

the American post

Volume Four, Issue One, October, 2005

IT'S ONLY GOING TO MAKE US BETTER

WHY JOINING FORCES WITH NUCOR IS A PLUS FOR OUR DEALERS, EMPLOYEES AND CUSTOMERS ALIKE

By now I'm certain all of you are aware that, this past June, Marion Steel signed an agreement to be acquired by Nucor Corporation – in my opinion, the most solid and progressive steel manufacturer in the U.S. As you can probably imagine, my phone has been ringing almost constantly since the news of the acquisition went out, and I've found that every dealer I've talked with has asked the same two questions:

What's going to happen to Marion's steel post business? What's going to happen to Steve Conway?


That's why we decided to dedicate the majority of this issue of *the American post* to our new company, Nucor Steel Marion, Inc., and to the direction we're going to be taking in the near future.

I'm not going to try to "sell" you anything about this change. As you become aware of the facts, and of Nucor's track record for making its acquisitions more customer-driven and more successful, I think you'll reach the same conclusion that we did: that the opportunity to team up with Nucor was too good to pass up. And it's only going to make us better.

Let me address the two questions.

First, we're in the steel post business to stay. That business was a major reason for Nucor's interest in acquiring us. Steel posts represent a growth opportunity with great future potential, and they're a product that complements Nucor's existing bar product line. On a marketing and production level, adding our posts to Nucor's diverse product line was just good business on their part.

And Steve Conway is at Nucor Steel Marion, Inc. to stay. My responsibilities will be focused totally on sales and production of steel posts, and that has me excited.

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GENERAL MANAGER, NUCOR STEEL MARION, INC.
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AN INTERVIEW WITH JOHN FARRIS

When Nucor Corporation acquired Marion Steel in June of 2005, John Farris was named as general manager of the new Nucor Steel Marion, Inc. The following is an interview conducted by *the American post* where John talks about the acquisition and the future of the company.



Tell us about your background.

I hired on with Nucor in 1992 as an electrician. In 1999, I was transferred to Nucor's Texas Division as maintenance manager. That's where I was until May of this year, when I was given the opportunity to be the general manager of Nucor Steel Marion, Inc.

So it's fair to say you have an extensive working knowledge of these kinds of plants.

Yes, I'd say I have a pretty good understanding of the inner workings of steel plants. I started in a flat-roll mill and have been in bar manufacturing since '99.

So let's get right to the point. Why did Nucor acquire this operation?

For a lot of reasons, Marion Steel was a very attractive acquisition for us. We were impressed with the company as a whole, both the production capabilities and the management team. There's a high entrepreneurial spirit here. They're survivors, they're committed to winning. The personalities and attitudes around here are very analogous to the Nucor culture. It seemed like an ideal fit. And since coming here, and working with the people in Marion, everything I've experienced confirms what we thought. This is a strong operation that's going to get even better.

And the future for signposts?

We think there's a tremendous opportunity for that product. And acquiring the signpost product line was another major reason for the acquisition. Signposts are new to Nucor. We're not a stranger to the highway market, but signposts represent a whole new segment of that market. We want to keep every signpost customer we have, add more, and service all of them better. We want to increase our competitiveness, and improve on our



deliveries. We're going to be very aggressive in growing that part of our business.

Let's talk about Nucor. Give us some background for those who aren't familiar with them.

Nucor started in 1966, and the company has been profitable every year and every quarter since then. We have operating facilities in 15 states. Marion is the 18th steel-making facility. With the addition of Marion, we now have 10 bar mills nationwide. We're the nation's largest recycler. And last year we produced 19.7 million tons of steel. That's compared to about 120,000 tons in 1970.

Does that make Nucor the largest steel producer in the U.S.?

We're either the largest or second largest. There was a recent merger that might have put us at Number Two.

“What can we learn from you? That’s exactly our approach on a Nucor acquisition, to look at the things that the company is doing well, and keep those and build on that.”

I’m not sure. But in the long run, it doesn’t really matter whether we’re Number One or Number Two. That’s not why we’re here. Nucor never had the goal of being the biggest. Our goal is to take care of our customers. And by doing that, look where it put us.

If being the biggest isn’t Nucor’s top priority, what is?

It’s stated right in our mission statement, and we live it: We are taking care of our customers by being the safest, highest quality, lowest cost, most productive, most profitable steel and steel products company in the world. We are committed to doing this while being cultural and environmental stewards in the communities where we live and work. We are succeeding by working together. You’ll find those principles at work every day at every Nucor facility. Our customers are: 1) our employees, 2) the people who buy and use our products, and 3) our shareholders.

Obviously, this isn’t the first acquisition for Nucor. What is Nucor’s approach with the companies it acquires?

