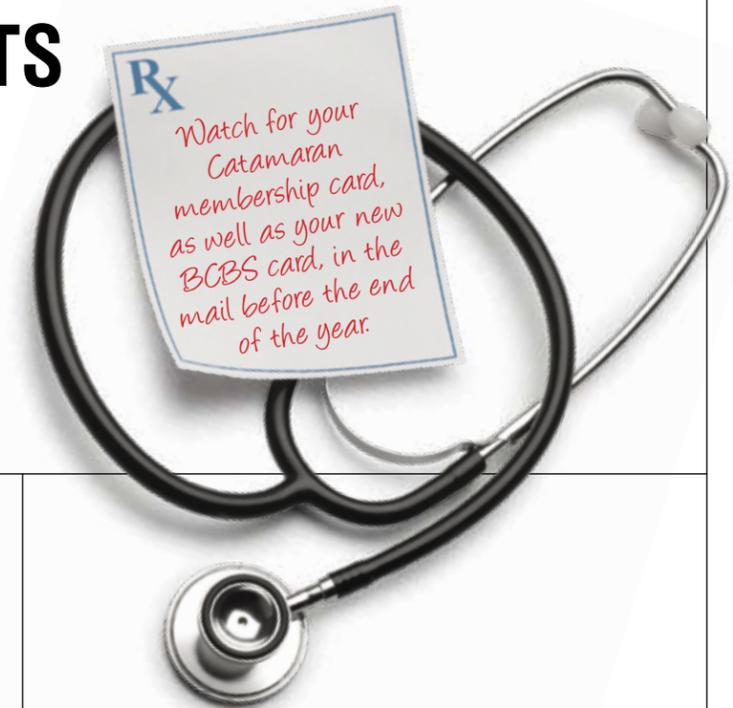
part inspection, documenting mill claims, and training in forklift and crane operation. They work directly with administrative personnel, sales managers, and operations managers, and help track workers' performance and accuracy; and they work across regional lines by assisting in the training of new quality personnel, auditing each other's work, and helping develop solutions to companywide quality issues. They also work with customers, as needed, in the areas of problem solving and corrective actions.

In addition to exceptional technical expertise, the job of Quality Technician requires a high level of discipline, focus, and commitment. Michael Wright brought his knowledge and experience from the military to O'Neal after serving in the U.S. Air Force, and has been with the company for 22 years. Similarly, Jay Current spent 10 years in the Air Force and 10 years in the Texas Air National Guard, where he concentrated on quality assurance with a combat communication squadron, before joining O'Neal at the beginning of 2013.

The Regional Quality Assurance Managers and Quality Technicians are, indeed, a group of quality individuals dedicated to their professions, O'Neal Steel, and customer satisfaction. They add value to every product and process, and are absolutely vital to the company. Because without quality, little else matters. ☺



EMPLOYEE BENEFITS KEEP GETTING BETTER IN 2014



The new year will usher in three major enhancements to O'Neal's employee benefit package: a new management program for pharmacy benefits, increased life insurance coverage, and company-paid coverage for long-term disability.

Beginning January 1, 2014, pharmacy benefits will be administered by Catamaran,™ a highly experienced and innovative company that provides prescription benefit management services to more than 25 million members. The Catamaran retail pharmacy network includes more than 68,000 participating pharmacies nationwide, including national pharmacy chains and independent community pharmacies. As a member, you will receive an identification card to present at pharmacies when filling prescriptions covered by your insurance. Your card should arrive in the mail on or before December 31st.

Catamaran is committed to making it easy for you to receive maximum value from your pharmacy benefits. Brand name and generic medications are included in your pharmacy benefit, but you will save the most money by selecting generic drugs whenever possible.

You'll be able to easily access the most up-to-date information about your prescriptions and benefits at the website address www.myCatamaranRx.com or through Catamaran's mobile application, available for your smart phone, by searching for "Catamaran" in your app store. The website and mobile app will allow you to:

- keep track of your prescription information
- compare prices at local pharmacies
- locate pharmacies and get driving directions
- order refills through Catamaran Home Delivery
- get a copy of your pharmacy ID card
- and take advantage of many other conveniences.

To find a pharmacy in your area beginning January 1st, visit www.myCatamaranRx.com or call Member Services at 877-633-4461 before filling a prescription. The Member Services team is available 24 hours a day, every day of the year, to answer your questions.

Also effective at the first of the year are two major changes in insurance coverage. First, the company will now provide you with group life insurance in the amount of two times your total annual compensation, up to \$500,000, and an equal amount of accidental death & disability coverage. Prior to this change, coverage was capped at \$150,000.

Second, as part of your overall benefits package, long-term disability insurance will be paid by the company – instead of the employee – beginning in 2014. For employees who earn less than \$150,000 per year, the company will provide coverage of up to 60 percent of pre-disability income replacement following 180 days of disability, up to a maximum of \$7,500 per month. For employees earning more than \$150,000 per year, the company will provide coverage of up to 60 percent of pre-disability income replacement following 180 days of disability, up to \$20,000 per month. Prior to this change, employees paid for long-term disability coverage themselves; and benefits for hourly employees were capped at \$2,000 per month, and \$5,000 per month for salaried employees. So not only will the company now be providing this benefit at no cost to employees, the coverage will be far better, too. ☺

Group life insurance and long-term disability benefits are better than ever, and will both be company-paid.

ROUND OF APPLAUSE

Alan Rhoades, Industrial Distribution Intern, O'Neal-Birmingham, graduated from the University of Alabama at Birmingham, with a degree in industrial distribution.

Chad Meyerhoff, Inside Sales, Iowa Laser, competed in the Ironman Triathlon in Louisville on August 25, 2013, and posted phenomenal scores. He finished in 13:09:15. The breakdown of the events were Swim: 2.4 miles at 1:12:18; Bike: 112 miles at 6:35:26; and Run: 26.2 miles at 5:06:47. Chad has competed in other triathlons, but this was his first full Ironman. He worked very hard training for this event and has been an inspiration to everyone else at Iowa Laser.

Cindy Giberson, Administrative Associate III, Iowa Laser, participated in the Annual Alzheimers Walk on September 28, 2013 in Waterloo, Iowa. She has walked and raised money for this event consistently since her mother died in 1996.

Lori Palmesheim, Collection Specialist, Iowa Laser, participated in the Down Syndrome Buddy Walk at the University of Northern Iowa in Cedar Falls on October 26, 2013. The name of her group was Designer Genes Down Syndrome. Lori walked with her nine-month-old son Easton.

Adam Biancalli, Manufacturing Analyst, OMS-Pittsburgh, recently spent one week with a scout unit at Heritage Reservation, the resident camp of the Laurel Highlands Council. More than 8,000 scouts participated in the weeklong experience of outdoor living



ALAN RHOADES graduates from UAB.



CHAD MEYERHOFF completes Ironman Triathlon in Louisville.



EASTON PALMESHEIM, nine-month-old son of Lori Palmesheim.

aimed at mastering Scoutcraft skills. This experience will allow the scouts to be better prepared for life, having developed self-reliance, learning the importance of individual initiative, and mastering skills that will last a lifetime.

Troy Smith, Inside Sales Manager, O'Neal-Nashville, placed 5th in the Novice Middleweight division of the Music City Muscle bodybuilding show in Nashville on October 5, 2013

Gary Hare, Warehouseman, OMS-Pittsburgh, celebrated the Pirates having their first winning season in 21 years. Raise the Jolly Roger!

Kevin Kiermaier, son of **Jim Kiermaier**, Warehouseman, O'Neal-Ft. Wayne, has been called up from the Tampa Bay Rays' Triple A baseball team to the 25-man playoff roster. Kevin attended Bishop Luers High School in Ft. Wayne and was a member of the state championship-winning baseball team while there. His school won state championships in football, basketball, and baseball all in the same year – a feat never before accomplished in Indiana.

Lauren Bedford, daughter of **Wendy Bedford**, Administrative Associate, O'Neal Industries, was named the Southern Athletic Association Volleyball Defensive Player of the Week. This was the second time during the 2013 season that she received this award. Lauren is a libero (defensive specialist) for Birmingham-Southern College's volleyball team.



GARY HARE celebrates Pittsburgh Pirates' winning season.



