

MAY 2019

Expanding Our Member Connections

By the Numbers in the NASA System, as of May 2019

1671

Member contacts

324

Supplier contacts

26

Members and suppliers updated their profiles at the Annual Meeting

58%

of Members have updated profiles since May 2018

39%

of Suppliers have updated profiles since May 2018

Those who attended the 2019 Annual Meeting in April heard the refrain often, “Update your profile.” This is one action members can take to help capitalize on the value of their NASA membership. “For NASA members to take full advantage of our metals programs, it is important that more than just the owner or senior-most-representative of the service center be making connections at NASA. These connections can be with NASA Management, with people at other member companies, and with our suppliers,” explained Deana Lecy, Director of Metals Programs.



Lecy and Membership Manager, Tim Bobich, have been making the rounds to member companies updating owners on the full offering of NASA benefits—including metals programs details. “Inevitably these meetings are attended by purchasing representatives, many of whom we are meeting for the first time. Once the introduction is made at the purchasing level, we can be sure these individuals receive future communications about NASA and our various programs,” explained Bobich. “The more purchasing personnel who understand the value of NASA and who know about our preferred suppliers, the more business that can be directed to these suppliers. This benefits everyone; the supplier, the member, and the co-op,” said Bobich.

Eric Rubel, Director of Flat Rolled & Plate Products at State Steel Supply, recently started attending NASA events and welcomed the opportunity to make strategic connections. “The exclusivity of NASA events provides valuable opportunities for people like me, those engaged in the day-to-day business of NASA member companies. NASA provides the framework to meet with other like-minded members as well as our strategic mill partners. The sense of community I felt at the 2018 Forecast Conference and the networking opportunities the event presented, are why I plan to attend future NASA events,” Rubel noted. Next on his schedule, the early-June Flat Roll Summit in Chicago.

Updating the member profile and adding more employees to the roster is a tool. “It’s a means to expanding the NASA community, although making the connections at NASA events is what creates lasting ties within our community,” reminded Lecy. Bobich summed things up this way: “Make sure you have accurate information in your profile, invite/encourage key employees to attend NASA events (meetings, webinars, and webex), and get more involved—yourself—in NASA. There are benefits to member owners and to employees.”

Annual Meeting Recap



Cool weather in San Antonio couldn't keep NASA members from networking and learning about hot opportunities for their business at the 2019 Annual Meeting. Survey feedback from the meeting put it in the top three of NASA events for providing valuable information and networking opportunities. During the meeting, the Management Team reinforced the key priorities for 2019: Moving orange to blue; expanding member connections; and communications. Here are a few of the Management Team highlights from the meeting.

Download Annual Meeting Presentations

All presentations from the Annual Meeting are available at the NASA website. If you missed anything, or want to share some meeting details with your team members, go to the member portal of the [NASA website](#), then to "Co-op Info" for "Meeting Information." You will see each speaker listed and can download their presentations.

"The co-op grew our tons by 8% year-over-year in 2018. Thanks to all the suppliers who support NASA with programs, and thanks to the members who engage and buy through these programs."

—Mike Wagner, President

"We are moving orange to blue tons; the trend line is going in the right direction. It's a community effort to move orange to blue."

—Deana Lecy, Director of Metals Programs

"We now have more than 3.5 million pieces of data in our system. Our goal for 2019 is to be able to provide 3 years of purchasing data to our suppliers."

—Chuck Beyer, Director of IT

"Connectivity is what makes this organization powerful. We are bringing best practices to the fore in more ways; webex, webinars, and small groups. Then everything is posted to the website."

—Randy Haas, Director of Marketing & Program Development

Future NASA Events: Mark Your Calendar!

2019 Forecast Conference, October 21-22, 2019 in Rosemont, IL

2020 Annual Meeting, April 29-May 1, 2020 in Orlando, FL

2021 Annual Meeting, April 28-30, 2021 in Phoenix, AZ





Paul Gedeon Close Up

Birthplace:

Pittsburgh, Pennsylvania.