What can we learn from you? That’s exactly our approach on a Nucor acquisition, to look at the things that the company is doing well, and keep those and build on that. There are numerous things that the Marion Steel Company did very well that we can learn from. Just because Nucor has been doing something a certain way does not mean it’s the best way. With each acquisition, we learn something. That’s how we’ve grown.

Nucor has a program called “Best Marking,” where we identify the best processes from one area of operation and apply it to another. There is regular communication within and between divisions, from the general managers

on down, dedicated toward Best Marking. Each acquisition offers another opportunity to do that.

How is the transition process going here in Marion?

The transition is going outstandingly, and that’s a tribute to the quality of the team at this division. The Marion team has welcomed Nucor, and we’re very proud to be part of that team.


In terms of the staff here, Nucor is very excited that Steve Conway and his sales team chose to stay on and continue serving those customers they’ve had for many years. With the resources available from Nucor, we’re going to be able to improve our service to those customers going forward. Steve is extremely knowledgeable about signposts and the production process. He’s a valuable asset to this division, and is an outstanding fit within the Nucor culture.

How do you see your role as general manager at Nucor Steel Marion, Inc.?

Managing a profitable business aside, my focus has been in two important areas: our employees and our customers. First, employees. I’m working for about 350 people that make up the Nucor Steel Marion Team. That’s the Nucor perspective, that leaders work for the team. And I have four expectations of every employee: work safe, work hard, work smart, and be a positive influence. As leaders, we have to be humble. We have to be willing to listen. We have to consistently be looking for a better way.

Regarding customers, well, the customer is the boss. It’s customers who allow us to be in this business, by providing them with quality products and good delivery at a competitive price – consistently. In the commodity business, quality, service and price are important, but at the end of the day our business depends on relationships. Once we’re through the transition process, I’m looking forward to getting out and meeting our customers.

What would you have to say to steel post dealers?

I would say that you’re a vital part of our team. And we want to learn from dealers and distributors, too. They’re on the front line with the customers. They know better and faster what’s going on in the marketplace. That makes them a terrific resource for improving our product and market position. 

ERIC F ADAMS
 ROB ADAMS
 STEVE PHIL ADAMS
 CHARLEY ADKINS
 THOMAS J ALEXANDER
 JOHN M ALLEN
 SHANNON RAY ALSMICH
 KATHY AMINT
 JAMES A AMES
 EMMETT ANDERSON
 GEORGE W ARNT
 PHILLIP AUSTIN
 JASON A BAER
 GEORGE R BAILEY II
 DAVID A BALLARD
 DONALD A BARNEY
 MATTHEW J BEAM
 TIMOTHY BEAN
 JAMES BEAVIR
 LEROY T BECKLEY
 JOSHUA P BELT
 GLENDA E BENNER
 JERRY K BENSON
 JOHN L BENSON
 BRIAN LOWELL BERRY
 CALVIN L BERRY
 DONALD O BINGMAN
 JOSEPH E BIRT
 TIMOTHY A BYVINS
 LARI P BLANKENSHIP
 THOMAS BLANKENSHIP
 ALLEN E HOGGS
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 KAREN S BRAMMER
 CARL O BREECE JR
 ROBERT L BRICELY
 WILLIAM BRILL
 CHRIS BRISTOW
 JOHN ROBERT BRODMAN
 KENNETH J BRODMAN
 JOE W BROOKS
 LARRY D BROOKS
 JOHN V BROWN
 JAMES R BUSSEY
 TERRY LEE BUTLER
 GREGORY P BUYER
 JOHN L CAMPBELL
 BRIAN CARROLL
 CHRIS EDWIN CARTER
 DENNIS J CARVER
 CASS C CASPERSON
 JEFF M CERRETA
 ADAM P CHAPMAN
 SHAWN WILLIAM CHARTIER
 FLOYD CRESSER SR
 QUINTON CLADY
 DAVID N CLARK
 JUSTIN ADAM CLARY
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 DALE A CLEVER
 CYRIL J COCHRAN
 JOSEPH P COLE
 WILLIAM COLE
 FRANKLIN L COLLINS
 SCOTT D COLLINS
 TERRY COMPTON
 RICHARD ALLEN CONLEY
 SCOTT D CONWAY
 STEVEN J CONWAY
 DAVID COOK
 ROY D COOK
 PATRICK COOPER
 HERBERT CORBIN
 LARRY A COVENDALL
 SHAWN ERIC CRABTREE
 LOWELL CRAFT
 TITO CRUZ JR

MICHAEL I DAILY
 ERIC DASO
 JOHN MIKHALE DAVIDSON
 KEITH A DAVIS
 TOM E DAVIS
 ULYSSES G DAVIS
 SHANE D DEAN
 GEORGE C DECKLING JR
 MICHAEL E DEL GRECO
 JOHN R DENMAN
 CHARLES H DENNIS
 PHIL E DEPRIEST
 DAMIAN M DIBLE
 BRIAN S DODD