KEVIN KIERMAIER (left) is on the move with the Tampa Bay Rays organization.



LAUREN BEDFORD named the Southern Athletic Association Volleyball Defensive Player of the Week.

WHERE IN THE WORLD?

You never know where the O'Neal Steel logo might turn up next. For instance, country singer Jamey Johnson was sporting an O'Neal Steel baseball cap while playing in the Boo Weekley Charity Golf Tournament at The Club at Hidden Creek in Navarre, Florida this summer. Jamey actually worked at O'Neal-Birmingham for six months, loading trucks on the third shift, before breaking into country music. Evidently, he hasn't forgotten where he came from. And to add to the O'Neal connection, Birmingham Outside Sales Rep **Tommy Harris's** son Blake just so happens to be Jamey's road manager and personal

assistant. You might also recognize Willie Robertson (wearing the headband) from the cable TV show "Duck Dynasty," who was playing in Jamey's foursome that day.

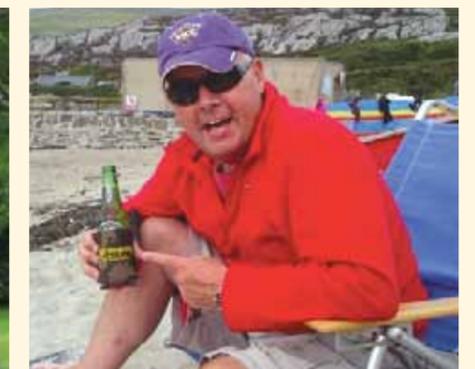
And as one more indication that O'Neal is truly an international company, Alan Saunders, brother of **Stephen Saunders**, Non-Ferrous National Product Development Manager, O'Neal-Corporate, was recently spotted relaxing on the beach in West Kerry, Ireland, near his home town, with his favorite O'Neal koozie in hand. Stephen is a native of Ireland and is doing his part to get the O'Neal name out across the pond. 🇮🇪



JAMEY JOHNSON (wearing O'Neal hat) with Willie Robertson of "Duck Dynasty."



JAMEY JOHNSON in full swing at charity golf tournament.



ALAN SAUNDERS shows off his O'Neal koozie in Ireland.

SALES & MARKETING:

Setting The Direction For Growth And Developing Tools To Make It Happen



Every O’Neal region has its own sales and management team that focuses on developing business from new and existing customers. And individual O’Neal locations have their own inside and outside sales departments that work directly with customers, fulfill orders, and respond to inquiries. But there’s also a group at O’Neal’s corporate office that works, both behind the scenes and front and center, to continuously assess market conditions, identify emerging opportunities, and develop strategies to help grow O’Neal’s business and further strengthen its position as an industry leader. This evolving and highly influential group is the Sales & Marketing Department.

Simply stated, Sales & Marketing looks at the big picture – across all types of industrial categories throughout the nation – and determines where the best fit for O’Neal’s products and services may be. That sets the direction for the company’s sales force by providing guidance on which industries or types of customers represent the greatest potential for sales. In doing so, the department works closely with O’Neal Industries, which conducts ongoing research and compiles valuable information that is used for prospecting and lead generation. In terms of the marketing function, since most marketing and promotion of the O’Neal brand is done at the corporate level, the Sales & Marketing Department is also the companywide source for marketing strategy and materials.

Jeff Stephen, Vice President of Sales & Marketing, explained that during the past year the Sales & Marketing Department has been redesigned and newly organized to better serve O’Neal in its refined structure. “We’ve set up a corporate department that can function smoothly across regional lines, focus on sales strategy, and take advantage of more marketing

channels that allow us to reach, and communicate with, prospects efficiently,” said Jeff. Pointing to the O’Neal Steel website as one example of a major marketing initiative that was put into place in 2013, Jeff said that enhancements to the site will be ongoing and will be specifically designed to make it easier than ever for customers to get information and do business with O’Neal.

As Jeff said, the department has been reorganized, and some people wear more than one hat – especially where the line between sales and marketing becomes blurred. Following is a brief description of each person’s function and background.

Vice President of Sales & Marketing **Jeff Stephen** is responsible for developing the overall sales and marketing strategy for the company, and for ensuring that it aligns with the goals of the company as a whole. He and his corporate team then work together to make sure the activities and initiatives undertaken in each area of marketing and sales are in alignment with department and company objectives. They also work with the regional sales and management teams to assist in product development, marketing, the development and sharing of tools for objectively measuring success, and the development of sales incentives that are consistent with company growth and profitability goals. Jeff has been with O’Neal for 36 years and has a wide and varied background with the company that includes operations, sales, sales management, district management, and corporate leadership.

Director of Sales **Norm Browning** leads corporate involvement with National Accounts and Contract Management. He reports to Jeff Stephen and works in collaboration with the Regional Director of Sales, as well as Product Development,

Supply Chain Management, and Account Managers, to develop strategies to maintain and grow business at the national and major account level. In doing so, he also maintains a high level of visibility and direct contact with customers. Norm has been with O’Neal since 1977 and has worked at six O’Neal locations in various roles ranging from operations management, outside sales, sales management, regional management, and executive leadership.

Stephen Saunders, Product Development Manager, has 27 years experience in non-ferrous metals distribution, and has been with O’Neal for six years. In his role as Product Development Manager, Stephen reports to Norm Browning and concentrates on planning and coordinating growth of non-ferrous products on a national scale. He assists the regions in sales and market growth by making joint sales calls and conducts product training for all sales personnel. He also stays in close contact with the regions about market segment activity, sales leads, and inventory items that would be helpful in securing new business.

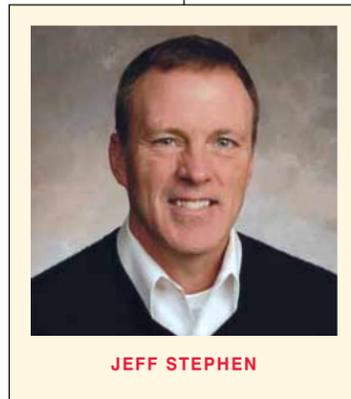
Seth Wiener, Product Development Manager, plans and coordinates product development efforts on a national scale for CF-Alloy-SBQ bars, DOM tube, Grip Strut®, and grating products. His responsibilities include sales and market share growth among each product line, as well as providing product training for the sales team and model inventory recommendations

to the regions. Seth has 28 years experience in the metals service center industry and has been with O’Neal for nine years. He reports to Norm Browning.

Nick Meyer, Contract Manager, reports to Norm Browning and is responsible for ensuring O’Neal’s compliance with commercial agreements, including tracking and reporting on performance KPIs and assisting in the development of national accounts. He also strives to improve the contract and pricing processes utilized by the entire O’Neal Steel sales team. Nick has been with O’Neal for 14 years, having started as a saw operator before working as a scheduler and processing specialist for O’Neal-Ft. Wayne and holding various sales positions with O’Neal Manufacturing Services.

National Account Manager **Joey Cloninger** has been in the steel industry for 19 years and O’Neal for the past 10 – first serving as Outside Sales Representative for O’Neal-Greensboro and then as National Account Manager. Her role in the Sales & Marketing Department includes developing and maintaining relationships at the corporate level with multi-location accounts, working closely with local personnel to assure that all customer

continued on page 18



JEFF STEPHEN



NORM BROWNING



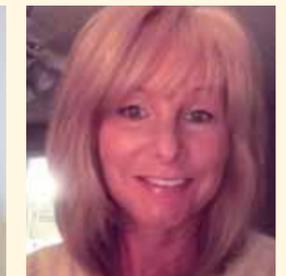
STEPHEN SAUNDERS



SETH WIENER



NICK MEYER



JOEY CLONINGER

Sales & Marketing looks at the big picture – across all types of industrial categories throughout the nation – and determines where the best fit for O’Neal’s products and services may be.

A fundamental of the O'Neal sales process is understanding the organizational goals of customers in order to uncover opportunities to contribute to their profitability, drive waste out of the supply chain, and create a foundation for mutual growth.

locations consistently receive the products, service, and overall value they expect from O'Neal. She reports to Norm Browning.