Education:

Marketing degree from Robert Morris College. I was the first member of my family to graduate from college.

How did you get interested in steel?

My father started the business. I was the third employee (after my dad and mom), and worked in the warehouse during school. Then my brother joined me in the warehouse. After college I backpacked for seven months, then went to work for Lane Steel. My father said I could work there, because jobs were hard to come by at that time. But he insisted I only stay for a year. I never left! The steel business has been great for my family. We made something special at Lane Steel that we are all proud of.

What is your personal motto?

My business philosophy is 'we are here for the long haul.' This guides our business decisions and drives our relationships with our customers, suppliers, and employees.

How do you spend your spare time?

I like history and traveling with my family. Last summer we took a 3-week trip to Southern France and Tuscany. We stayed in villas, though, no backpacking!



Meet Paul Gedeon

NASA Network sat down with one of the newest members of NASA's Communications committee, Paul Gedeon, President of Lane Steel Company. Here he tells us more about himself and the importance of communications.



Q. How long have you been involved in NASA?

A. Since 2011; when Lane Steel joined NASA we were the 100th member.

Q. What roles have you played at NASA?

A. I joined the Communications committee in 2018. I was looking for a way to become more involved, and Mike Wagner suggested I serve on the Communications committee.

Q. What should members know about the Communications committee?

A. Communications is a key way to make and keep connections—between the Management team and members; members to members; and members to suppliers. Without communications, how would anyone know what's going on?

Q. What do you personally find are the benefits of NASA membership?

A. The opportunities to network with other members have been incredible. I am learning a lot from the people I meet at NASA events. Most members have similar issues and concerns, especially around HR, retention, insurance, and equipment. Hearing from other members about these issues helps to validate what we are doing—or planning to do—at Lane Steel.

Q. What was the highlight of the recent Annual Meeting for you?

A. The best practices are my favorite part of NASA events. The quality of the presentations has been very good, and I appreciate that members go above and beyond to share their stories. I learn a great deal from these. Continuing to enhance the quality, frequency, and availability of best practices (through webex, webinars, meetings, and small groups) is a key focus of the Communications committee. I look forward to helping to bring additional information-packed best practices to our members!

Members Share Leadership Lessons

At the 2019 Annual Meeting, during the Leadership Development session, a panel of NASA members gave insight into their management philosophy and offered advice to our future leaders. Here are a few of their brightest pearls of wisdom.



About starting out...

“Money was a big obstacle when we started. Everything I had was serving as collateral for the first ten years.”

—*Rick Costantini, Scion Steel*

“I was the oldest of five kids, and in college, when my dad announced he was leaving a 21-year career at Ryerson to start a steel service company. I was worried about how my tuition would be paid. I was always worried about losing something.”

—*JP O'Brien, O'Brien Steel Service*

“My grandfather had a 200-person steel foundry in Cuba then was told he had to turn the keys over to the government. So my family came to the US, and started over.”

—*Orlando Garcia, Everglades Steel*

On career advice...

“You don't have to be 100% right to be successful. I try to find a learning experience when something doesn't work, and then I move on.”

—*JP O'Brien, O'Brien Steel Service*

“It's a long road. A very, long road. I've learned not to sweat every detail.”

—*Steve Heneveld, Harbor Steel & Supply*

“When I was younger I wasn't very patient. I now count to 10 before responding.”

—*Orlando Garcia, Everglades Steel*

“We have a 24-hour rule. When things go awry, step back for 24 hours. Then analyze.”

—*Rick Costantini, Scion Steel*

On developing a core team...

“I try to tell people, personally, how I think they are doing. We try to promote people from within. And we have created a culture of people who really care. We also pay our people very well. Stay positive, and encourage people to make decisions.”

