

WESTFIELD STEEL INC

Working for your business.

Customer Service is Found in Many Places

By Fritz Prine, CFO, Westfield Steel

Customer service can take many forms. Employee benefit firms can be excellent examples of customer service. We found that our new third party benefits administrator, FirstPerson, is admirable for its approach, utilizing best practices and insight. They are skilled in evaluating what companies need – based on their size – and then tailoring those solutions to fit like a pair of comfortable blue jeans.

In general, the better benefit firms are centered on how they manage the relationship with an employer. They offer choices and support for different situations. A firm focused on true customer service offers the right level of guidance to create an appropriate solution, making it easy for the employer to make the right decision.

FirstPerson works as our advocate with insurance providers, provides research and experience with many human resource issues, and demonstrates that they are vested in the long-term success of our company.

This approach helps us create a better environment for attracting and retaining the right employees. At Westfield Steel, we know that our employees are vital in affecting a positive customer experience. Positive employees convey a happy or upbeat personality with customers, whether on the phone or in person.

With a trusted resource like FirstPerson, we can put more focus, time, and effort on addressing the needs of our customers.

Contact Us

530 State Road 32 West
Westfield, IN 46074
call | 800.622.4984 fax | 317.896.5343
westfieldsteel.com

EMPLOYEE PROFILE Abby Olson, HR Generalist

Olson: Quick Study at Helping Others Achieve Success



If you're in a conversation with Abby Olson and the subject turns to benefits or dealing with company policies, it doesn't take long to realize that she's a quick study.

And, that her knowledge is a pretty good barometer for measuring just how fast she's gotten up to speed on her new job.

While five months does not a career make, Olson has packed a lot of unique experiences into her relatively short tenure on the job. It leaves her with much to do, but she's made a lot of progress on behalf of Westfield Steel.

"It's a big challenge," she said. "You're trying to implement policies, and as you're doing it, you're making changes. You're trying to get people the best resources and encouraging them to be excited about their job. It's really about attracting and retaining the best employees."

Olson views her role as the person responsible for managing the relationship between employees and the company. In doing so, the benefit, she says, is drawn from helping people to be their best and to feel fulfilled about the job they do.

"Right now, we're looking to tackle goal-setting and helping employees to see the bigger picture of how their job fits into the overall success of the company," said Olson. "In terms of policies, we are setting them up with the resources to remove the worries and tiny details so they can be safe in doing their jobs."

Olson arrived at Westfield Steel from a one-year stint at Angie's List. Prior to that, she worked for two years at BSA LifeStructures, a respected Indianapolis architectural, engineering and design firm. She said the experience gained at BSA was especially fulfilling. During a four-month period in her first year at the firm, Olson assumed much of the responsibilities of her supervisor, who went on maternity leave. It allowed her to work on a number of important projects, some of which brought her into direct contact with the firm's chief operating officer. In addition to her daily responsibilities, she is putting the finishing touches on completing her MBA from the Indiana University Kelley School of Business. She is on schedule to complete the degree in May.

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SAFETY UPDATE

As of February 22, 2011, there have been 1,209 days with no lost time accidents. 51 employees have qualified for safety incentive awards for being accident free for periods ranging from 6 months to 3 years.

Westfield Steel Employee Service Anniversaries:

November

Dale Adkins	20 years
Dale Miller	11 years
Phil Harrison	11 years
Richard Strickland	4 years
Javier Arriola Lopez	New hire
Steve Carmack	New hire
Matt Woodard	New hire
Brandon Edwards	New hire

December

Tom Kassenbrock	11 years
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January

Chris Vawter	18 years
Jack Armstrong	11 years
Julian Negrete	4 years
Charles Kelly	3 years
Rob Rood	3 years
TJ Glotzbach	New hire
Ralph Mills	New hire
Matthew Paterson	New hire
Dustin McNutt	New hire

February

Katina Cherry	9 years
Steve Ridge	6 years
Rodger Southern	New hire
Jack Switzer	New hire
Caleb Otto	New hire
Justin Beck	New hire
Joseph Bary	New hire

March

Jason Reutman	11 years
Steve McFarland	10 years
Jamie Farmer	3 years
Vernalee Mitchell	3 years
Billy Tarrh	3 years
David Harville, Jr.	1 year

SUPPLIER PROFILE: FIRST PERSON

Company Name Aptly Describes Focus, Philosophy for Doing Business

“Our company offers a family culture; it’s who we are...”

-Paul Ashley, FirstPerson

At a time when mergers and acquisitions have become commonplace in the business world, sometimes leaving in its wake a clash of cultures or customers confused about the quality of services they can expect to receive, it’s refreshing to know there is an Indianapolis company whose name aptly describes their focus.

Founded in 1997 as Benefit Associates, FirstPerson was recently selected to assist Westfield Steel with the task of administering its employee health benefits. The company, from its Northside office, completed a successful merger late last year with Benefit Consultants, another respected local firm. In doing so, it emerged with a new name that defines the importance FirstPerson places on its own integrity for the way it conducts its relationship with their clients.