National Account Manager **Michael Pierce** reports to Norm Browning and is responsible for maintaining and growing relationships at strategic accounts that have multiple locations within O'Neal's service area. He is focused on understanding the organizational goals of customers in order to uncover opportunities to contribute to their profitability, drive waste out of the supply chain, and create a foundation for mutual growth. Michael has been with the company for seven years and has worked in both inside and outside sales at O'Neal-Jackson and O'Neal-Jacksonville.

National Account Manager **Cotton Davis** has 40 years of experience in the metals industry, and has been with O'Neal for the past 15. His responsibilities include prospecting, developing, and maintaining relationships with key buying influences at multi-location accounts, and is involved in virtually all aspects of the business relationship, including pricing, quality, inventory management, and service. He reports to Norm Browning.

David Goff, Sales & Marketing Manager, coordinates a wide variety of department activities, including communications, pricing, research, analysis, CRM, lead development, and sales campaign planning. David's career at O'Neal began 24 years ago and has been primarily focused on project management and sales, including inside and outside sales, processing,



MICHAEL PIERCE



COTTON DAVIS



DAVID GOFF



ANDREW WINGARD



DUANE WELLS



SHEA KENNEDY



MATT MILLER

and major accounts. He reports to Jeff Stephen.

Andrew Wingard, Sales & Marketing Strategist, works with the sales and analytics staff to develop strategies and processes to enhance sales efficiency and effectiveness. This includes managing the corporate website, helping with product campaigns, and assisting in the refinement of the lead acquisition and qualification process. Andrew has been with O'Neal for the past two years, and previously held sales and operational positions with companies in the financial, construction, and real estate industries. He reports to David Goff.

Duane Wells, Sales & Marketing Analyst, reports to David Goff and is responsible for the design, development, training, and user support of the Microsoft Dynamics CRM, as well as assisting with email marketing, custom reporting, and analysis. He has been with O'Neal for 19 years in a variety of roles, including administration, E1 training, database application development, and user support.

Executive Secretary **Shea Kennedy** has been with the company for seven years and worked as an administrative assistant in Supply Chain for five years before joining Sales & Marketing. In her current role, her duties include, but are not limited to, meeting set-up, organizing information for *O'Neal News*, maintaining product materials (brochures, stock book, etc.) for all salespeople, coordinating customer visits to the corporate office, and organizing and coordinating the O'Neal national sales meeting. She reports to Jeff Stephen.

And sometimes collaborating with the O'Neal Steel marketing team is **Matt Miller**, Marketing Coordinator for O'Neal Manufacturing Services, who reports to **Gerald Brockman**, Vice President of Sales & Marketing for OMS. Matt worked for an international fastener distributor for 10 years and was with Iowa Laser Technology for seven years in outside sales prior to that company being acquired by OMS. For the past year, his responsibilities have been focused on development and implementation of marketing, communication, and technology initiatives that enhance the OMS customer experience.

As you can see, Sales & Marketing is a diverse and highly experienced team that is positioned better than ever before to further O'Neal's growth in a strategic and well managed way. The department is establishing the direction of sales and setting the tone for marketing – and building on the O'Neal promise of fast, accurate, dependable service. 🍌

ON THE LOCAL LEVEL



OMS-LOUISVILLE held its first Forklift Rodeo in September.



The Forklift Rodeo turned into a safety celebration complete with a cookout.



Forklift Rodeo winner Dave Thomas (left) gets trophy from Plant Manager Jim Guy.

OMS-LOUISVILLE

O'Neal Manufacturing Services in Louisville held its annual Golf Scramble on August 3rd at Doe Valley Golf Course. Seven teams competed and the foursome made up of **Dave Rees**, Warehouseman, OMS-Louisville, along with John Leshner, Dan Rees, and Frank Wargo finished in first place. All participants enjoyed lunch and door prizes after the tournament. Thanks go out to **Chad Milburn** and **Rick Klein** for coordinating this event.

OMS-Louisville held its first annual Forklift Rodeo in September. A total of 28 employees participated. The top two competitors from each shift comprised the six finalists: **David Seales**, **Chad Milburn**, **Dave Thomas**, **Clayton Carrier**, **Josh Griffin**, and **Garry Flaherty**. The competition included stacking and moving pallets, navigating narrow blind passages, and maneuvering in reverse – all while trying to minimize time and, of course, observe the rules of safe forklift operations. Scores were determined based on total time plus penalty points, which meant that performing the moves correctly and safely was far more important than speed alone. Congratulations to Dave Thomas with a winning score of 120. **Dave Seales** placed 2nd with a score of 121.5. It was a good time and spirited competition that emphasized the importance of, and skill required for, proper forklift operation. Thanks to **Randy Gray**, Safety & Maintenance Supervisor, for coordinating this year's Forklift Rodeo, and to the judges **Dave Ezzell**, **Jason Chen**, **Jeff Ramsey**, **Emma Reed**, and **Phillip Bir** for helping Randy with the contest.

To top off the Forklift Rodeo, a celebratory cookout was held on the same day to congratulate everyone at the Louisville operation

for reaching the one-year milestone without a lost-time injury. **Chad Milburn** and **Clayton Dawson** deserve a special shout-out for serving as "Chefs for the Day." And many thanks to **Cathy Davenport** for coordinating the event.

OMS-Louisville was happy to have an opportunity recently to participate with long-time customer Bulk Truck & Transport (BT&T), by contributing to the building of the "Autism Bobtail" propane truck. **Mark Glover**, CSR for the account, coordinated the O'Neal portion of the donation, and said that OMS-Louisville produces many components for this type of vehicle, including bumpers, decks, and aluminum tread-brite parts. BT&T was able to raise \$15,000 through various donations. The truck was purchased by the Shelby Bottled Gas Corporation, and is in daily service throughout the Shelbyville area as a rolling reminder of the importance of the Autism Society of Indiana.

O'NEAL-FT. WAYNE

Members of O'Neal Steel's corporate office visited O'Neal Steel in Ft. Wayne on September 24th to congratulate, and celebrate with, the Ft. Wayne employees, who have worked nine years without a lost-time injury. O'Neal Steel President and CEO **Holman Head** was joined by **Mitchell Harrison**, Vice President of

Operations, **Jay Morrow** and **Lee Ann Daniels** from HR, and **Eric Worley**, Corporate Safety Manager, on this very special occasion. Representing O'Neal's Midwest Region, **Jeff Robertson** and **Ron Harrison** were also on hand to join in the celebration marking an extraordinary accomplishment in workplace safety.



OMS-LOUISVILLE produced the bumpers, decks, and aluminum treadbrite parts for this special truck.

continued on page 20



FT. WAYNE golf (l to r): Brian Andrus, Dave Lowe, Snack Cart Attendant, and customers Brian Widenhofer and Randy Huber.



A SPECIAL CAKE for the Inside Sales group at O'Neal-Evansville.



FT. WAYNE WINNERS (l to r): Customer Scott Simms with O'Neal's Paul Geha, Jeff Stephen, and Nick Meyer.

In other news from Ft. Wayne, O'Neal Steel hosted a golf outing in June at Whispering Creek Golf Course in New Haven. The day on the links included O'Neal Operations and Sales staff, as well as Ruan drivers, and several customers. Special thanks go to **Jeff Stephen**, Vice President of Sales & Marketing for O'Neal Steel, and Randy Huber, owner of Stamina Metal Products, who is both an O'Neal customer and vendor, for their generosity and support in sponsoring the event. Thanks also to **Dave Lowe** and **Justin Zent** for helping organize the golf outing and for reaching out to vendors to secure door prizes. Last but not least, thank you **Kathy Meyer** for capturing memories of the event as volunteer photographer.

O'NEAL-EVANVILLE

Paul Geha, Midwest Product Manager, engages the inside sales group with steel trivia questions from time to time. And as a way of encouraging cross selling, he has become famous for asking the question, "Do you want some apple pie with that?"

So when the sales group wins one of Paul's trivia challenges, the team is customarily awarded with a pie. **Michelle Loehrlein** of O'Neal-Evansville recently put in a request for chocolate.

And, much to everyone's surprise, the sales group was presented not with a pie this time but with a chocolate cake. As it turns out, the cake was made by Paul's 20-year-old daughter Grace, who is in business school at the University of St. Francis and wants to open a bakery when she graduates. By the looks of the cake, and based on the

recipients' comments, she is well on her way!

