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COME SALES AWAY

The get-it-done attitude at CA sells itself to customers, say field reps

Mark Schreiber has driven around with several hundred pounds of aluminum stock in his Toyota. No, not a Tundra pickup. A Camry sedan.

Many times.

He's sacrificed fuel mileage, not to mention imperiled shocks and struts, just to show his commitment to a Clinton Aluminum client's wishes.

It's above and beyond, right? Don't tell him that.

"That's what we're supposed to do," he says insistently.

The 18-year veteran of CA outside sales paints life telling and selling on the road near his home in Moon Township, Pa., as one that can't be all that different from his fellow CA salesmen.

"My schedule is pretty much fly by the seat of my pants," he says of a territory that stretches well north and south of the Pittsburgh suburbs to as far east as Altoona, a good two hours from Pittsburgh.

"There isn't a typical day for me," he says. "I try to schedule things, but because I've been in the territory so long, typically there's things that come up three or four times a week that changes what I have to do."

Matt Kaye's experience echoes that. Kaye has been plying his trade for 13 years in the greater Detroit area.

"I really like growing my territory because it puts people to work," says. "I like the fact that I started with one truck driver, and now there are three truck drivers. We've added more people down



Clinton Aluminum Canada's Jerry Andreatta (left) and sales manager Colin Docherty man a booth at a recent trade show.

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AUGUST MILESTONES

BIRTHDAYS

Michael O'Neal	Aug. 5
Ted Tinker	Aug. 13
Rick Dixon	Aug. 19
Scott McCleary Jr.	Aug. 21
Tim Morris	Aug. 23
John Ring	Aug. 23
David Bressler	Aug. 25
Robert Smer	Aug. 25
Byron Maag	Aug. 29
Joshua Meusling	Aug. 30
Amanda Morris	Aug. 31

SERVICE ANNIVERSARIES

Matthew Kaye	13 years
Joan Abrams	12 years
Dennis Schilling	11 years
Daniel Wingerter	8 years
Todd Blocher	7 years
Brian Langanke	7 years
Joshua Filhour	5 years
Michael Juersivich	5 years
Steven Longo	5 years
Amanda Morris	5 years
Eric Spencer	5 years
Matthew Brudos	3 years
Gina Gallina	1 year
Edwin Kjendlie	1 year
Thomas O'Dell	1 year
Anthony Reale	1 year
James Sutton Jr.	1 year
William Thornton	1 year

CHECK IT OUT



From left, George Jones, Mark Scarpino, Dave Bressler and Tony Negrelli were the best of four CA teams at the 16-team Massillon Moose Lodge 481 Golf Scramble on July 16. They shot 9-under par.

***Come one, come all:** This year's company picnic is at Sluggers & Putters in Canal Fulton from noon to 5 p.m. Saturday, Aug. 20. The fun begins at noon and lunch is served at 1 p.m. A go-kart race is at 2:30 p.m., a closest to the pin contest is at 3:45 p.m. and a raffle will be held at 4:30 p.m.. Other attractions are mini golf, bumper boats, rock climbing, batting cages, mini hoops, monkey jumper, sand volleyball and a driving range.

HEALTH QUEST

Here are some interesting facts. Ohio is worse than the national average in the following:

- * 21.3 percent of kindergarteners are considered obese.
- * 42 percent of fifth-graders are obese.
- * 99 percent of our 9-year-olds already have signs of arteriosclerosis.

In the last few issues of the newsletter, we've made you aware of lipid panel screening, body-mass index and blood pressure.

All of these are controllable. The key

word is choice. We make them every day, affecting all aspects of our lives. But based on the statistics for our children, we're not doing a good enough job.

We need to make better food choices. We need to watch portion sizes. We need to increase our physical activity. We need to avoid saturated fats, trans fats, sugars (like in sodas), simple carbs (enriched flours) and syrups (corn and others).

Bottom line? We need to change.

—Bryan Salapa,

CA health coach and outside sales representative

SALES from cover

at the shop in Clinton. The money is what drives me and I like working hard to do it and make a nice living. I don't feel pressure from Clinton, they hired me to sell and that's what I want to do. No matter how good my territory is doing, I can always do better. It's very much a 'what have you done for me lately?' existence.

Both Kaye and Schreiber describe their sales meetings as more often being with owners of the businesses to which they sell, and they are often more rolled-up sleeves out in the shop than buttoned-down in a conference room.

"Our service attracts people," Schreiber says of CA. "A lot of my business is word of mouth. We do a lot of next-day business. If somebody has a large order and they need it next day, we may not get it all the next day, but we'll get you something on your floor so you can get your material started." Thus, the Camry.

"One of the things I thought was very odd about our job was that there are very few opportunities for satisfaction or success in a given day," Kaye says. "Most bear fruit later on, it doesn't necessarily bear fruit today. Most of the

time they don't have a need right in front of them."

Kaye estimates he puts in about 600 miles a week tending to customers; Schreiber, about 1,000.

Kaye says that Bob Hornik, who lives north of Detroit in Sterling Heights, Mich., and covers Toledo and Fort Wayne, drives around 1,500.

"I want to get to know my customers," Schreiber says. "I think they feel more comfortable with people they know personally. If I get tickets to a game, I give the tickets away. They don't necessarily want to go with me."



EMPLOYEE *of the* MONTH

It's far more important to Dennis Shilling that he grows some mean (and nice) peppers in his garden — and that he intends to win a pumpkin-growing contest — than that he was named an Employee of the Month.

"I couldn't believe it at first," says the 1989 Northwest High graduate. "I told everybody not to vote for me, for one, to be honest with you. You could say I didn't want the recognition. There's a lot of other people that deserve it, too. You know what I'm saying?"

