

Expanded marketing program builds brand recognition for NMBS

The steel fabrication marketplace is learning what the people at New Millennium stand for when we say we are a proactive, collaborative and flexible company.

During the first few weeks of the outbound marketing communication program, requests have come in through the new web site for quotes on jobs and dozens of requests have come through asking for the revised NMBS catalog. As one engineer in Virginia emailed regarding the new catalog: "Because I only ordered a few, there are engineers almost literally fighting over who gets the catalogs." The reason why, said the email's author, is because the engineers found the catalogs to be more helpful than those offered by the competition.

Meanwhile, New Millennium continues to find new growth opportunities for the company. New Millennium understands the need for proactive, problem-solving support. Industry-wide professionals are saying they need a joist and deck company that understands the problems that can occur as early as the project design phase. They also convey that every project can be vulnerable to delays when the joist and deck company cannot or will not accommodate earlier delivery dates, or when they cannot or will not accommodate unexpected schedule changes.

As the marketing communication program promises, the professionals at New Millennium are making possible a different sort of business conversation between fabricators and the construction design teams they work for. It is a conversation that recognizes the value of having a proactive joist and deck company on the project team, helping to make everyone on the team a winner.



New Millennium Steel Joist & Deck

Add the power of **AGILITY** to your team

Introducing a steel joist & deck company engineered to support your business.

Agility is in demand. We get it — accelerated design and compressed construction cycles are standard operating procedure for your project team. You pursue design enhancement and optimization as construction begins.

As you seek advice, options and time-savings for steel joists and deck, look no further than New Millennium. Our company and culture were built from the ground up to be agile performers. From design consultation to dynamic manufacturing capabilities, our versatility supports a can-do collaboration.

For us, agility means being flexible to the finish. For you, that means we keep our promises.

Use our agility to your advantage today.
www.newmill.com/agility



NEW MILLENNIUM
BUILDING SYSTEMS
Flexible to the Finish

PLANT LOCATIONS: INDIANA | FLORIDA | OHIO | SOUTH CAROLINA | VIRGINIA

NMBS communications are targeted to construction pros who need a proactive and collaborative business partner.

Many architects and engineers say they can't be blamed for incomplete original drawings related to joists and decking. A project must move forward and to complete the design they need the experts: the steel joist and deck supplier.

Proactive service puts derailed job back on track

Steve Hubbard thought he had heard every possible excuse during his 17 years at Steel Specialties, a Maryland-based steel fabrication and erection company.

“I’ve heard that the truck broke down, the tire got a flat or the sub-hauler came in and we loaded everything on the trailer, but the trailer never shows up,” says Hubbard. Nothing could prepare him for the phone call from Chesapeake Steel salesman Ron Henninger, who had negotiated a joist delivery deal between New Millennium’s Salem, Virginia plant and Steel Specialties. That’s when Hubbard heard the truck carrying all of his steel joists had been hit by a train.

“You never expect to hear that your load has been hit by a train,” Hubbard says. “I was shocked. It was just unbelievable.”



Unscheduled stop: Even a train could not delay a NMBS job.

“He didn’t believe me at first,” Henninger adds. “Because it is a hard thing to believe. Then he wanted to know what we were planning on doing.”

New Millennium’s Traffic Manager Don Zimmerman says it’s the first he’s heard of anything like that in the 34 years he’s been at the plant.

The accident happened around noon on January 9. Two loads were being sent from Salem, Virginia to Gambrills, Maryland for the second phase of Steel Specialties’ Kaufman Park day-care/office building project. The first load had already left and the second was on its way. The second truck started to cross a pair of train tracks next to New Millennium’s plant when the gates started coming down.

“I was having lunch and I heard this loud explosion,” Zimmerman says. “I went to the window. I saw that the truck had already crossed the tracks but I couldn’t see the other side. All I could see was that the train was stopped.”

Zimmerman ran outside and immediately assessed the situation. “The truck had gone over the first set of tracks, apparently the gates came down while he was in between the two,” continued Zimmerman. “There’s about 20 yards between one track and the other, so he stopped. He could have continued on, but for whatever reason he didn’t. The back end of the truck was on the tracks, so the train hit the trailer on his back end. Luckily nobody was injured. The trailer was still attached to the truck, but it was turned at 90 degrees. There were joists thrown everywhere. It was a mess.”

Cleanup began immediately. By 2 p.m. Zimmerman pulled a few supervisors – Production Manager Van Johnson, Night-shift Supervisor Lyle Key and Design Supervisor Bill Neikirk together – to see how quickly the joists could be remade. It was decided the joists could be made and delivered on time, if they worked all night. Neikirk created new details of the joists, and the nightshift crew reproduced the joists in a matter of hours. The next morning, the joists were loaded and driven 270 miles from Salem to arrive by lunchtime, at 12:05 p.m. to be exact, in Gambrills, Maryland.