O'NEAL-CORPORATE, O'NEAL-BIRMINGHAM, OMS-BIRMINGHAM, O'NEAL INDUSTRIES

A special one-day event for children and grandchildren of employees of O'Neal Steel, O'Neal Manufacturing Services, and O'Neal Industries was held in Birmingham on August 9th. "Camp O'Neal" was designed for children ages five and older, and was coordinated by the HR Department and staffed by many volunteers from each company. Forty children attended



O'NEAL-FT. WAYNE Operations Manager Patrick Burk (left) is congratulated by O'Neal President Holman Head for nine years without a lost-time injury at the facility.



CAMP O'NEAL gave children and grandchildren of employees a chance to learn about the company at a one-day event in Birmingham last summer.



NINTH GRADERS from West High in Cedar Falls (left) and Holmes Jr. High in Waterloo visited O'Neal-Waterloo on National Manufacturing Day.



with their parents or grandparents, and each received a hard hat, safety glasses, and a backpack filled with goodies upon arrival. **Danny Baker** and **Lee Thomas** of O'Neal-Birmingham conducted a tour of the O'Neal Steel facility, while **Steve Holley**, **Paul Bernhardt**, and **Mike Quick** showed everyone around OMS. All participants in the tour got to take home a special Camp O'Neal stainless steel laser-cut part. Then, during an arts and crafts session, the kids drew pictures for a safety calendar that Corporate Safety Manager **Eric Worley** is planning for next year. The attendees also painted their names on a hard hat that will remain in the main office to mark the occasion. Next, an instructor from LIVESMART joined in to demonstrate stretching exercises especially for growing children, and to discuss healthy nutrition at meal and snack time. Lunch was then served, as **Thomas (Mac) McIntyre** and **Travis Beatty** grilled up hot dogs for everyone, followed by the always-welcome visit from the ice cream truck. To cap off the day, a group photo was taken in front of the O'Neal corporate office with an O'Neal truck.

O'NEAL-WATERLOO

On October 4th, O'Neal Steel's Waterloo operation hosted two groups of 9th grade students from Waterloo and Cedar Falls as part of the National Manufacturing Day event organized by the Greater Cedar Valley Alliance & Chamber. A total of 36 students and their chaperones learned about the corporate culture and mission of O'Neal Steel from **Kris Frush**, Inside Sales Manager, and Operations Manager **Terry Alcott**. During the tour of the facility, they were told about processing and handling materials, and given perspective of the weight of what they were viewing by comparison to a Smart car.

OMS-INDIANAPOLIS

This past summer, for the third consecutive year, OMS-Indianapolis received "7 Steps of Welding" certification from Caterpillar. A plaque commemorating this achievement was presented to the Indianapolis operation by Shiree L. Baran, NA Heavy Fabrications Strategic Buyer, and Nate Shissler, Process Control Engineer. Nate considered this an extraordinary achievement. He remarked that, "Employees must ensure hard work and dedication to achieve these

results. Without these attributes and apparent talent in the art of welding, this achievement is impossible to attain. Through the feedback from our facilities and product groups, it is highly evident that your contributions are the main reason weld quality has become the norm when receiving parts from O'Neal." He asked to continue the hard work to maintain this quality and reputation.

In September, OMS-Indianapolis organized its first golf outing. Employees, family, and friends from Indianapolis as well as O'Neal-Shelbyville participated. Everyone had a great time and enjoyed a nice course and great weather. First place winners were: **Gerald Brockman**, **Gene Gadiant**, **Morris Neeb**, and **Ryan Neeb**.

OMS-Indianapolis also recently organized its first "World Class Manufacturing Week." The initiative consisted of a weeklong program that focused on training employees in the best manufacturing practices, such as Lean, 5S, TPM, Personnel Development, Safety, and Quality. All employees participated in the program and each day was built around a specific theme. Monday was "Lean Concepts." Tuesday was "TPM and Personnel Development." Wednesday was "How to Eliminate Waste." Thursday was "Safety and Crane Contest." And Friday was "Cost of Quality." The training was led by **Federico Fraga**, Plant Manager; **Todd O'Neill**, Engineering Manager; **Brian Vannarsdall**, Continuous Improvement Manager; and **Mike Fitzgerald**, Quality Manager.



INDIANAPOLIS GOLFERS (l to r): Morris Neeb, Ryan Neeb, Gene Gadiant, and Gerald Brockman.

