



O'NEAL STEEL

THE METALS COMPANY

AN ONI COMPANY

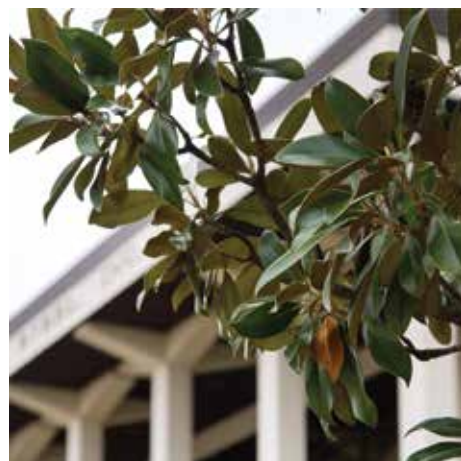
the

Magnolia

WINTER 2020



**EMPLOYEE
& DISTRICT
SPOTLIGHTS**



**LEADERSHIP
MESSAGE**



2019 AWARD
WINNERS



**COMPANY
UPDATES &
ANNOUNCEMENTS**



LEADERSHIP MESSAGE



Tate Forrester

Vice President - Sales & Marketing

Remember Day 1? Day 1 is a mindset of what it truly takes to achieve unparalleled success. It's a company full of energy and ready to move vigorously ahead. It's a company's culture. It's a company's people. It's a company obsessed on serving its customers. It is Day 1 at O'Neal Steel - as it has been for 98 years.

There are many ways to center a business. You can be competitor focused, you can be product focused, you can be technology focused, you can be business model focused, and there are more. But in my view, obsessive customer focus is by far the most protective of Day 1 vitality.

Why? There are endless advantages to a customer-centric approach, but here's the big one: customers are always, beautifully, wonderfully dissatisfied, even when they report being happy and business is great. Even when they don't know it yet, customers want something better and our desire to continually delight customers will drive us to invent and evolve on their behalf. No customer ever asked us to create PRONTO®, but it sure turns out they wanted it. From our founding in 1921, our focus has been -- and always will be -- on offering our customers compelling value.

Staying in Day 1 requires us to move quickly, experiment patiently, accept failures, plant seeds, protect saplings, and double down when we see customer delight. A customer-obsessed culture best creates an environment where all of that can happen. As we move forward, let customer-obsession motivate you, let it drive you, and most importantly, let it inspire you! Thank you for all that you do each and every day.

It remains Day 1.

the Knowledge Tree

The Knowledge Tree has always provided you a deeper dive into the culture and business of O'Neal Steel. Now, this publication will appear in each edition of The Magnolia, instead of in your email inbox each month.

For this Knowledge Tree, the O'Neal Steel marketing department will touch on the importance of maintaining brand standards, proper use of our logo, and how we can help you with any brand needs.

the Graphic Standards

The way we identify ourselves in all our communications is the way we tell the world who we are. Consistency in showcasing our brand creates an appropriate public image and says that our company is well-founded, timeless, stable, and trustworthy. From business cards to signs, PowerPoint presentations to letterheads, clothing to trucks, maintaining brand standards is a must to ensure brand consistency is conveyed appropriately and responsibly.

the Graphic Identity

The basis of our graphic identity is our logo. The logo is comprised of two components: the logomark and wordmark. Our logo is a distinctive mark that is registered with the United States Patent and Trademark Office.

the Logomark •



• the Wordmark

the Signature Colors

Our primary colors are O'Neal Steel yellow and dark steel blue. In addition to our primary colors, the palette includes orange and various shades of grays. This color palette establishes and maintains consistency among the various and diverse marketing materials, program elements, and design systems. Each color has a specific value to ensure consistency. Properly maintained and upheld, the consistent use of these specific colors reinforces the visual recognition of the O'Neal Steel brand.

the Details Matter

Our graphic identity system is designed to be easy to recognize and recall when properly and consistently applied. It is the responsibility of the O'Neal Steel marketing department to confirm that all forms of communication bearing the O'Neal Steel logo complies with our brand standards. Remember details matter. If you have questions concerning the proper use of the graphic identity system, be sure to let the marketing department know!

DISTRICT SPOTLIGHTS



With a unique, rich history, and a group of tenured and dedicated employees, our Evansville facility continues to help set O'Neal Steel apart from our competition.

In 1835, Irish immigrant Samuel Orr arrived in Evansville and opened a small blacksmith shop. Operating as Orr Iron Company, the business grew as the city of Evansville continued to expand and develop. Over the years, the company was acquired by Shelby Steel and ultimately O'Neal Steel in 1985. This team operated out of the historic Orr Iron Building before moving into the Evansville facility's current home in the 1980s.