—*Steve Heneveld, Harbor Steel & Supply*

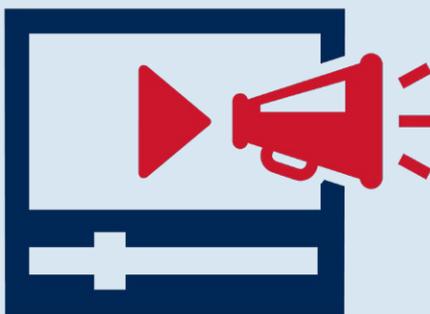
“We offer profit-sharing. If the company does well, employees are compensated accordingly.”

—*Orlando Garcia, Everglades Steel*

“We look for anyone who has a passion and interest in what they do. As long as they have a vision for what they want to accomplish, we try to get out to their way so they can make it happen.”

—*JP O'Brien, O'Brien Steel Service*

NASA Webex Series Continues



The popular, members-only, webex series continues with two upcoming supplier presentations. Members will receive calendar invites to participate in these efficient learning demonstrations. These and past webex presentations are also available for members to view on-demand (go into the Member Portal, over to “Supplier Info,” and drop down to “Webex Presentations”). If you have questions about the webex series, please contact [Deana Lecy](#).

June 11 — Transview Logistics

September 10 — SDI Structural & Rail Division

December 3 — SDI Flat Roll Group

Making Steel the Next “It” Industry—Part 2



Brian Robbins, CEO of MidWest Materials, Inc., was recognized by the Association of Steel Distributors as their 2017 Steel Man of Year in part, because of his efforts in “encouraging young talent to join Steel’s ranks.” In Part 2 of this series, Brian provides insight into ways all NASA members can help elevate the benefits of a career in steel.

Be Open-Minded. Employees want to work in an environment where their efforts and opinions are valued. This applies to employees of all ages. Today’s new hires want to “set the world on fire.” That’s not so different from how you felt so many years ago. Look for common ground that you share with new employees. Embrace conversation. Share your feelings. Try to adapt. Consider workplace trends like flexible hours and working from home. Your customers’ employees are already doing this. So think about these trends for your own business.

Safety Helpline Reminder

Another benefit of membership has now been created, the Safety Helpline. Facilitated by our operational supplier, Optimum Safety Management, the Helpline is a resource for NASA members seeking expert advice on safety-related questions. Assistance is available via phone and email.

NASA members can access the Safety Helpline by logging onto the [NASA website](#) and going to the member portal. In the Supplier Info section, use the dropdown box to locate the “Optimum Safety Helpline.”

SAFETY Helpline™

North Shore Steel Sees Benefits of CoMetrics

Tap Into This Membership Benefit

CoMetrics is an example of the many value-add benefits of your membership in NASA. Get the most out of your membership; see how your business stacks up against your peers; and get insights into ways to improve your bottom line. Contact [Chuck Beyer](#) to start the CoMetrics on-boarding process.



Since 2018, North Shore Steel has been using data from CoMetrics to drive business decisions. But getting to that point wasn’t easy. “Sure, on-boarding was easy. It took 2-3 emails and our system was up and running,” noted Brad Lazard, Vice President of Corporate Services at North Shore Steel. What was most challenging was getting the North Shore Steel management team to agree that they were ‘ready to face the music’ once they were on-board CoMetrics. “It took both management and the third generation of ownership to embrace the data and accept that the data presented real opportunities for improvement,” recalled Lazard.

Prior to the NASA roll out of CoMetrics, North Shore Steel had relied upon MSCI data. “But the CoMetrics data is more of an apples-to-apples comparison with our peers,” explained Lazard. North Shore Steel now uses CoMetrics to set goals. “We use the data daily in our huddle meetings. Each quarter we do a deep dive, looking more closely at the data to identify areas for improvement.” For example, after a deep dive, the North Shore Steel team made the decision to consolidate their real estate footprint. “The decision was driven by the data we were seeing in CoMetrics. The benchmarks that CoMetrics presented made the business case for the consolidation,” said Lazard.

Canrack Helps Service Centers Elevate Business

Looking to improve your storage and fulfillment system?