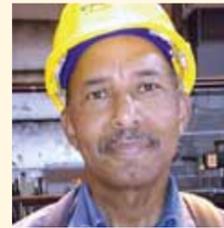
A N N I V E R S A R I E S



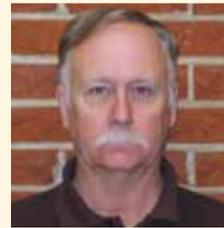
BERNARD ALSTON



STAN BARRON



JULIUS BONNER



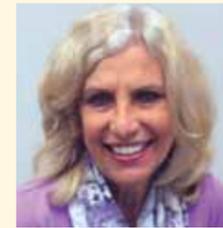
RICHARD CLACK



RON CRUTCHFIELD



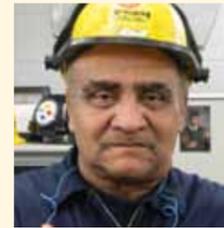
THOMAS HUTTO



KATHY KUNTZ



DAVID THOMPSON



JOSEPH TRUESDALE

2013

40 YEARS	LOCATION	35 YEARS	LOCATION	25 YEARS	LOCATION	20 YEARS	LOCATION	15 YEARS	LOCATION	10 YEARS	LOCATION
Bernard Alston	ONS-Greensboro	Steve Venetis	ONS-Lafayette	Kevin Mayfield	OMS-Louisville	Debra Hogg	OMS-Greensboro	Michelle Cooper	ONS-Nashville	Kristy Adams	ONS-Houston
Stan Barron	ONS-Midwest Region	Barry Wells	ONS-Evansville	Dawn McDonald	OMS-Indianapolis	Ronald Joest	OMS-Indianapolis	Ryan Cooper	ONS-Waterloo	Kyle Andrus	ONS-Ft. Wayne
Julius Bonner	ONS-Birmingham	David Wells	ONS-Evansville	Christopher Peters	ONS-Birmingham	Richard Jones	OMS-Louisville	Donna Cornwell	ONI-Corporate	Mark Beasley	ONS-Jacksonville
Richard Clack	ONS-Jackson	Grady Willoughby	OMS-Birmingham	Brian Pullum	ONS-Evansville	Raphael Kinney	OMS-Iowa Laser	Monty Crenshaw	ONS-Mobile	Michael Brown	OMS-Greensboro
Ron Crutchfield	ONS-Corporate	Tony Wynn	ONS-South Region	Michael Rand	OMS-Commercial Group	Chris Lykins	OMS-Louisville	Charles Davis	ONS-Southwest Region	Jo Lynn Cloninger	ONS-South Region
Judy Daunhauer	ONS-Jacksonville	30 YEARS	LOCATION	Steve Reynolds	OMS-Louisville	Daniel Matthias	OMS-Iowa Laser	Jeffrey Davis	ONS-Waterloo	Joshua Cripe	OMS-Iowa Laser
Thomas Hutto	ONS-Little Rock	Clayton Dawson	OMS-Louisville	Jerry Roberts	ONS-South Region	Michael Mattingly	OMS-Indianapolis	Keith Duce	ONS-Houston	Bethany Dowell	OMS-Indianapolis
Kathy Kuntz	ONS-Midwest Region	Lucio Flores	ONS-Dallas	Calvin Robicheaux	ONS-Lafayette	Thomas McIntyre	ONS-Corporate	Brad Eades	OMS-Iowa Laser	Jimmy Echols	ONS-Birmingham
Thomas Smith	ONS-Waterloo	Alfredo Garcia	ONS-Dallas	Timothy Ruble	ONS-Shelbyville	Denise Neeb	ONS-Corporate	Kim Farlow	ONS-Indianapolis	Shane Fancher	ONS-Birmingham
David Thompson	ONS-Waterloo	Eileen Kirkland	ONS-Jacksonville	Keith Sangl	OMS-Commercial Group	Carl Nickel	ONS-Shelbyville	Kim Graves	ONS-Birmingham	Randy Gary	OMS-Iowa Laser
Joseph Truesdale	OMS-Greensboro	Rebecca Lowman	ONS-Corporate	Tobe Sayles	ONS-Jackson	Jay Osmundson	ONS-Waterloo	Dan Herchenroether	OMS-Pittsburgh	Greg Geisler	ONS-Waterloo
35 YEARS	LOCATION	Judy McMurray	ONS-Corporate	Roxanne Stone	OMS-Iowa Laser	Marcus Pace	OMS-Greensboro	Lamoyne Kilpatrick	ONS-Corporate	Bernard Gimnang	ONS-Dallas
Roger Brown	OMS-Greensboro	Gene Osborne	OMS-Greensboro	Mark Thorne	OMS-Iowa Laser	William Perkins	OMS-Memphis	Kenneth Lavelle	OMS-Pittsburgh	Misti Glover	ONS-Birmingham
Roger Burt	OMS-Indianapolis	Todd Reed	ONS-Shelbyville	Donald Tillett	ONS-Dallas	Mike Pinkerton	OMS-Houston	Scott Leffew	ONS-Shelbyville	Kenneth Henneman	ONS-Dallas
Randy Constance	OMS-Birmingham	Mark Scott	ONS-Jackson	William Walden	OMS-Louisville	Donald Riley	OMS-Louisville	Todd Lindsey	ONS-Evansville	Michael Hood	ONS-Birmingham
Mickey Cory	ONS-Evansville	Stephen Smith	OMS-Louisville	Daniel Whitt	OMS-Birmingham	James Roch	OMS-Houston	Melissa Martin	O'Neal Industries	Clay Hosmer	ONS-Knoxville
Jeffrey Curl	ONS-Evansville	Michael Thornburg	ONS-Shelbyville	Dorethea Wynn	ONS-Corporate	Benjamin Scott	ONS-Mobile	Michael McGowan	ONS-Jackson	DeeDee Johnston	ONS-Corporate
Wyatt Elmore	OMS-Commercial Group	Bob Triplett	ONS-Jacksonville	20 YEARS	LOCATION	Garry Shelton	ONS-Shelbyville	King Newman	OMS-Birmingham	Samuel MacKanic	ONS-Dallas
John Elrod	O'Neal Industries	Lee Whitmire	ONS-Corporate	John Ambrose	ONS-Waterloo	Toby Smith	OMS-Birmingham	Jerry Ohlendorf	OMS-Iowa Laser	Morris Milburn	OMS-Louisville
Philip Freeman	ONS-Shelbyville	25 YEARS	LOCATION	Willis Baker	ONS-Birmingham	Richard Smithson	OMS-Birmingham	James Perry	OMS-Houston	Herman Mitchell	OMS-Birmingham
Joel Gonzalez	ONS-Dallas	Douglas Abkes	ONS-Waterloo	Richard Beatty	ONS-Pittsburgh	Derek Stover	OMS-Indianapolis	Amie Robinson	ONS-Jackson	Morris Neeb	OMS-Corporate
Mitchell Harrison	ONS-Corporate	Paul Berry	OMS-Iowa Laser	James Brawdy	OMS-Pittsburgh	Gregory Venable	ONS-Lafayette	William Rogers	OMS-Iowa Laser	Jeffrey Novotny	OMS-Iowa Laser
Mike Honeycutt	OMS-Birmingham	Anthony Bradshaw	OMS-Louisville	Jeffrey Conover	OMS-Iowa Laser	Francis Vincent	OMS-Pittsburgh	Jacquelyn Russell	OMS-Birmingham	Robert Peterson	ONS-Birmingham
Vernon Hood	ONS-Greensboro	Lee Ann Dunn	O'Neal Industries	Steve Coulter	ONS-Southwest Region	Larry Williams	ONS-Shelbyville	Craig Sabin	OMS-Iowa Laser	Daleen Phelps	ONS-Shelbyville
Robert Listerman	O'Neal Industries	Don Even	OMS-Iowa Laser	Muchelle Dennis	ONS-Corporate	15 YEARS	LOCATION	Eric Santek	OMS-Pittsburgh	David Reiter	ONS-Evansville
Vernon Little	ONS-Waterloo	Scott Fassold	OMS-Indianapolis	Mikal Dyke	ONS-Shelbyville	Scott Andersen	OMS-Iowa Laser	John Simms	ONS-Shelbyville	Donald Riesbeck	ONS-Evansville
David Lowe	ONS-Ft. Wayne	Samantha Gates	ONS-Corporate	Chris Elrod	ONS-Shelbyville	Joseph Bailey	OMS-Pittsburgh	Dan Smith	ONI-Corporate	Darrell Rumley	ONS-Greensboro
Gary McClure	OMS-Indianapolis	Kevin Hauntz	OMS-Commercial Group	Jason Fouraker	ONS-Jacksonville	Joe Barber	OMS-Iowa Laser	Pierce Smith	ONS-Little Rock	Steve Shelton	ONS-Birmingham
Bruce Mulvehill	OMS-Birmingham	Barry Hoppe	OMS-Pittsburgh	Kris Frush	ONS-Waterloo	Robert Baur	OMS-Indianapolis	Roger Smith	ONS-Mobile	Jose Sosa	OMS-Indianapolis
Jose Palacios	ONS-Dallas	Timothy Horsfall	OMS-Iowa Laser	Larry Girsch	OMS-Iowa Laser	Julie Boteler	ONS-Birmingham	Cody Thibodeaux	ONS-Lafayette	John Styer	OMS-Greensboro
Christopher Rudd	OMS-Greensboro	Randy Larson	ONS-Waterloo	Randall Gray	OMS-Louisville	Shane Broussard	ONS-Lafayette	Janice Unangst	O'Neal Industries	Maria Sullivan	ONS-Corporate
Jeff Stephen	ONS-Corporate			Troy Helms	ONS-Birmingham	Tonya Carey	OMS-Louisville	Valerie Young	OMS-Pittsburgh	Dustin Wampner	OMS-Indianapolis
										Walter Woodard	ONS-Jacksonville



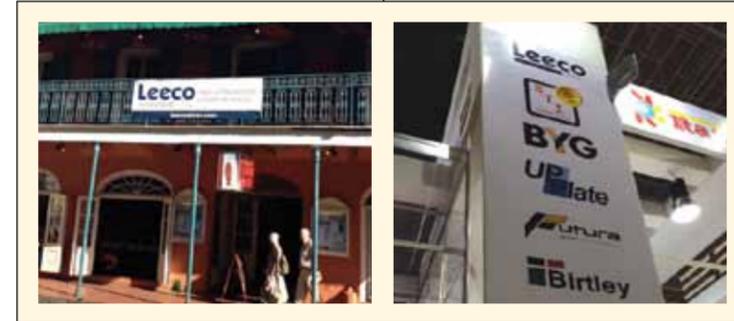
O'Neal Flat Rolled Metals (OFR Metals) recently hosted an open house at its New Century, Kansas facility to showcase its processing capabilities and skilled employees. "More than 100 individuals representing 70 customers participated in the open house," said **Mike Severin**, OFR's General Sales Manager. "They had the opportunity to tour our facility, see our new precision measuring table in action, witness many of the Lean manufacturing processes that are integral to OFR's warehouse operations, and enhance their product knowledge by meeting



the OFR product specialists along with representatives from carbon, stainless, and aluminum mills." **Tim Maierhofer**, Director of Process Improvement, also participated in the open house, informing customers about the many services and benefits of OFR's Customer Profit Enhancement Process (CPEP). As a result, six of those customers in attendance have already signed up to be involved in CPEP. The event concluded with a group of 65 participants attending a Kansas City Royals baseball game.