As a pillar of the community throughout history, it is no wonder that Evansville continues to remain successful, finding wins each day. The tenure and dedication of the employees contributes to Evansville's achievements and continued ability to establish long term relationships with customers.

The outside sales team consists of two representatives, Irv Ross and Chad Bailey, who both work hard to develop dependable relationships. The inside sales team—comprised of Bob Boedeker, Tammy Lewis-Wittnebraker, Terry Wallace, Mike Fenwick, Ben Wright, Michelle Loehrlein and Paula Acord-Titzer—has an average of 26 years of service at O'Neal Steel. In fact, Bob, Terry, and Mike all have more than 40 years of service per person! With a winning attitude, they are ready to tackle any task that comes their way. Most importantly, this incredible group understands the significance of providing excellent customer service and has continually done so over the years.

Also, Evansville has a strong operations team. Led

by Jerry Thene and Brian Pullum, these experienced leaders guide a team whose customer service metrics are near perfect, showing their dedication to our customers and supporting our sales efforts. Jerry often finds ways to send his experienced operators to help other locations in need, and Brian recently spent his time training new hires in Waterloo. In addition to these two men, the Evansville team has 10 warehouse workers: Jeff Curl, Barry Wells, Fred McReynolds, Lawrence Musser, William Devers, Todd Lindsey, Thurman Wicker, Clint Smock, Chase Hinton, and Jacob Musser. Many of these men have more than twenty years of experience, with some boasting 40 or more. The operations team is proud of their quality delivery rate of 99.8%, meaning they get customers what they need, when they need it. The team also boasts zero safety recordables for 2019, as well as excellent inventory and maintenance metrics. Recently, Evansville was named Operations Spoke of the Year for 2019. The facility is also proud to now have a new plasma and oxy-fuel burning machine, which was installed in February 2019. This new equipment allows them to deliver higher quality parts to customers and provides for more efficiency through shorter lead times.

From sales to operations, this incredible group continues to show their dedication to O'Neal Steel and provide our customers with phenomenal service. Their commitment to serving each other and our customers does not go unnoticed. Evansville continues to exceed expectations and remains steadfast in providing wins for O'Neal Steel. This winning attitude is what will continue to make them successful.

DISTRICT SPOTLIGHTS



41 years of service
evansville.machine operator
JEFF CURL

With more than 40 years of service at O'Neal Steel, Jeff Curl has experience working in all areas of the warehouse, including driving and maintenance. With his team spirit and dedication, he is always willing to give an extra hand when needed and remains safety minded, identifying potential hazards and sharing ideas to solve safety related issues. Jeff spent three weeks and ultimately made three trips from Evansville to Waterloo to help fill in and train

new burner operators. He made an extra effort while there to teach the new hires about more than just burning, showing them how to save money through resizing and recycling pallets. Jeff acts as a phenomenal leader with a can-do attitude and continues helping maintenance with large projects wherever his help is needed. Thank you for your leadership and service to O'Neal Steel, Jeff!

5 years of service
birmingham.inside sales
JENNIFER ELROD



In 2014, Jennifer Elrod began her career with O'Neal Steel as an administrative associate and then transitioned to a senior lead support specialist. During this time, she played an integral role in developing new processes to streamline support to all the O'Neal Steel districts. Jennifer was promoted to an inside sales representative position in Birmingham in 2017. In a short time, Jennifer has excelled quickly and gained the confidence of her customer base. Her attention to detail has landed her

some complex multi-step processing accounts. With her excellent customer service, attention to detail, and strong communication skills, she is a great team player for Birmingham. Jennifer is competitive and loves to win, paying close attention to her rankings and working to improve daily. Thank you for all you do for your team and O'Neal Steel, Jennifer!

CORPORATE SPOTLIGHTS

16 years of service corporate.credit manager **MARIA SULLIVAN**



With her customer focused attitude, Maria has spent the last 16 years ensuring she keeps our customers and our sales team happy. She works hard to set up, research, and truly understand our customers. Maria eagerly spends time with customers, talks to their finance departments, and even tours facilities to gain a better knowledge of their companies. With her critical thinking and sharp decision skills, Maria knows what to look for in determining credit and when to look for it. As a team

player, she understands the importance of providing our customers with great service, while also protecting our company from potential losses. As a great communicator, Maria can explain the “whys” behind her decisions on granting credit to customers. Her experience is a valuable asset to O’Neal Steel, and her dedication to the company does not go unnoticed. Thank you for your hard work, Maria!