And he sees the impact. "The company's definitely growing," he says. "There's no room anymore. Every department is the same way."

Shilling works third shift in the plate department and has for 11 years. He acknowledges that it's been a grind.

"You never do get used to it, really," he says. "Even though you get the right amount of sleep, you still feel tired. You go out with friends, they want to leave and go home and you're like 'No, stay longer.' Next thing you know you're up all night."

At the very least, it's given him opportunities outdoors, whether it's golfing or gardening. He and daughter Amanda, 11, enjoy in a big way the variety of peppers he grows and cans every year.

And the pumpkin thing? He's a little sheepish about that, but still determined.

"It's the first time I've ever tried it," he says of growing a prize-winning gourd. He and three friends have each put \$50 where their mouth is. One of those friends is in his 70s and used to own a greenhouse. Shilling was winning the wager, he says, but now he's not.

"People told me it was a dumb bet," he says.



Dennis Shilling

At age 13, he wore a size 13 shoe.

Now, at age 28, he wears a size 14 or 15, "depending on who makes the shoe."

He's 6-foot-2 and 267 pounds.

"One day my dad said, 'You're about as dippy as a moose,'" says Patrick Stevenson.

"Moose" he became.

"I've had it (the nickname) since I was about 13," he says. "My football coach didn't even know my name until I got to the awards ceremony."

The 2001 Massillon Washington graduate played four years for the Tigers on the offensive line and would've continued in college. But after short stints at Akron and Stark State, he was working too much and had too much going on to pursue football.

Chief among his former jobs was installing windows for Home Depot. But he was looking for a bit more stability.

"Summers (at Home Depot) are always full, winters you barely make enough to put in your pocket," he said. "I was tired of filling out a 1099 form (as a contractor)."

He's won Employee of the Month honors after having been at Clinton Aluminum in the plate department for just under six months.

"I was just as surprised as anyone else," he says. "I didn't know what I did to go above and beyond. Maybe the crazy hours I was working," explaining that his second-shift duties have turned into 12-hour stints on many occasions over the last few months.

As such, you may have been seeing a lot of the dyed "horns" he sports "because I'm going bald," and his lengthy beard, which he insists isn't a problem. "If I have my face that close to a saw blade, I deserve to get it cut," he says.



Patrick Stevenson

HONORABLE MENTION

Ashley Andrews and **Jack Otto**

They each received a \$10 McDonald's gift card.



Employee Profile

Name: David Alexander

Occupation: Assistant department production head, Clinton Aluminum Canada

With CA since: May 2011

Lives in: Bradford West Gwillimbury, Ontario

High school: Bradford District, '00

Fun facts: Helped start Victory Metals in 2009 before it was acquired by Clinton Aluminum in May of this year ... Like most

of those who remain from Victory, worked at ThyssenKrupp prior to that ... oversees three others in the 30,000-square-foot warehouse ... enjoys camping to the north of his home with 9-year-old daughter Cheyenne ... has been married for two years to Marijna (pronounced Muh-RYE-nuh) ... plays hockey



(in and out of season) and baseball ... rides a Honda Goldwing Aspencade 1200 motorcycle.

Quotes: On camping: "We don't usually go the same place twice because we like to go all over." On the two-plus months with CA: "Right now, (business is) not at the level they need. I enjoy what I do. I come to work every day with a positive attitude."

CUSTOMER PROFILE: BILLCO MANUFACTURING

PANES ARE THEIR PLEASURE

Specialty glass-cleaning and glass-handling machines get their stability, corrosion resistance from CA

The reasoning behind the push by Clinton Aluminum to cut its material closer to net shape for customers becomes apparent — or, more fittingly, transparent — when you talk to the folks at Billco Manufacturing.

The maker of glass-handling and glass-cleaning machines in Zelenople (ZEE-lee-uh-no-pull), Pa., accounts for a sizable portion of CA's stainless steel business and simply doesn't have the space, nor likely the time, to mess with a bulk order.

"They've added a lot of value to their product, with precision cutting, waterjet, all kinds of things," says Aron Martino, the purchasing and engineering manager and part-



This model of the Versa Clean from Billco is designed to clean glass in solar panels and includes stainless steel, structural tubing and sheet metal from Clinton Aluminum.

Photo courtesy Billco Manufacturing

owner of the company, which opened its doors in 1948. He and two partners bought the company from the family that had owned it in 2008. "We don't have the resources to buy 20-foot length of everything we need when we only need a foot. They do it at a price point that's still attractive.

"I want only what I want

right when I want it."

Billco of late has been doing a lot of work with solar panels, both in the cleaning of the glass elements in the panels before they're manufactured and after. It has been shipping its products and people to Malaysia and many points in Europe, according to marketing manager Danielle Allemang.

"They're opening up solar

plants all over the world," Allemang says. "We're constantly sending equipment overseas, along with our service guys to serve and sell these machines."

The anti-corrosion qualities of stainless steel and, to a lesser extent, the lighter weight of aluminum make for a solid framework for many of Billco's products.

Martino says Billco does "everything to glass but bend it and temper it." Martino estimates that in any given machine, it'll be carrying 1,500 pounds of stainless steel product from CA, on average.

In 2010, Billco sold 60 of them. That's 90,000 pounds or 45 tons.

Billco employs about 80 and is located about 30 minutes north of Pittsburgh (as in Steelers). But there's no problem partnering with a company in the heart of Browns Country. Really.

"Oh, we try to avoid that (subject). Business is business," says Allemang.



Clinton Aluminum

& Stainless Steel