Select tradeshow remain an important part of Leeco Steel's marketing program. Seven members of the Leeco staff attended the annual Workboat Show in New Orleans this past October. In an effort to engage current and potential customers in a relaxed setting, the company hosted a "Bourbon Street Balcony Party" on the opening night of the show. The event welcomed guests from all corners of the industry with the sites and sounds of the French Quarter, including jazz music and a traditional Cajun menu served on a balcony overlooking Bourbon Street.



opportunity for Leeco's Santiago office. The company also continues to improve and expand its facilities. Earlier this fall, Leeco relocated its eastern sales office to 9500 Brooktree Drive, Suite 200, Wexford, Pennsylvania. More professional in appearance, the new space also provides more room for staff and a more convenient location for employees and customers alike. Looking south, and in support of its plan to establish a stronger presence in the ship and marine industry, the company has opened its eighth distribution center in Mobile, Alabama. The

Leeco was also an exhibitor along with its customer and partner Railroad Brasil at Exposibram in Belo Horizonte, Brazil. This is the largest tradeshow in South America focused on the mining industry. The four-day event featured nearly 1,000 exhibitors and welcomed more than 250,000 attendees, including **Denton Nordhues**, Leeco President and CEO, and **Jerome Kusbel**, Vice President of Business Development, both of whom made many valuable contacts. Production estimates are expected to increase more than eight percent in the next two years in South America, providing great growth

Leeco team considers Mobile a smart and strategic location that will help provide better service, cost-effective supply-chain solutions, and quicker delivery to its existing and emerging customer base in the region. The Chattanooga sales office will provide all sales support. And, in keeping with Leeco's commitment to community service, the Lisle, Illinois team is hosting a coat drive to benefit children and adults in the Chicago metro area. They are also in the midst of two big volunteer events to support the Northern Illinois Food Bank during the holiday season.



There's been a flurry of activity at United Performance Metals with work continuing on the integration of CHRG Metals and Vulcanium Metals. Annual planning sessions for 2014 were recently completed with each of UPM's divisions. The sessions were productive and encouraging as everyone remains hopeful that a slight improvement in the overall economies, both domestic and foreign, will lead to a more favorable climate in 2014.

In addition to planning activities, the focus has also been on working toward a strong finish to 2013. All areas of the company have seen increases in the number of pounds of products shipped, with many surpassing last year's levels

during the 3rd quarter. Unfortunately, pricing continues to be a struggle as lower nickel prices and increased competition continue to challenge margins. Fall is contract and LTA season, so all divisions of UPM are working diligently to protect current contracts while also competing for new ones.

The company recently completed a sports-themed wellness program that awarded points to individuals who exercised consistently. Winners were recognized at UPM locations in Hamilton and Los Angeles, as well as at Vulcanium's Chicago location. The company also continued its efforts to stay involved and proactive in the community by participating in a blood drive and volunteering at a local food pantry.



TW Metals has launched a new website at www.twmetals.com. The new site is designed to provide a quick, user-friendly experience for visitors, including special pages dedicated to aerospace, nuclear, military, metals service centers, and fabricators. The site offers an expanded and updated product section with comprehensive



technical information, AMS specifications, an interactive location map, and a metals calculator for weights and conversions. There's also a request-for-quote feature, as well as a direct link for inquiries along with FAQs and answers. The site is readily translated into multiple languages, and it reflects TW Metals' position as an international leader in specialty metals and innovative

supply chain solutions.



The summer of 2013 produced an important link in the Disaster Recovery Plan at Aerodyne Alloys: the installation, implementation, and synching of the primary and replication servers. Earlier in the year, the primary server, which is named Romulus, and Remus, its identical twin replication server, went live with the implementation of the new ERP system Stratix. At that time, both servers resided at Aerodyne Alloys' main office in South Windsor, Connecticut. Romulus serves all of Aerodyne's four locations with purchasing, inventory, order entry, pricing, production, scheduling, A/R, A/P and G/L functions, while Remus is responsible for replicating or mirroring every transaction, in real time, that is processed by Romulus.

Early in June, after successfully replicating transactions for four months, Remus made the 14-hour drive from

Connecticut to Aerodyne Alloys' service center in Greenville, South Carolina. Within hours, following a few configuration changes for location and re-synching of transactions, Remus was once again replicating every transaction – but now 950 miles away from its twin. This physical separation of primary and replication servers is an important component of any Disaster Recovery Plan. If the Connecticut operation experiences an interruption, the facilities in South Carolina can be configured to serve the other three locations until the primary server is back in order.

This is a critical precaution for any business that conducts thousands of transactions each month. In doing so, Aerodyne is ensuring that it can retain vital information and continue to service its customers even in the event of the unexpected.



Supply Dynamic is wrapping up a busy year by launching two new aggregation pilot programs. The first involves one of the most admired agricultural and construction equipment companies in the world. The second program is for a leading supplier of pneumatic, fluid control, thermal management, and electro-mechanical equipment and sub-systems. Market Development Director **Bob Hales** said that what is especially exciting about the first program is that it's another example of a company that has been doing aggregation for years, but is now turning to Supply Dynamics for help in deploying an IT solution that will better manage the process. Commenting on the second program, Market Development Analyst **Gage Whitehead** said that it illustrates the fact that more and more companies are recognizing the timesaving advantages of Supply Dynamics' process for documenting all of the part attributes in a part or assembly by using the customer's engineering drawings.

The company is also in the process of rolling out new "extended enterprise" visualization tools in OASIS. In beta, the tool has already received many accolades from customers who

wanted to see their extended value chains plotted globally in a Google Maps-compatible format. "These new tools take the concept of a raw material supply chain 'Control Tower' to a whole new level," said Supply Dynamics President **Trevor Stansbury**. "OASIS is able to broadcast timely information about demand and supply to all stake holders in an OEM's extended value chain. Application performance is amazing and the ability to filter by form, alloy, grade, specification, and even part description is really powerful. I also think OEM customers will appreciate the ability to see Tier 1 through Tier N supplier relationships plotted across the globe," he said.

Finally, in September, Supply Dynamics was named one of 2013's *Great Supply Chain Partners* by SupplyChainBrain. SupplyChainBrain.com is the world's most comprehensive, web-based supply chain management information resource, utilized by hundreds of thousands of senior-level industry executives. SupplyChainBrain specializes in writing and reporting about emerging trends, technologies, best practices, forward-thinking ideas, and cutting-edge solutions.

NEW ADDITION TO THE FAMILY

This past August, Vulcanium Metals became the newest member of the O'Neal Industries family of companies. O'Neal acquired the assets of the business through its affiliate United Performance Metals (UPM). Vulcanium is a leading stocking source, distributor, and processor of titanium for aerospace, defense, medical, and other industrial applications.

The company is based in Northbrook, Illinois, where it operates a stocking facility, as well as in Belfast, Northern Ireland. Vulcanium carries a complete inventory of titanium products, such as sheet, plate, block, and bar, and specializes in providing distribution and supply chain solutions to OEMs



and subcontractors throughout the world. Comprehensive in-house processing capabilities include leveling, shearing, sawing, machining, facing, chamfering, laser cutting, and water jet cutting.

The addition of Vulcanium complements United Performance

Metals' current focus on specialty stainless and high-performance alloys. UPM President **Tom Kennard** said, "The acquisition of Vulcanium is a natural extension of our offering and allows us to deliver greater value to the customers and markets we serve – especially overseas." Vulcanium President **Jerry St. Clair** will continue to oversee the company's operations. For more information on Vulcanium, visit vulcanium.com. ☺

BUILDING A BETTER ONLINE EXPERIENCE



We wanted to develop a site that allowed our customers to see the many ways we can impact their manufacturing supply chain – not only with specific equipment and experience but as a long-term partner.

When **Matt Miller** joined O'Neal Manufacturing Services as Marketing Coordinator in late 2012, he wasn't sure what to expect. Matt came to OMS as a seven-year employee of Iowa Laser Technology, which was acquired by O'Neal in 2012. "The transition occurred in less than a year – from company acquisition to accepting my new role," Matt said. "Having an open mind about what to expect made adapting to the challenge much easier."

His first task was to lead the planning and development of the company website, which required numerous plant visits to learn more about the company. He was impressed not only by the size and reach of the company, but also by the family atmosphere that was evident at each of 10 OMS locations.

"Typically, a company this large will have multiple layers of decision makers, which was one of my initial concerns," said Matt. "But management has kept the OMS organizational structure fairly flat, which enables us to make quicker decisions and be more responsive to customers. The O'Neal corporate culture promotes cooperation, expediency, and results."

