

## WESTFIELD STEEL INC

Working for your business.

### Westfield Steel Earns Prestigious ISO 9001 Certification

After a long and demanding review process, Westfield Steel, Inc. officially became an ISO 9001 certified full-line steel service center.

"This certification tells our customers a lot about our quality," said Westfield Steel President and CEO Fred Prine. "If a customer gives us an order we're going to give them what they want. We are always working for their business."

The ISO process began two years ago when several managers wanted to see a quality program established.

Quality Assurance Manager Paul Edwards led the entire staff in preparing for the review by American Systems Registrar (ASR), an international registrar service located in Grand Rapids, Mich.

According to ASR, ISO 9001:2000 is a set of basic business principles written in a standard for quality management systems that is accepted around the world. Currently, more than 100 countries have adopted ISO 9001 as a national standard. The standard is intended for quality management system assessments and registrations to ISO 9001.

"We wrote out 33 quality procedures and defined 33 different job descriptions,"

Edwards said. "The minimum requirement is six quality procedures, but we decided to take it further and define many more."

Edwards himself attended a specialized audit school in Grand Rapids and eventually held training sessions for all of Westfield Steel's employees.

"This is a complete quality management system. It starts at the top with Fred [Prine], but everybody has to be involved. Every process is checked, from the most trivial paperwork to the processes we use out on the floor," said Edwards.

The ISO certification audit was completed in two stages. During stage one, an ASR representative reviewed and evaluated all documents and procedures. During stage two, the entire facility was audited to ensure that those documents and procedures were being followed.

"They talked to anyone and everyone they wanted to find out how our system works," said Edwards. "They audited personnel, the steel workers, everything."

After the rigorous examination that concluded on October 15, Westfield Steel succeeded by adding the ISO certification to a trophy case of other quality certifications. These include the Canadian Welding

Bureau, the American Welding Society, and the NAHB NHQ Certified Supplier.

In addition to assuring Westfield's customers excellence and value, Edwards and Prine agree that the certification process provides additional benefits to the employees.

"It's made people work more closely together," Prine said. "They take more pride in their work. Everybody was prepared for the audit; everybody was a part of this."

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## Westfield Steel Works Hits the Press

As Westfield Steel grows and expands, we want to communicate inside and outside the company walls. Thus, Westfield Steel Works, Westfield Steel's new quarterly newsletter, will be available to employees, customers and friends of the company.

Westfield Steel Works will focus on the latest happenings within Westfield Steel, as well as our valued customers, employees and vendors.

Westfield Steel Works is just one of many new tools employees and friends can utilize to learn more about the goings on at Westfield Steel. The publication can be used in correlation to the new website, upcoming brochures and more.

## Westfield Steel Refreshes It's Identity

This past summer, Westfield Steel revamped the look of its existing logo. With the refreshed look, the company is continuing to build a brand they've worked extremely hard to construct.

The refreshed design is bolder and stronger and communicates Westfield Steel's strength in the industry, along with establishing their brand as a serious competitor in the market.

In addition to a new logo, Westfield Steel also attached a new tagline to their brand: "Working for your business." This tagline reflects the core values and capabilities of Westfield Steel while being strong, solid and direct.

For over 30 years, Westfield Steel has worked hard to earn the business, and the respect, of their customers by offering personal service and commitment. They have partnered with many of their customers as a trusted steel supplier and processor. This has helped to grow customers' businesses through the years. The new tagline reinforces the "brand promise" that Westfield Steel will continue to be there, serving customers and working to help them grow their businesses.

The new logo has also been fixed to each of the trucks.

"We're happy with the way our new logo turned out," said Fritz Prine, chief financial officer for Westfield Steel. "It is a fresh take on our old logo, and our new tagline says a lot about our company."

Most recently, the company's website also underwent a major transition. The site, [www.westfieldsteel.com](http://www.westfieldsteel.com), launched as a multi-faceted site providing viewers and potential customers with options to read about products, view steel-working processes and services, browse through articles in the press room and to learn more about the company.