“I thought I had heard all the stories,” jokes Steel Specialties’ Steel Erection Forman Will Smith about the train accident. “I was impressed that New Millennium did such a quick turnaround. They kept me right on schedule.”

Hubbard says if New Millennium had not been able to re-make and deliver the joists on time, his job site would have been kept at a stand still. “The whole company did an amazing job by getting it made that night and delivered the next day,” Hubbard says. “I was just tickled pink. I was very surprised and very appreciative that they made everything happen that quickly. It was excellent turnaround time, especially considering the incident. We didn’t miss a beat at all on the job site.”



Christmas giving results in many unexpected returns



It was another season for giving and receiving at New Millennium.

For scheduler Brian Auen, playing Santa Claus this past December became a night he'll never forget.

"It was the best night in a long time," says Auen, who along with two other New Millennium employees at the Salem, Virginia plant – designer Tim Chewning and engineering manager Carl Pugh – dressed up as Santa Clauses to give out gifts to less fortunate children.

"Just watching the kids, how they reacted, nervousness at first and how they warmed up was amazing," Auen says. "For a lot of them, these were the only presents they were getting, so it was really a cool feeling."

Auen's ability to give children Christmas presents was the result of a holiday campaign at the Salem plant that raised \$5,765. New Millennium then matched the employee contributions for a grand total of \$11,530 that was then divided between nine families. The families, which were referred by Social Service and local schools, also included one of New Millennium's own, a shop worker's family whose house burnt down before Christmas.

Receptionist Tammy Hurt, who chaired the project's committee says each family listed their needs and wants from paying water and electric bills, to getting assistance with medical insurance or car payments, along with food gift cards and toys for the children.

"It's important for us to help those less fortunate than us," says Art Ullom, the general manager at Salem. "We're pretty blessed at New Millennium. This is just a chance for us to share and help those who are really needy."

PORKOPOLIS

Sometimes helping others involves a rallying symbol, like a yardstick or a rising graph. Or a pig.

For the Butler, Indiana plant, the season of giving began when the plant's safety manager Brian Grossman offered to donate a Nerf pink pig football. The football, which was originally given to New Millennium as a promotional item from an outside vendor, soon became the focus of discussion for nearly six weeks. A silent auction was started for the pig, with all proceeds going to the Christmas Bureau, a non-profit organization that adopts needy families in DeKalb County in northeast Indiana.

Production manager Jake Feters, admits he became personally obsessed with the "cute" pig: "It started out as a friendly bet," Feters says. "Then prices started going up. I decided that I was going to win that pig, because I knew my granddaughter would love it."

The plant's detailing supervisor, Mark Gobrogge, had other ideas for the pig. As the silent bidding began, so did plans to

Employees started getting creative with ideas to raise money as the engineering and production departments escalated the bidding, by now both bidding as collective groups.

Mini-raffles were held to raise money to bid towards the pig. Employees donated an autographed Peyton Manning jersey and a NASCAR remote control car. Employees in the finance department sold sloppy joes and corn dogs to raise money for their bids, while others sold barbecue beef. At the Christmas party, Brent Bacon's name was drawn from a hat to win \$1,000. After winning it, Brent promptly donated the money into the fund.

"It was just crazy," says Beth Worley, a detailer at the plant who helped organize the fundraising with Erica Dold. "It was great that it was all going for a good cause and everyone was getting into it."

Ultimately, the production department won in part, Fetters says, because the department has three times as many people at 137, than the engineering department.

The winning price for the pig: \$2,564. The total amount raised through the silent auction: \$4,111.75

Altogether the employees donated \$6,559, which New Millennium matched for a total of \$13,118 in donations. That money went on to help 64 families. New Millennium adopted 24 families with 63 children. Each child was given a minimum of two outfits, including socks, underwear, pajamas, shoes or boots, coats, along with a box of food and household items. Another 40 families were given laundry baskets with toiletries. Employees volunteered to shop and wrap the gifts. Then six employees dressed as Santa to deliver the gifts.

The pig, which kicked off the giving campaign, now sits in Fetters office's widow. On it's side, in black permanent marker are the victorious words "Plant 2007."

"There's a good chance it may be auctioned off again in 2008," Fetters says. "I think it may be the beginning of a traveling pig."

Helping those in need

In Continental, Ohio, New Millennium's plant shattered the 2006 donation amount of \$2,395 by giving \$4,344, and several hundred dollars of toys to Toys for Tots through The Putnam County Optimist Club.

"This year it was especially important," says Troy Bayman, the controller at Continental. "Our area was hit with a lot of flooding and a lot of families lost all of their belongings."

New Millennium employees donated \$2,172, which the company then matched, to help buy toys, hats and gloves for the 466 families with 742 kids that Toys for Tots served in Putnam County.