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 CHRISTOPHER M GLASS
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 DAVID A GRANDSTAFF
 DUSTIN ANTHONY GRAY
 DOUGLAS GREASHABER
 JILL A GREEN
 SCOTT A GREER
 LUTHER A GUISSINGER
 ADAM GULLETT
 BRIAN W HADBERG
 GREGORY WAYNE HADBERG
 DEVENIS HALL
 DON HALL

NATHAN KINCAID
 GARRY L KITTS
 PETER C KNIPPEL
 JOHN KOZYK
 ROGER L KUENZER
 GERALD L LANE
 RONALD L LANE
 MICHAEL S LAYNE
 PAULA LEATHERS
 GERALD LEHRKE
 STEPHEN R LEIBOLD
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 BRIAN J LITTLE
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 JOHN W MYERS JR
 ROBERT R MYERS
 STEVEN MYERS
 ERIC J NEWELL
 CURTIS NEWSOME
 RONALD L NEWSOME
 ROY DALE NEWSOME

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 DANIEL ROWLAND
 MARVIN RAY RUDD
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 JOEL W RUSSELL
 ROBERT L RUSSELL
 JAMES SALTER
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 CHRISTIAN A SCHAEFER
 ROBERT SCHONDEL
 CHRISTOPHER D SCHWAB
 DANIEL L SHARP
 BRIAN J SHARROCK
 DARRELL SHOFFNER
 DOUGLAS L SHRIMPLIN
 CHESTER W SHUSTER
 PAUL SIEG
 JOSE A SILVA
 JEREMY DAVID SIMPKINS
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 DAVID A SIPE
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 TODD W STEVENS
 RICHARD F STEWART JR
 RONALD L STILTNER
 JEFFREY A STONE
 JAMES A STRICKLAND
 STEVEN B SWAN
 BRYAN LEE TACKETT
 EMIL TANNER
 KEVIN P TEBBE
 RICKY LEE THOMAS
 DAVID A THOMPSON JR
 DAVID A THOMPSON
 RICHARD W THOMPSON

HERE ARE MORE THAN
300
 REASONS OUR STEEL KEEPS GETTING
STRONGER.

PATRICK O DODD
 KEARNY DONAHUE
 MICHAEL S DOOLEY
 BRENT DORFE
 ROBERT G DROLLINGER
 TOMAS DUCHEK
 JOSH DUNBAR
 ROBIN A DUTTON
 JOHN E EAGLES
 LARRY EBLIN
 MARK EBLIN
 TODD E EBLIN
 JACK E EDINGTON
 RUSSELL EDWARDS
 DOUGLAS DUANE EMERSON
 JOSEPH W FABER
 MICHAEL FARLEY
 WAID FARMER
 RAYMOND M FATTIG
 EDWARD H FERRIMAN
 DOROTHY S FLANAGAN
 MARK A FLEMING
 JAMES M FOLTZ
 JERRY D FOOS
 MICHAEL D FOWN
 DONALD L FRANKLIN
 RUSTY D FRAZEE
 TAMMY J FREEMAN
 GERALD S FRY
 RICHARD M GANDEE
 DANIEL M GARDNER
 THOMAS R GARNER
 WAYNE GATTSHALL

HAPPY HALL
 MARVIN H HARRIS
 CHAD A HART
 LARRY W HATCH
 MARVIN D HATCHER
 ANDREW T HAUGHN
 SCOTT RICHARD HAYMON
 CURTIS A HAYNES
 GREGORY R HEDGE
 RON HEGGART
 JAMES R HENDERSON
 JERAMIE W HENSLEY
 MORRIS L HENSON
 KUVIN HESS
 MATTHEW F HINDMAN
 BRIAN B HOUSTON
 WILLIAM D HOUSTON
 STEVE HUGHES
 CHARLES D HUNT
 WILLIAM B IMBODY
 GARY INSKIP
 GEORGE A IRVIN
 DOUGLAS L JACKSON
 BRYAN R JAMES
 DALLAS L JAMES
 FRANKLIN DALE JUVIEN
 MICHAEL JOHNSON
 ROBERT R JOHNSON
 TODD A JOHNSON
 MICHAEL T JOLLIFF
 RONALD JOLLIFF
 STEVE R KELLER
 DAVID A KINCAID

JON DAVID LOGAN
 JOSEPH LOGAN
 CARLSON LOWE
 CHRISTOPHER J LUTZ
 ROBERT C MACK
 KEVIN R MALLY
 JOHN MALONE JR
 DAVID ANDREW MARKUS
 JEFFREY A MARKUS
 DOMENICK MAROCCO
 DAVID L MARSHALL
 TERRY L MARSHALL
 WILLIAM J MARSHALL
 JASON L MARTIN
 JEROLD A MARTIN
 MICHAEL MARTIN
 SCOTT ANDREW MARTIN
 SCOTT W MARTIN
 FREDERICK MAUER
 JOHN MCMANUS
 MICHAEL S MCMANUS
 LLOYD W MEAD
 KEVIN MEADE
 MIKE MEADE
 JERALD L MEJEUR
 ROGER A MEYER
 JOHN MIDDLESWORTH
 KELLY M MIERS