### Westfield Steel Employee Service Anniversaries:

#### June

Crissy Wilson	6.5 years
Enrique Martinez	3.4 years
Jason McCloud	4.4 years
Jerry Keeney	11.4 years
Jim Powers	13.5 years
Juan Hernan	3.5 years
Lori Hively	6.4 years
Martin Cesar	1.4 years
Rodger Hendricks	8.4 years
Samuel Garcia	3.5 years
Scott Earl	3.4 years
Vic Young	7.4 years

#### July

Adena Vaughn	5.4 years
Cheryl Godleski	9.4 years
Elias Flores	8.3 years
Gonzalo Sanchez	4.3 years
Miguel Villegas	1.3 years
Rick Daupert	2.3 years
Rusty Jackson	18.4 years
Tim Jent	1.3 years
Wendy Van Korn	3.3 years

#### August

Dennis Pratt	3.2 years
Don Thompson	2.3 years
Jim Nickerson	1.2 years
Jon Thompson	4.2 years
Judy Heinlein	3.3 years
Lisa DeaKyne	5.3 years
Miguel Rodriguez	5.2 years
Mike Murray	9.2 years
Richard Alyea	1.2 years
Rogelio Gomez	1.3 years
Sam Fisher	9.2 years
Victor Gonzalez	1.3 years
Ron Hartman	5.1 years
Ronald Santana	4.1 years

continued on page 3

## CUSTOMER PROFILE

### Westfield Steel Pulls Its Weight

When it comes to saving time and money, Westfield Steel is truly pulling their weight.

For nearly ten years, Emery-Winslow Scale Company has relied on Westfield Steel to provide the steel needed to produce weighing systems, load cells, floor scales and custom design scales.

Barb Hart, purchasing assistant at Emery-Winslow, said that their scales must be able to withstand harsh environments, and they need steel that can do that, as well.

"They provide us with great service and quality products," Hart said. "We have been very happy with the products and services they provide."

Hart said that perhaps the biggest way Westfield Steel helps Emery-Winslow is through offering competitive prices and delivering products quickly and efficiently.

"This allows us to remain competitive with our pricing, delivery dates and quality of our scales," Hart said.

Most material ordered by Emery-Winslow, Hart said, is cut to their specifications by

Westfield Steel, saving the scale company time on production.

"Their quality work and products save time by not having to return material," she said.

And, if material needs to be shipped back to Westfield, "the turn-around time is minimal and usually within the same day, as they are local for us. There have been many times we have needed material the same day and Westfield has been able to provide same-day service."

As any veteran businessperson knows, time saved means money saved, and with less time spent waiting for shipments and more time spent actually working on scales, Emery-Winslow can produce more of the products that bring them money, meaning Westfield Steel adds to the overall cycle of efficiency.

"As they provide on-time deliveries, we are never holding up production lines waiting on material. This is extremely important to our business," said Hart.



One of the many scales made by Emery-Winslow Scale Company

### Anniversaries: (continued)

#### September

Aurelio Cruz	5.2 years
Aurelio Ximeno	2.2 years
Earl Doty	21.2 years
Fred Kinkead	25.2 years
Juan Hernandez	1.2 years
Mike Tribble	1.2 years
Nick Mason	1.2 years
Randy Graham	15.1 years
Rhett Lucas	9.2 years
Ron Malone	2.2 years
Scott Roberts	1.2 years
Steve Neidermeier	3.2 years
Vic Vaughn	9.2 years

#### October

Alex Morales	1.1 years
Alfredo Lopez	2.1 years
Alfredo Rodriguez	5.1 years
Andy Thompson	1.0 years
Francisco Guerrero	8.1 years
Jack Laudig	11.1 years
Jon DeaKyne	13.1 years
Ken Douglas	30.1 years
Mike Pickard	14.1 years
Mike Willard	3.1 years
Ray Funkhouser	3.1 years
Rehann West	12.1 years
Rodolfo Luna	1.1 years
Ron Hartman	5.1 years
Ronald Santana	4.1 years

#### November

Brett Clem	15.0 years
Dale Adkins	18.0 years
Dale Miller	9.0 years
James Harrison	9.0 years
Mary Wood	2.0 years
Richard Strickland	2.0 years

## EMPLOYEE PROFILE

### Ken Douglas, Harry Flynn and Fred Kinkead: Full-time, Life-Time for Westfield Steel

All together, Ken Douglas, Harry Flynn and Fred Kinkead have put in roughly 75 years at Westfield Steel, but don't think time has worn away their abilities or loyalty to the company.