According to Paul Ashley, an advisor for FirstPerson, the relationship with Westfield Steel grew from a referral made by a business associate familiar with the management of the firm. From there, a relationship formed out of a shared belief involving the importance of recruiting and retaining the best people as a key ingredient for achieving success.

“In order to address all of the complexities that are out there involving healthcare reform, it’s important for companies like Westfield Steel to be able to rely on someone to help them navigate the choppy waters and be able to answer the question, ‘How do we attract and retain the healthiest, most productive workforce possible?’, said Ashley, adding that the partnership came together because Westfield Steel “... shares the same beliefs and that’s the goal we’re out to achieve.”

Ashley said he’s particularly impressed by Westfield Steel’s culture, saying that the company has “a natural care and concern for its employees, many of whom have a long tenure with them and there’s quite a bit of trust that’s been built up over the years.” Ashley said, add to that, the recent hiring of Abby Olson, Westfield Steel’s Human Resources Generalist, “and you’ve got someone who is wise and she respects and appreciates the people she works with and what the company is all about.”

“Our point of view is that benefits are extremely personal and we always remember that what we do affects a person’s health, finances and future,” explained Ashley, who describes part of his job as being an “ambassador” – a term that vividly illustrates his polite, yet friendly demeanor.

Generally speaking, the firm tailors its services to fit the size of the companies it represents, but in doing so, Ashley said it works hard to pay a great deal of attention to the subtle differences that sometimes distinguish one company’s needs from another.

To do that, FirstPerson will assign a team of three people – an advisor, an account executive and a client advocate – to help ensure that the client’s needs are satisfied. The advisor is responsible for the ongoing strategy while the account executive tends to the day-to-day issues that come up. And, the client advocate is the troubleshooter, or in the case of Westfield Steel, is Olson’s “best friend” for making sure any problems or concerns are adequately addressed.

“Our company offers a family culture; it’s who we are...and that’s important when we know that healthcare costs are skyrocketing. Most people and even most companies often don’t feel as though they have someone fighting for them or that they’re doing it with one arm tied behind their back...that’s where we come in, it’s generational and it’s in our DNA. It’s who we are,” said Ashley.

FIRST PERSON
BENEFIT ADVISORS

CUSTOMER PROFILE: STAHL EQUIPMENT

Steel Hauler Tries Out Westfield Steel Express, Experience Generates Good Results

When asked about his recent experience with Westfield Steel Express, Jerry McGill's voice is firm and resonates with a tone that is honest and reflects his values for the significance he places on meeting his customer's expectations – regardless of who's behind the wheel.

McGill said he was recently approached by a Westfield Steel sales representative to try out a new service known as Westfield Steel Express. He said the two companies have done business together for

a number of years and that they have "good people." He viewed the opportunity as being a benefit for both parties. For his part, Westfield Steel CFO Fritz Prine acknowledged the relationship as a good one, noting that they have been a supplier of Stahl Equipment for at least 10 years.

"Providing steel for construction projects is everything I do...they had a situation in which they were looking to fill up their trucks on the backend of a delivery and we were in need of getting product to our customers... it worked out well and we would use them again," explained McGill.

"We appreciate the opportunity to provide the 'Express' service for Stahl Equipment and we're looking at making available our fleet of trucks to other companies who are in the market for hauling important loads for their customers and the companies they serve," added Prine.

Stahl Equipment is a privately-held steel fabricator and manufacturer of industrial trucks and tractors, as well as a maker of conveyors and related equipment.

Employee Profile *continued*

Olson said that the experience she gained prior to joining Westfield Steel has been invaluable in preparing her for the role that she is in now. That's important considering the shape of the economy.

"In a down economy, you're more likely to lose your best people and that's when the task of retaining people becomes so important. At the same time, you're dealing with normal turnover. It's a constant process..." added Olson.

As part of the process, Olson said the company has made a number of changes. She cited the recent decision to reduce from 120 days

to 60 days the time required for an employee to be on the job before being eligible for benefits as something she believes will pay off in the long run. Developing a wellness program is another example of the value Westfield Steel is looking at, all in an effort to invest in its employees.

"As we help people get past the shock that often goes along with any sort of change, you'd be surprised at what you find will happen – it creates a different dynamic and all of the sudden there's a lot we find we have in common at our core," said Olson, noting that another factor in helping to bring about change involves the support she's received from Westfield Steel's management team.

"It's encouraging to know that there is a willingness to try (different things) and that the resources exist to do what we need," said Olson, who said she is looking at developing an internship program for the company.

Away from the job and the classroom, Olson enjoys spending time with her husband, Steve, a middle school teacher in Sheridan, who provides lessons for students interested in social studies, reading and creative writing.

Got a question about HR, feel free to ask Abby a question or e-mail her at aolson@westfieldsteel.com.