Making a difference

In Florida, Meally Jenkins, founder and director of non-profit The Christmas Dream Machine, says the donations by New Millennium employees made the difference for 100 families. Jenkins began the non-profit that donated toys to children out of the back of her Volkswagen Beetle 19 years ago. Each year, she tries to help more families, storing the gifts in her home as the numbers swelled from 360 children to over 1,000. Jenkins, 56, pre-screens the families to make sure they meet the federal low-income guidelines. Children's names are then put on a tree in the Lake City, Florida mall.

"It always goes down to the last few minutes to get everybody off the tree," says Michelle Sapp, benefits specialist in the New Millennium Lake City, Florida plant. "Meally Jenkins has an all-volunteer staff that can take \$100 and really stretch it. She is always looking for the best deals so these children can get the most."

Throughout the year, the Lake City plant does several things to raise money to later donate to The Christmas Dream Machine. Recycling bins are placed in the plant. Every quarter safety director Greg Thacker empties the gray garbage cans at the recycling facility for money. Raffles with NASCAR tickets, clocks, small knife sets and other items the company receives as gifts are raffled off. A highly contested chili cook-off is held every February to also raise funds, along with hosting quarterly blood drives to help LifeSouth Community Blood Center. Through these efforts, the plant was able to raise \$1,344 to donate to Jenkins, along with individual contributions that selected children from the eligible recipient tree.

Jenkins estimates that New Millennium helped sponsor 100 of the 965 children she helped this year. "Without their help and support," she says. "the children wouldn't have had a Christmas."

Havers Company finds NMBS “good fit” for business growth

The business strategy at the Bruce J. Havers Company is to supply steel joist and metal deck across the northwest Ohio and Southeast Michigan areas. So when the need arises, such as meeting unexpected market demand, sales manager Mike Milot turns to New Millennium.



Mike Milot, sales manager at the Bruce Havers Company, says he can depend on New Millennium for customer service and reliability.

“New Millennium has proven to be a big help,” says Milot. For example, when the company ran short on bridging for a customer due to unexpected quantities, Milot called Matt Miller at NMBS. Matt, the sales coordinator at the Continental plant, knew that the Continental team would come through, as always.

“We priced it, sold it, and had it ready for Mike to pick up the next day per his request,”

Miller explains. “This all came together within a few hours and it was essential for everyone to work well together to achieve this task.”

It’s the type of customer service and quick turn-around that Mike Milot and the Bruce J. Havers Company have come to expect from New Millennium.

“We have to have a high level of service or there’s no way to compete in the market,” Milot says. “We have to do a quick turn-around on drawings and delivery.”

Milot says he uses New Millennium for several reasons, including customer service and reliability. “Everybody at New Millennium is friendly and things always seem to be taken care of. I like dealing with the people in sales, scheduling and delivery. I know I can only be as good as what they have done for me. Plus, they have a good overall knowledge of our jobs. We have multiple jobs at the same time and sometimes keeping everything straight can be a nightmare.”

Sometimes, that’s business as usual, Milot observes. “There have been times when I’ve asked for an earlier delivery time, because the customer needed it a week early, and with New Millennium’s help, we’ve been able to do it. Those are things that help us stay in business. It’s just a good fit.”

Taking care of business means we care at Hallmark

Charlie Mercer jokes that his company, Virginia-based Hallmark Iron Works, probably won’t ever be a large structural steel fabrication company. Still, when a major project for a prototype one-story PNC Bank came along, Mercer was more than excited. If things went well, Mercer knew this project could possibly develop into helping build thousands more across the country.

“For the customer to agree to do more banks, it was crucial that this job flowed smoothly,” Mercer says. “Maintaining the schedule and quality control was critical. A problem developed and the job was put on hold until another site was found.”

To Mercer’s horror, he realized, after the new job site was found, he had forgotten to order the much needed joist and deck.

“Once we had discovered the error, we went to (New Millennium) on bended knees,” Mercer says. “It is such a high profile job, it would have been embarrassing to the customer and to us if there had been a delay. When New Millennium found out, they went out of their way to bend over backwards to help fix this problem.”

When Don Zimmerman, the traffic manager at New Millennium’s Salem, Virginia plant heard about the problem from Chesapeake Steel salesman Neil DeFrancesco, they tried to come up with a

solution with New Millennium production manager Van Johnson. They agreed to decrease production time from two weeks to one and told Mercer during a Tuesday, January 22 phone call. That’s when Mercer said despite just turning in the bill of materials that day, that he needed the project completed by Friday, January 25 – in 3 days.

“Van and I sat down,” Zimmerman says. “We took a look at our schedule and were able to plug it into production the very next day to deliver the completed job on the 25th.”

Mercer, who has been a New Millennium customer for four or five years, says he is very grateful to New Millennium for taking care of the job, especially since he is a smaller company that doesn’t give New Millennium a large volume of business.