"They give 100 percent every day and they do excellent work," said President Fred Prine. "They are ambassadors for our company, inside and outside."

Harry Flynn, who is in charge of maintenance, started working at Westfield Steel at its inception, and has been there 26 years, leaving for a short while for a job in robotics.

Though in the past Flynn has been a heavy structural fabricator and a plant manager, he has "done a little of everything" and now repairs machines, cranes, burn tables, and does building maintenance, among other things.

"I'm good with my hands, I'm mechanically inclined and I've just picked it up over the years," Flynn said.

"He keeps things running for us," said Flynn's manager, Paul Edwards. "He's very knowledgeable at what he does."

And, though Flynn would love to be playing golf as often as possible, he said he

enjoys the freedom of getting to do various tasks at work each day.

"I have so many different things that I'm involved in, I'm not doing one thing day in and day out," he said. "I enjoy the variety of things that I do. I enjoy being around the people."

Fred Kinkead, too, said the people at Westfield Steel get along and work together very well – and he would know; he's worked with many in the 25 years he's been at Westfield Steel.

Kinkead runs the central stores, controlling inventory, checking tools in and out and keeping parts coming and going "so we can keep the cost down, so we don't run out of materials or something we need."

"Fred looks for ways to save the company money," said Randy Graham, Warehouse Manager. "He is company oriented. He's a team player."

Kinkead said that his favorite thing about Westfield Steel is that it provides him with a challenge.

In his free time, Kinkead likes to go camping, fishing and boating on the White River.

And finally, Ken Douglas, Graham said, "is hands down our most experienced person in the burn department. He can operate any piece of equipment we have here."

Douglas has worked for Westfield Steel for 30 years and his manager says that he is the kind of man that will step in and do what needs to be done.

"His biggest asset is his experience and his knowledge," Graham said. "He is able to train other people. Not everyone who knows how to operate a machine can train someone else to operate a machine."

Douglas is in charge of training many new employees, as well as running the burn department in the wee hours of the night – third shift – and Graham says Douglas meets the challenge well.

"He's responsible for the safety of himself and everyone here and the quality of the product and taking care of the customer," said Graham. "It's a huge amount of responsibility."



Harry Flynn

Fred Kinkead

Ken Douglas

## SUPPLIER PROFILE

### Gerdau Ameristeel Provides Rock-Solid Partnership with Westfield Steel

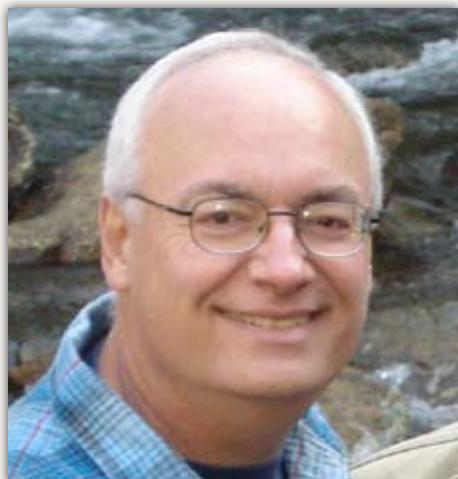
When Paul Pickett, sales manager for Gerdau Ameristeel, a vendor for Westfield Steel, speaks, people listen.

"Paul is a great vendor to work with," says Rusty Jackson, purchasing manager for Westfield Steel. "Paul's best quality is that he is thorough and reliable. He always gets material to us on time."

"Paul always comes through for us," Jackson said. "He consistently delivers with quality service."