Canrack Storage Systems can help!

Read [case studies](#) about how Canrack provided safe and efficient storage systems for other NASA members.

To schedule a complimentary site evaluation, email [Jason Clark](#), President, Canrack Storage Systems, Inc. Or call: 1-905-564-6250

Or visit the [Canrack website](#).

For nearly ten years, Canrack Storage Systems has been an operational supplier to NASA members. “When we came on board, we were already working with about a dozen NASA members. Our typical customers reflect NASA’s membership; privately owned, family run, and an opportunity to build a one-on-one relationship with the owner or senior leader. So becoming a NASA preferred operational supplier was a natural fit,” explained Jason Clark, Canrack President.

Based in Toronto, Canada, the company now counts more than twenty NASA members as customers. Canrack supplies specialty storage systems, as well as order fulfilling and processing equipment to the steel industry. “We have been in business for 40 years and work almost exclusively with steel service centers. This becomes a big benefit for our customers. Our learning curve is very short. We already understand the basics of the steel service center business, so we can hit the ground running when we meet a new prospect. We can focus immediately on their unique needs,” Clark added.

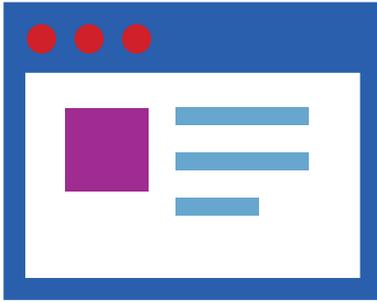
Most NASA members initially reach out to Canrack when they are having issues with space or want to process their orders more efficiently. “Either the service center is trying to get more material into the same space, or they want to more efficiently move their material around and out of their space.” Canrack’s vertical racking systems, all made on-site at their Toronto location, are a great solution for freeing up floor space and protecting valuable inventory. “Part of our storage solution allows for a more streamlined approach to moving inventory; using less equipment and fewer people. The less interaction with the inventory, the lower the possibility of inventory being damaged and the safer the environment for employees. We like to say that our products help service centers ‘do more with less,’” concluded Clark.



Custom racking systems from Canrack are helping service centers free up space, protect inventory, and streamline order fulfillment.



Canrack solutions include efficient order fulfillment and processing equipment.



Visit the websites of our newest members:

[Harris Steel Co.](#)

[Maksteel](#)

Welcome New Members

Since March 1, two new companies have joined the NASA community. Please help us welcome the newest members to the NASA nation and visit their websites to learn more about the services and products they provide.

Harris Steel Co. This steel slitting and processing manufacturer has three coil-to-coil slitting lines capable of handling 50,000 lb coils. Located in Cicero, Illinois, this family-owned business serves the appliance, automotive, computer, electronics, hardware, and lawn & garden industries.
Contact: [Brian Eliasek](#)

Maksteel USA. Based in Oak Brook, Illinois, this new member company has a long history in flat roll processing services. Maksteel USA continues to expand its capabilities in slitting, blanking, inventory management, and logistics. The company has processing facilities in Royal Oak, Grand Rapids, and Gibraltar, Michigan.
Contact: [Chris Sekella](#)

Suppliers Update Your Website Now!



A Supplier version of the updated NASA logo is now available for metals and operational suppliers to use in marketing materials and for posting to their website. "Suppliers are featuring the updated NASA logo prominently on their website landing page when a member clicks on the supplier company name from the NASA roster," reported Randy Haas, NASA Director of Marketing & Program Development. This is a great way to remind members of your preferred supplier status with NASA. To get a web-ready file of the updated NASA logo, NASA Member logo, or NASA Supplier logo, please email [Randy Haas](#).



NASA Network is published by the North American Steel Alliance and is intended for the exclusive benefit of our members and suppliers. Feel free to share this communication with your employees. And let us know how we are doing! If you have an idea for an article or feedback to an item in this issue, please tell [Randy Haas](#), Director Marketing & Program Development.

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