This was especially evident during the most difficult phase of the website project – content creation. More than 30 staff members participated in the process, including account managers, analysts, and executives, who were asked to provide input on company capabilities, industries we serve, and the concerns that drive customer decision-making. "This is always difficult because you're asking people to look at our company solely from the customer's point of view, which isn't

easy. But we had full participation from the team, and ended up with great perspective and ideas for the website as well as future projects," Matt said.

The website, which resides at www.onealmfgservices.com, came online in June of this year, and provides the framework for future customer communication. Beyond industry and capability information, OMS launched the company blog "The Place for Planned Demand," which will be a central source for OMS updates and industry news, including answers to strategic and tactical manufacturing questions.

"We wanted to develop a site that allowed our customers to see the many ways we can impact their manufacturing supply chain – not only with specific equipment and experience but as a long-term partner. We're also making an

investment in communication, which we feel is increasingly valuable as a 21st century manufacturing company," said Matt.

In addition, OMS is developing a customer portal on the website where customers can access even more specific information to their accounts, such as material test reports, invoices, and proof-of-delivery. Customers can register for, and access, the OMS portal by visiting www.onealmfgservices.com. Future enhancements, including videos and file sharing, are also being developed.

Matt added that, as a business, OMS is focused on integrating with the customer's supply chain to provide strategic manufacturing solutions. Technology provides many opportunities to fulfill that mission and enhance the customer experience. ☺

CUSTOMERS CAN REGISTER FOR, AND ACCESS, THE OMS PORTAL BY VISITING WWW.ONEALMFGSERVICES.COM.



RETIREMENTS

Stanley Hattabaugh, Warehouse Craft I, O'Neal-Shelbyville, retired after 31 years of service. Stanley started his career with O'Neal in 1976 and has worked in the stainless and aluminum area pulling stock, packaging product, and building skids. Stanley has always been known for his sense of humor and wonderful work ethic. He now plans to spend more time with his wife Pam, his son, and his grandchildren, and also enjoy his favorite pastime – fishing in Florida.



STANLEY HATTABAUGH



RON DOEBLER

Ron Doebler, Quality Assurance Technician, OMS-Louisville, retired after 34 years of service. Ron began his career in 1979 and was actually one of the original employees hired to work in Louisville for Shelby Steel prior to O'Neal's purchase of that company. He had a long list of "firsts" in his career, including being the first CNN operator, beveler, and Maintenance Department employee in Louisville. He also was one of the first employees in the fab shop. In addition, Ron worked as a burner, press brake operator, and saw operator. He loaded and unloaded trucks, and worked in Bar Bay. Then in 1984, Ron became the Louisville operation's first Quality Assurance Technician, the position he held for the next 29 years. In retirement, Ron plans to take it easy, complete a long "honey-do" list for his wife Un Ye, and enjoy more time with his daughters and grandchildren.



JERRY NORWOOD



CATHY MATTINGLY

Jerry Norwood, Inside Sales Manager for O'Neal-Jackson, retired after 37 years of service. Jerry started his career at O'Neal in 1976 as an inside sales representative. He was later promoted to Office Manager before being named Inside Sales Manager. Jerry has been an integral part of the success of the Jackson operation. His knowledge of systems and procedures was invaluable. Known for his positive attitude, Jerry always begins and ends each day with a smile. In his retirement, Jerry plans to travel and spend more time



WILLIAM ELLIS



BARRY SWANN

with wife Mary Ann, as well as his children and grandchildren.

Cathy Mattingly, Inside Sales at O'Neal-Knoxville, retired after 15 years of service. Cathy began her career with O'Neal in 1998 as a clerk, and later became an administrative assistant. Cathy acted as the district lead for the E-1 conversion, and then was promoted to handle contract sales and inside sales. Cathy was always willing to step into any role required, and did so with a positive attitude – caring deeply about both her co-workers and O'Neal customers. During retirement, Cathy plans to spend time with her daughter, her sons, many grandchildren, and a great granddaughter. She also looks forward to enjoying kayaking and the great outdoors.

William Ellis, First-Shift Saw Operator at O'Neal-Little Rock, retired after 32 years of service. William began his career at O'Neal in 1981 as a warehouseman pulling stock and loading trucks. He was promoted to Lead Man for third shift in 1984, and later worked as Shipping and Receiving Coordinator. In 2010, he became a saw operator. William was a very hard worker with a positive, can-do attitude and was a pleasure to be around. He now plans to spend time with his wife Betty and help care for his son William Scotty, who is a quadriplegic. William will also enjoy more time with his daughter and grandchildren.

Barry Swann, Crane Operator for O'Neal-Birmingham, retired after 35 years of service. Barry began his career in the Birmingham warehouse in 1978. Initially working as a crane operator, he became an asset in many different areas of the facility, including the Kasto automated storage and retrieval system for inventory, where he worked as a loader. He was prompt and pleasant and enjoyable to work with. Barry now plans to relax and work in his yard during retirement.

MARRIAGES

Gabriella and **Jay Current**, Regional Quality Technician, O'Neal-Dallas, were married October 19, 2013.

Sarah and **Wes Lauer**, Materials Handler, Iowa Laser, were married October 19, 2013.

Bethany and **Chris Edwards**, Internal Auditor, O'Neal Industries, were married October 12, 2013.

Amanda and **Bryant Collins**, Machine Operator, OMS-Pittsburgh, were married September 13, 2013.

Dragana and **Denis Begic**, Shipping and Receiving Clerk, Iowa Laser, were married July 6, 2013.

BIRTHS



Sadie Grace
August 13, 2013
Grady and **Jessica Leffler**
Inventory Specialist,
OMS-Greensboro

Jacob Matthew
August 4, 2013
Jamie and **Craig Pavelec**
District Inventory Control B,
Iowa Laser

Alexander
September 24, 2013
Van Luu and **Phong Nguyen**
Warehouseman Craft IV,
OMS-Louisville

Parker Christopher
August 2, 2013
Amanda and **Noah Brown**
Manager of Financial Analysis,
O'Neal Industries

Evelyn Rose
September 17, 2013
Shelly and **David Sanchez**
Customer Service
Representative, O'Neal-Dallas

Weston James and Sloane Flora
August 1, 2013
Ashley and **Truitt Miller**
Inside Sales,
O'Neal-Greensboro

Leiyah Michael
September 9, 2013
Wesson and **Shawn Felder**
Robotic Welder,
OMS-Greensboro

Harper Louise
July 14, 2013
Jamie and **Matt Moon**
Regional HR Business Partner,
South Region

Levi
August 27, 2013
Travis Lewis
Warehouseman Craft III,
OMS-Louisville

Zahavariyah
June 21, 2013
Qiana and **Jermaine Colbert**
Warehouseman Craft III,
OMS-Louisville

Sailor Elizabeth
August 16, 2013
Tara and **Shaun Murnan**
Production Supervisor,
OMS-Indianapolis

Wyatt Lee
May 9, 2013
Whitney and **Dustin Wampner**
Warehouse Craft III,
OMS-Indianapolis

IN MEMORY OF...



Fred Kent

September 4, 1950 –
November 14, 2013

Fred Kent began his career with O'Neal Steel in the tubing and cold-finished bar group of the Corporate Specialty Products Department in May of 1977, and remained with the department after its merger with the Purchasing Department. The product responsibilities of that group were eventually split; and Fred, who was an expert in tubing and pipe, continued to source these important products and advise customers and O'Neal sales representatives until only a few days before his death. With more than 36 years experience, Fred was truly the "go-to" man on pipe and tubing because of his vast product knowledge and understanding of the markets on both the supplier and customer side. Fred was so much more than a co-worker; he was a friend, a mentor, and a part of O'Neal's extended family. He loved Alabama football, Dreamland Barbeque, O'Neal Steel, his family, and the Lord above all. Fred is survived by his wife Jerri and children Kevin, Katie, and Dawn, as well as two sisters and a brother.

OUR SINCERE SYMPATHY TO...