Gerdau Ameristeel is the fourth largest (overall) steel company and the second largest mini-mill steel producer in North America. The company has the capacity to manufacture more than 12 million tons of mill finished steel products annually. Through an integrated network of mini-mills, steel scrap recycling facilities, and downstream operations, the company serves customers throughout North America.

The company is headquartered in Toronto, Canada, with executive offices in Tampa, Fla.



Paul Pickett

Gerdau Ameristeel's products are generally sold to steel service centers or directly to original equipment manufacturers (OEMs). The steel is used in a variety of industries including construction, automotive, mining, and cellular and electrical transmission. It is found in bridges, highways and stadiums as well as commercial and residential apartment buildings. Pickett noted that his relationship with Westfield Steel has stayed strong because both sides trust each other.

"It's a lot like a successful marriage," Pickett said. "I don't use the term partnership lightly, but that's what it is, and it is extremely effective."

Pickett added that Gerdau Ameristeel and Westfield Steel have worked together for 15 years.

"I have worked with them for the last four years and we have done a lot to cultivate the relationship," Pickett said.

Pickett believes that building a solid foundation eases everything for all parties involved.

"One of our objectives is to make a difference in how they do business and make them as successful as they can be," he stated. "On a personal level, I really enjoy working with Fritz and Fred Prine and Rusty. They are great people."

### Welding Team Wins Award

The welding team at Westfield Steel won the "Image of Welding Award" from the American Welding Society.

The following team members have put forth much effort to improve the quality of our welding services to our customers:

**Jack Laudig**

**Steve McFarland**

**Augusto Guererro**

**Cesar Guererro**

**Francisco Guererro**

**Martin Cesar**

**Juan Hernandez**

**Julian Negrete**

**Miguel Rodriguez**

**Cesar Sanchez**

### New Manager of Quality, Environmental Health & Safety

Scott Paterson began working with Westfield Steel on October 6 and works with Paul Edwards as the Manager of Quality, Environmental Health & Safety. He comes with a variety of experience in the manufacturing and steel industry. Paul will be training Scott and transitioning his own responsibilities to him over time. Paul will continue to work for the company focusing on special projects.

## COMMUNITY INVOLVEMENT

### Westfield Steel Donates to “Walk and Roll”

Westfield Steel recently donated funds to the third annual “Walk and Roll” walk for Power Soccer of Indy, a soccer league for children confined to power chairs.

Karyn Prine, part-owner of Westfield Steel, teamed up with Karen Russo, president and founder of Power Soccer of Indy, to arrange the donation for “Walk and Roll,” a fundraising walk that takes place at the White River State Park in Indianapolis.

This year’s “Walk and Roll” took place on Sept. 13. and over 125 athletes, coaches, family and friends walked and rolled with enthusiasm along the banks of the White River.

Each Power Soccer team needs a significant amount of support each season. Russo said Westfield Steel’s donation to the fundraiser was a significant help in ensuring the athletes are able to keep playing.

“Walk and Roll is a great way to raise money and awareness,” said Russo. “The funds that Westfield Steel provided were to pay for the overhead cost of the walk (rental fees, t-shirts, brochures, snacks, etc). Any funds that the league raised went straight to operating cost so that we may

provide a ‘Back to Soccer Picnic’ in the fall, ‘Annual Holiday Party,’ and ‘End of Year Recognition Banquet.’”

Power Soccer of Indy also pays for all of a first year player’s team expenses and referee fees.

“As you can imagine, it can get costly. To have Westfield Steel step up and assist Power Soccer of Indy offset the cost of the walk allows us to put our money where it matters most: to the athletes,” said Russo.

Prine first met Russo in 2007 at a Power Soccer tournament, where she was impressed with the athletes and told Russo she would love to be involved.

“There are so many benefits of this sport to these young athletes,” said Prine. “They learn independence and team work and Westfield Steel was and is happy to be involved in supporting these teams.”

For more information on Power Soccer, check out the website at [www.powersocceroindy.org](http://www.powersocceroindy.org) or the US organization [www.powersoccerUSA.net](http://www.powersoccerUSA.net).