SUPPLY CHAIN MANAGEMENT

Meet the Plate and Flat Roll Team!

Our team’s product mix consists of all carbon flat products, which are specifically discrete plate, strip mill plate, hot roll coil, and cold roll sheet. Each buyer is responsible for location specific inventory, as well as handling the day-to-day quoting for those locations. This allows each buyer to understand the scope of our business and how things are trending in inquiry activity, inventory levels, working capital management and allows them to interact with

people throughout O’Neal Steel. To be successful, our team must be able to make decisions, think critically, and be extremely customer service driven. The team understands we must have the right amount of inventory, at the right locations, and at a cost that allows our sales team to be successful. With their energy and positivity, the plate and flat roll team effectively and proactively communicates clearly and in a timely manner, working to benefit the whole

who we are



GEOFFREY BUTTS
PRODUCT MANAGER



AUSTIN MIMS
PRODUCT SPECIALIST



CORVELLER ROLAND
PRODUCT SPECIALIST



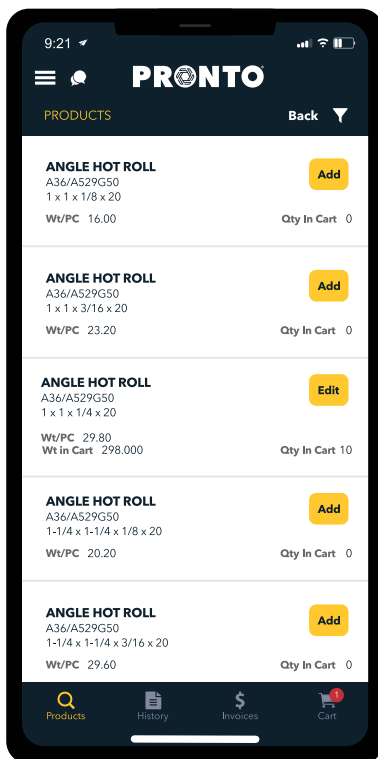
JIM SHANNON
PRODUCT SPECIALIST

SALES & MARKETING

The O'Neal Steel Sales Support Department exists to serve our commercial teams in the areas of customer analysis, pricing practices, and Total Territory Management. We help drive a consistent customer review process that provides the opportunity to discuss each customer relationship and evaluate our strategic approach considering ever-changing market forces.

The coming year will see enhancements to this process as we migrate our data analysis fully into Power BI and further empower our local sales professionals to manage their customer relationships through best in class technology. We work to help our local teams provide the best customer experience in the industry!

THE PRONTO[®] POST



the PRONTO[®] MOBILE app

Great for customers that are on the go

Same functionality as the web (ability to quote/buy material, retrieve documents, view open invoices, and sign up for delivery notifications)

Released August 2019

214 customers - 969 carts created- 1845 lines

if you can order pizza you can order steel.

future enhancements.

Our new **Payment Portal** will give customers the ability to view open invoices and to pay via ACH online.

Checks are so 2019

Delivery Notifications 2.0 - email and push notifications providing more detailed delivery information. This will help both our customers and us to be more efficient with time management -- their operations team along with our RUAN drivers. Time equates to more stops each day per truck route.

2019 *Congratulations!* OPERATIONAL EXCELLENCE AWARDS

The Operational Excellence Awards honor the districts that excel in categories that give O'Neal Steel a competitive edge. The 2019 award winners were announced last September at the O'Neal Steel Operations Conference held in Birmingham, Alabama.



DISTRICT OF THE YEAR **HUB** **DALLAS**

DISTRICT OF THE YEAR **SPOKE** **EVANSVILLE**



BEST IN CLASS **QUALITY** **JONESBORO**

BEST IN CLASS **QUALITY** **SHELBYVILLE**



BEST IN CLASS **MAINTENANCE** **NASHVILLE**

BEST IN CLASS **SAFETY** **JACKSONVILLE**



MOST IMPROVED **KNOXVILLE**

MOST IMPROVED **PERU**



Congratulations!

2019 MAGNOLIA CLUB

AWARDS FOR SALES EXCELLENCE

The Magnolia Club Awards recognize and honor the successes of our top salespeople each year. The 2019 award winners were announced this past January at METTLECON - the O'Neal Steel national sales meeting.



DISTRICT OF THE YEAR

GREENSBORO

NORTH CAROLINA



INSIDE SALES

EDDIE HALL, JR.