“New Millennium really bailed us out of a tight squeeze, but we’ve always been pleased with them,” Mercer says. “We realized in the production industry you have to maintain a strict schedule. Interrupting that schedule isn’t an easy thing to do. We’re not a big customer for New Millennium. It would have been very easy for New Millennium to say ‘they don’t buy a lot, why should we be concerned.’ I was impressed, because they still took care of us even though we weren’t one of their major customers.”

On Leadership:

Not everyone is a born leader, but everyone has the opportunity to lead at New Millennium.

Al Singleton worked for many years in the joist and deck industry before his leadership potential was fully recognized and encouraged. Now the production manager at the NMBS Lake City, Florida facility, Singleton recalls what it was like before he came to New Millennium:

“The thing I’d run into with the other company was getting ridiculed when I was successful, because that effort stood out. Here in New Millennium, we always help each other and nobody stands out for working hard every day.”

Leadership requires a shared goal

Singleton says leadership can’t happen unless people have the same goals and are willing to help each other. “So while we are producing products, my role as production manager is very much about people,” he says. “One of the reasons I’m successful in this company is because I’m willing to help. This runs



*Al Singleton
Production Manager
Lake City, Florida*

throughout our organization, that we have people who want to do what it takes to take care of a customer and make sure that a customer wants to keep coming back to us. We all have that same common goal and that’s how we get there.”

Leadership, Singleton believes, does not happen unless the right people are on the team: “We learn from one another. It helps everyone grow. This is not about me. It’s not about a rigger on line 2 or a welder on line 4, etc. I learn many things every day from the people I work with.”

Singleton says he is fortunate to be in a company where so many leaders are on the rise. Take for example, Lorenzo Jones, a lead rigger at the NMBS Lake City plant. “He does not have to work here,” Singleton asserts. “He works here because he enjoys it. He earns the respect of people, pushes them hard, and once people see the fruits of their labors, then they know he’s a good guy to be around. He’s one of those types of people you want to be around, because he works hard and everyone around him wants to work hard.”

Lorenzo Jones was probably born a leader, Singleton says. “But that’s not to say leadership can’t be learned. I’ve learned a lot about leadership since I started at New Millennium. We have the same common goals. This puts everyone involved in the decision making process. I ask people: What do you think? What will work better? That’s the most important thing I’ve learned about leadership. Treat people the way they want to be treated. We are growing leaders by talking with people all the time. We often talk about what more can we do to be successful. This makes us stronger, because when people really want to learn, they will. And that makes for a stronger team.”

It’s not about setting one’s self apart

Ask Lorenzo Jones for his opinions about leadership and he speaks quietly about his own circumstances and contributions at New Millennium:

“I’ve been with the company since January of 2005, when the plant started up. I get all the orders from the supervisor, set the table up and make sure we have all the supplies we need to build the joists. Then I make sure everything comes out right. I’m usually here an hour and a half before the team arrives. We have twenty-one guys on the line, seven under my supervision.”

Jones acknowledges that one of his biggest goals since joining New Millennium has been to become a leader. In high school he played outside linebacker, and he understands the team concept. “What we do is a big team effort,” he says. “Everyone is just as important as the next man beside him, like a football team.”

Jones speaks from experience, when he says teamwork doesn't have a chance when people don't share the same goal, when leadership doesn't set clear expectations and people start to let little things go and the little things become bigger and bigger.

"When that happens," Jones says, "it's because someone doesn't want to do what it takes. People may not work for somebody they don't respect. A lack of respect can affect the team in a lot of ways. You can have an incomplete team, or a divided line. I keep working with people and most of the time they come around. If not, they don't make it in this company. When everyone works together, we all succeed. Good quality, good production, good bonus money for the team. And this means the customer gets the product on time and built right."

Everyone has a chance to lead at NMBS

Everyone has a chance to become a leader at New Millennium, Jones contends. Leadership is taught and respected at the company, so people can and do move up all the time.

"You need to learn as much as you can, pay attention to everything going on around you," Jones advises. "I learn every day from my supervisor, Geno Zartman. He is there when I have a question or need anything. I still learn stuff every day, even though I've been doing this a long time. You can look at this as just a job, or you can be part of something more."

Ultimately, Jones keeps his focus by taking each customer's point of view. After every job, if I saw that customer, I would not turn my head. I'd be proud to be wearing the New Millennium shirt. I could look the customer in the eye and be proud that we did it."

That kind of team pride is special, according to Lorenzo Jones. And team pride doesn't happen without mutual respect, true leadership and positively focused employees.

"I have a lot of respect for my guys. You can have the best leader in the world, but if you don't have good guys on the team, you have nothing."



*Lorenzo Jones
Lead Rigger, Line 3
Lake City, Florida*