Walk and Roll participants at White River State Park

## COMMUNITY INVOLVEMENT

### Westfield Steel Gets Into the Racing Game

Westfield Steel signed on as a sponsor of IRL IndyCar driver Sarah Fisher last summer, citing her "fierce determination and commitment to compete at a high level."

"Regardless of the type of business you're in, you have to be willing to aggressively compete to succeed at a high level," said Westfield Steel President Fred Prine. "As fans of open wheel racing, Sarah's independent spirit and her reputation as a tireless competitor is something that has always impressed us. We are pleased to turn our admiration into action and support her efforts."

Prine says the sponsorship satisfied an important objective for the family-owned steel service center.

"Sarah's efforts to earn support for her race team are well-documented," said Prine.

"But, more than that, she is someone who has consistently given back to the community, first as a driver in one of the world's most demanding sports and, now, as a team owner, whose regard for her employees demonstrates the utmost concern as a responsible employer."

Prine continued, "Collectively, it is those traits that impress us most, and it's an important reason why we've chosen to sign on as a sponsor of Sarah Fisher Racing."



Indy Car driver Sarah Fisher takes part in an interview with CFO Fritz Prine

#### Successful End to Fiscal Year 2008:

Westfield Steel has shipped five percent more tons in the fiscal year ending September 30 than last year. It was also a record for the company.

#### Outlook for 2009:

Though the US economy is facing many uncertainties, it is important that Westfield Steel keep its focus on customers at all times. The company's past growth and future success depends on satisfying customers' needs and exceeding their expectations.

## Employees Put “SAFETY-FIRST”

Fritz Prine, Westfield Steel CFO, has seen various safety programs come and go over the years, and so far “SAFETY – FIRST” has been widely successful.

Prine said that while creating the acronym, management considered other acronyms like THINK and ALWAYS, but in the end, “FIRST” fit best.

“We have had a safety program for years, but we never promoted it like this,” Prine said. “We needed to stress safety even more.

We implemented a safety incentive program to reward employee accomplishments.”

Safety incentives include gift cards ranging from \$25 to \$200 for departments that have remained accident free for a certain span of time, as well as employees that have remained accident free.

At the time of the publication, Westfield Steel is approaching 400 days accident free.

### “SAFETY - FIRST” consists of five steps to a safe work environment



**Focus** - on safety in how you work all of the time

**Initiative** - take the first steps to improve safety, do not wait for a supervisor to say or see that something is unsafe

**Responsibility** - be accountable for working in a safe and appropriate way all of the time

**Spread the Word** - communicate concerns or new ideas about our safety program with your fellow employees and supervisors

**Training** - everyone learns the proper safety procedures so that the whole company improves

Safety Award Winners: Six months of no “lost time accidents”  
First \$150    Second \$50    Third \$25

#### Westfield Facility

##### **Saw Dept.**

- 1. Fred Kinkead
- 2. Jamie Farmer
- 3. Elias Flores

##### **Loaders/Receiving**

- 1. Justin Hall
- 2. Patrick Brown
- 3. Roman Vincente

##### **Drivers**

- 1. Michael Franzen
- 2. Dale Miller
- 3. James Powers

##### **Fabrication Dept.**

- 1. Rodolfo Luna
- 2. Angel Martinez
- 3. Alexander Morales

##### **Burn Dept.**

- 1. Hector Lara
- 2. Alberto Acevedo
- 3. Bernard McFarland

#### Terre Haute Facility

##### **Saw Dept.**

- 1. Donald Thompson
- 2. Richard Strickland
- 3. Robert Hargis

##### **Loaders/Warehouse**

- 1. Michael Tribble
- 2. James Johnson
- 3. James Van Hook

##### **Drivers**

- 1. Robert Moore
- 2. Travis Robinson
- 3. Rich Alyea

##### **Fabrication Dept.**

- 1. Billy Tarrh
- 2. Stephen Neidermeier
- 3. Steven Ridge

##### **Shear and Form**

- 1. Michael Pickard
- 2. Charles Kelly
- 3. Brandon Eldredge