JACKSONVILLE



INSIDE SALES GROUNDBREAKER

BRIANNA SLOUGH

DALLAS



INSIDE ACCOUNT MANAGER

ALICIA MILLER

WATERLOO



OUTSIDE SALES

IRV ROSS

EVANSVILLE



OUTSIDE SALES GROUNDBREAKER

SHERIE TUCKER-BROWN

DALLAS

the **2019** EMMET O'NEAL SPIRIT AWARD



Congratulations!

MACHINE OPERATOR • LAFAYETTE LOUISIANA

FRANK STELLY

Nominated by their peers and awarded by our leadership, this award recognizes individuals who embody the true spirit of Mr. **Emmet O'Neal**.

2019 KIRKMAN O'NEAL COMMUNITY CITIZENSHIP



SHELBYVILLE INDIANA

This award recognizes districts and their employees who demonstrate their commitment to stewardship in the communities we serve.

Shelbyville is the 2019 recipient of this prestigious award for their efforts to raise money for the Alzheimer's Association.

**END
ALZ**

They hosted several fundraisers throughout the year and participated in the Walk to End Alzheimer's to surpass their goal of raising \$5,000 to benefit this great organization.

alz.org

R E T I R E M E N T S

DONALD GADIENT

Shelbyville Operations

January 16, 2020

40 years

STEVE HARRIS

Birmingham Maintenance

February 24, 2020

24 years

BIRTHS

- **CORA LYNN BOZEMAN** August 20, 2019
daughter of Lila and **Chad Bozeman**, Software Services Team Lead, Corporate
- **MERRIBELLE LOUISE BORCHERS** August 22, 2019
daughter of Christopher and **Savanah Borchers**, Outside Sales, Mobile
- **KENNEDY RUTH BUTTS** October 1, 2019
daughter of Kimi and **Geoffrey Butts**, Product Manager, Corporate
- **CORA JANE TOWNSEND** October 9, 2019
daughter of Corey and **Caleb Townsend**, Inside Sales, O'Neal Steel XL
- **MARLO ANN MYLES** December 21, 2019
daughter of Heather and **Matt Myles**, Project Accelerate Manager, Corporate
- **VIRGINIA MAYES SPRAGUE** January 24, 2020
daughter of Sandy and **Patrick Sprague**, Director of Product Development, Corporate

MARRIAGES

Kristen Stephens, Inside Sales, Little Rock
married **Erick Immel** on November 3, 2019

what's your story

During our rebrand launch, we were so excited to see such high engagement with submitting your stories. It was incredible to hear from different people in all areas of the company to see how we truly embody our brand story. Your stories spoke directly to the passion and commitment displayed by every single employee at O'Neal Steel.

Everyone has a story, and we love hearing more about yours! We will continue to share how you see the six S's each day at O'Neal Steel.

call for submissions.

Do you have something you want to share with The Magnolia? Do you have a birth, marriage, or other milestone you'd like to tell us about? Do you have brand story or a brandrag moment you want to share?

We'd love to hear from you! Email us at

marketing@onealsteel.com.

brand yourself

We love seeing you in your O'Neal Steel swag! Want to have a **#brandrag** moment and show us where you take our brand? Send **marketing@onealsteel.com** a picture of you branding yourself for a chance to win a logo Tervis tumbler.



Central Regional General Manager Kevin Williamson, with daughter Emily, blending in but sporting the O'Neal Steel brand.

follow us on social media



THE METTLE THAT MADE AMERICA

At O'Neal Steel, we work hard to provide a wide range of metal products and services to our customers. Our customers then provide the products that build and support America.

Our metal is everywhere. It's in the equipment that supports our nation's infrastructure. It is in the emergency vehicles that respond at the most critical of times. Our metal is in the systems that ensure the rapid delivery of the products we order from our devices. It is in the buildings we work and live in.

The work our employees do here positively impacts millions of people all over our great country. *That is why we want to showcase our metal in action – The Mettle That Made America.* And that means WE NEED YOUR HELP!

Let us know where we can find O'Neal Steel! Is it in a historic building or preserved in a monument? Maybe it's in an exciting new sports facility or a beautiful sculpture. From bridges to buildings, art installations to everyday structures, our metal helped build America, and we want the world to see that.

Please send marketing@onealsteel.com pictures of where we can find O'Neal Steel metal. It doesn't matter when it was built or its age – we want to see what you and your team worked hard to help create!



O'NEAL STEEL
THE METALS COMPANY
AN ONI COMPANY

CLEAR WATER RINSE SYSTEM



PRESCHOOL PARTNERS - BIRMINGHAM, ALABAMA



TOLEDO FOOTBALL TRAILER - TOLEDO, OHIO