The family of **Jim Johnston**, retired employee of O'Neal Steel.
Dorethea Wynn in the loss of her sister.
Charles Walker in the loss of his sister.
John Pence in the loss of his father-in-law.
Lance Ireland in the loss of his father.
Steve Carpenter in the loss of his brother.
Darvina Jenkins in the loss of his father.
Mike Hodges in the loss of his brother.
Larry Moffett in the loss of his mother-in-law.
Lee Anna Kirkland in the loss of her father-in-law.
Bret Fishback in the loss of his mother.
Charles Gorman in the loss of his father.
Greg Rager in the loss of his mother.
Justin Hill in the loss of his mother-in-law.
Maria Sullivan in the loss of her mother.
Grier Mendyk in the loss of his mother.
Duane Wells in the loss of his father.
Kirstie Barton in the loss of her husband.

A HOLIDAY TRADITION

Each year, O'Neal employees' children (ages 12 and younger) are invited to submit drawings to *O'Neal News*, depicting their impressions of the holidays. The winning entry serves as the cover of the magazine's winter edition. This year's top selections are as follows.



9 to 12 Years Old

Winner : TATUM HOLLEY

Tatum is the 11-year-old daughter of **Steve Holley**, Plant Manager, OMS-Birmingham. She is a 5th grader at Riverchase Elementary School, where she is on the Student Council and is an Ambassador. She enjoys competitive gymnastics and dance. About her winning entry, Tatum said that she wanted to include all her favorite Christmas symbols: stockings, candy canes, presents, and holly. She wanted her drawing to extend all the warmth of the season to all O'Neal employees and their families.

2012 PARTICIPANTS

Child	Age	Parent	District
Logan Intraboona	1	Arnold Intraboona	O'Neal-Corporate
Colton Worley	2	Eric Worley	O'Neal-Corporate
Olivia Intraboona	3	Arnold Intraboona	O'Neal-Corporate
Donovan Dennis	4	Muchelle Dennis	O'Neal-Corporate
Madison Glover	4	Misti Glover	O'Neal-Birmingham
Betsy Ankar	4	Tony Ankar	O'Neal-Industries
Marissa Johnson	5	Brittany Johnson	O'Neal-Jacksonville
Isabell Goff	5	David & Susan Goff	O'Neal-Corporate & O'Neal-Birmingham
Ellie Beasley	5	Mark Beasley	O'Neal-Jacksonville
Clarissa Hamlin	5	Steve Hamlin	OMS-Greensboro
Megan Mayon	5	Coty Sampe	O'Neal-Lafayette
Micah Pierce	5	Michael Pierce	O'Neal-Jackson
Grant Daining	5	Tim Daining	O'Neal-Knoxville
Kenzy Ogden	5	Chad Ogden	OMS-Indianapolis
Virginia Davis	6	Betsy Davis	O'Neal-Corporate
Brianna Hollis	6	Christy & Chris Hollis	O'Neal-Birmingham & OFR-Birmingham
Robbie Fraga	6	Federico Fraga	OMS-Indianapolis
Maggie Symasek	6	Mike Symasek	O'Neal-Corporate
Peyton Kennedy	6	Shea Kennedy	O'Neal-Corporate
Lillie Armstrong	6	Stephen Armstrong	O'Neal-Corporate
Mason Johnson	7	Brittany Johnson	O'Neal-Jacksonville
AkaSha DeHerrera	7	Carlos DeHerrera	OMS-Pueblo
Scarlett Willey	7	Crystal Ensminger	O'Neal-Shelbyville
Mary Catherine Morrow	7	Jay Morrow	O'Neal-Corporate
Jackson Gohn	7	Kim Gohn	O'Neal-Corporate
Sydney Wolfe	7	Melanie Smith	O'Neal-Mobile
Anna Claire O'Flinn	7	Ralph O'Flinn	O'Neal-Corporate
Evan Nelson	7	Scott Nelson	OMS-Indianapolis
Hagen Holley	7	Steve Holley	OMS-Birmingham
Austin Carrero	8	Gary Carrero	O'Neal-Greensboro
Devin Thomas	8	Chris Thomas	O'Neal-Pittsburgh
Ellie Knock	8	Joan Knock	OMS-Iowa Laser
Matthew Dewhirst	8	Joe Dewhirst	OMS-Pittsburgh
EJ Worley	8	Eric Worley	O'Neal-Corporate
Owen Glover	8	Misti Glover	O'Neal-Birmingham
Addison Holcomb	9	Bret Holcomb	O'Neal-Corporate
Emily Symasek	9	Mike Symasek	O'Neal-Corporate
Alice Armstrong	9	Stephen Armstrong	O'Neal-Corporate
Cole Thornburg	10	Carol Thornburg	O'Neal-Corporate
Savannah Carrero	10	Gary Carrero	O'Neal-Greensboro
Lilly Cassida	10	Gus Cassida	OMS-Corporate
Jenna Parnell	10	Jodi Parnell	O'Neal-Corporate
Karah Gohn	10	Kim Gohn	O'Neal-Corporate
Clayton Hamlin	10	Steve Hamlin	OMS-Greensboro
Julia Claire Armstrong	11	Stephen Armstrong	O'Neal-Corporate
Tatum Holley	11	Steve Holley	OMS-Birmingham
Danielle Ogden	11	Chad Ogden	OMS-Indianapolis
Taylor Brown	11	Gary Carrero	O'Neal-Greensboro
Emma Boos	12	Ryan Boos	OMS-Iowa Laser



1st Runner-up: ADDIE HOLCOMB

Addie is the nine-year-old daughter of **Bret Holcomb**, Stainless Product Manager in the Supply Chain Department at O'Neal's corporate office. She is in the 4th grade at Helena Intermediate School, where she sings in the choir. She is also a cheerleader and enjoys reading. Addie commented on her entry saying, "One of my favorite traditions is making Christmas cookies for Santa; and I always write him a letter on the night before Christmas."



2nd Runner-up: ALICE ARMSTRONG

Alice is the nine-year-old daughter of **Stephen Armstrong**, Vice President & Chief Financial Officer at O'Neal's corporate office. Alice is in the 4th grade at Vestavia Hills Elementary Central, where she plays soccer and enjoys hip-hop dance. Alice felt that her entry would put people in the Christmas spirit.

8 Years Old & Younger



1st Runner-up: AKAYSHA DEHERRERA

AkaySha is the seven-year-old daughter of **Carlos DeHerrera**, Truck Driver for OMS-Pueblo. She is in the 2nd grade and is a fan of Hello Kitty and Monster High. She also loves fishing, drawing, and painting. AkaySha began planning what she would submit for this year's cover art contest as soon as she saw last year's winning cover.



2nd Runner-up: CLARISSA HAMLIN

Clarissa is the five-year-old daughter of **Steve Hamlin**, Maintenance Planner/Scheduler for OMS-Greensboro. Her hobbies include learning how to write so she will be ready for school next year, scrapbooking with her mommy, and playing with her brother as well as her kitten Simon. Commenting on her drawing, Clarissa said, "I like angels and I want to see Santa." She also added that she likes shoes and wanted to make sure that the angel wore high heels. She can't wait until Christmas!

O'NEAL HELPS ROUND OUT BREAKFAST AT CRACKER BARREL



O'Neal Steel supplies the stainless sheet for the biscuit racks used in every Cracker Barrel restaurant.

The kitchen at your local Cracker Barrel might not be the first place you'd look for applications of O'Neal Steel's products, but the company's stainless steel can be found in every one of the famous roadside restaurants nationwide. O'Neal-Nashville supplies the material used to manufacture Cracker Barrel's biscuit racks.

As the story goes, Cracker Barrel was founded, and is headquartered, in Lebanon, Tennessee, which is close to Nashville. About 10 years ago, a Nashville company called RD Herbert & Sons, which manufactures and installs metal roofing, was doing a job at Cracker Barrel's corporate office. Someone from RD Herbert noticed the biscuit racks and mentioned to the Cracker Barrel customer that they had the capabilities to produce items such as those.

It just so happens that RD Herbert is located near O'Neal's Nashville facility, and was already an O'Neal customer. So they went to O'Neal for the material they needed, made some test dies and prototypes, showed them to Cracker Barrel, and the rest is history.

For about a year now, RD Herbert has been manufacturing the biscuit racks used in every Cracker Barrel restaurant across the country; and O'Neal Steel supplies the material. The racks are made from 16-ga 304 #3/#4 stainless sheet. And **Craig Acton**, Inside Sales Representative in Nashville, together with Outside Sales Rep **James Morgan** handle the account. ☺