ROBERT F NICOLOSI
 MARGARET A NIEDERKOFER
 HERBERT D ONEY
 SCOTT OSWALD
 TERRY R PARKER
 CHARLES RICHARD PARSONS
 TED M PERSINGER
 TIM ALAN PETTIGREW
 GLEN A PEABLER
 JEFF R PEIFFER
 CHARLES E PICKETT
 RALPH E PIERCE
 THOMAS J PIERCE
 BJELAN PLOTNER
 JERRY L PLOTNER
 JOSEPH G PRICE
 MICHAEL PUCCI
 GILBERT JAMES RANK
 JAMES L RANK
 RONNIE L RATLIFF
 CHARLES F REESE
 TERESA J REID
 REX RICH
 GEOFFREY RIDENOUR
 ART RINBOLT
 SCOTT A RIVERS
 DOUGLAS K ROARK
 KEVIN ROBINSON
 SHELLEY K ROBISON
 CHRISTOPHER ROGERS
 TODD WILLIAM ROSEBROUGH
 RANDY A ROSS
 RICHARD ROSZMAN

EARL R TILLEY
 ROBERT TOMLIN
 JAMES D TUCKER
 DEBRA A UNDERWOOD
 MIKE C VANCE
 ROBERT R VANCE
 STEPHEN R VANCE
 STEVEN WASHBURN
 RICK EWATKINS
 GARY L WEAVER
 MICHAEL L WEAVER
 BRADLEY WEBSTER
 STEVE WEDDINGTON
 CHRIS A WEIR
 RICHARD W WEIR
 RYAN A WEIR
 DAVID S WELLS
 EDWARD WELLS
 RONALD EWERT
 LEE M WEST
 WILLIAM WHITFORD
 RICHARD EDWARD WILDER
 FRANK R WILKINSON
 TODD WISE
 JUSTIN WOODARD
 WESLEY T WOOTEN
 GERALDINE M WYGLE
 SHAWN D WYSZYNSKI
 SUZANNE ZEIGLER

It's Our Nature.



FULL-LINE BROCHURE

NEW "HIGHWAY PRODUCTS" BROCHURE TELLS ALL

This brochure has it all. The new Highway Products brochure displays the entire line of Nucor Steel Marion, Inc. signposts and accessories for the roadway market.

RIB-BAK®, BEND-BAK®, SLIP SAFE™ and LAP SPLICE™ – they're all here. The performance advantages for each model are spelled out concisely. This is an indispensable selling tool from America's signpost leader.

Copies will be mailed out soon. For additional copies, e-mail Dorothy at postsales@marionsteel.com, or call her at 800-333-4011, ext. 298.



IT'S ONLY GOING TO MAKE US BETTER

(cont'd from front page)

It means I can focus my energies on growing our post business. I won't have to be managing other areas of our operation. And I'll have more "face-to-face" time with dealers and customers, something I haven't been able to do during the past couple years as much as I would have liked.

Our entire signpost operation is going to be more focused on turning out more product, consistently better product, and continually improving our responsiveness and our service to dealers. That's part of the discipline that Nucor brings to our operation, and I welcome it.

I'd have to say that Nucor has opened our eyes about performance standards and raised the bar on what's expected, particularly in the areas of safety, quality and keeping our customers happy. It's not that we haven't been strong in those areas. But Nucor is going to demand that we work toward even higher standards in all areas of our business. That's going to be a challenge for us, and it's going to be good for everyone in Marion and for our dealers and customers. Over the last several years, we did a lot of things right to get us where we are today. Nucor has raised the bar, and they're giving us the systems and resources to meet higher expectations.

I welcome that challenge. And I know all of us are up to it.

Steve Conway
Signpost Sales and Production Manager

To purchase ALL of your signposts from Nucor Steel Marion, call us today at (800) 333-4011.

WIND LOAD CHART

Handy reference piece makes proper installation a breeze.

The newly revised Wind Load Chart from Nucor Steel Marion, Inc. provides essential specification and installation guidelines for U-channel signposts.

You'll find wind load charts to help you determine the number of posts required to avoid exceeding the allowable stress levels. In addition, you'll find detailed installation instructions for SLIP SAFE and LAP SPLICE applications.

The brochure is printed on water-resistant paper, so it's durable enough for use in any weather and is stain-resistant. For copies, e-mail Dorothy at postsales@marionsteel.com, or call her at 800-333-4011, ext. 298.



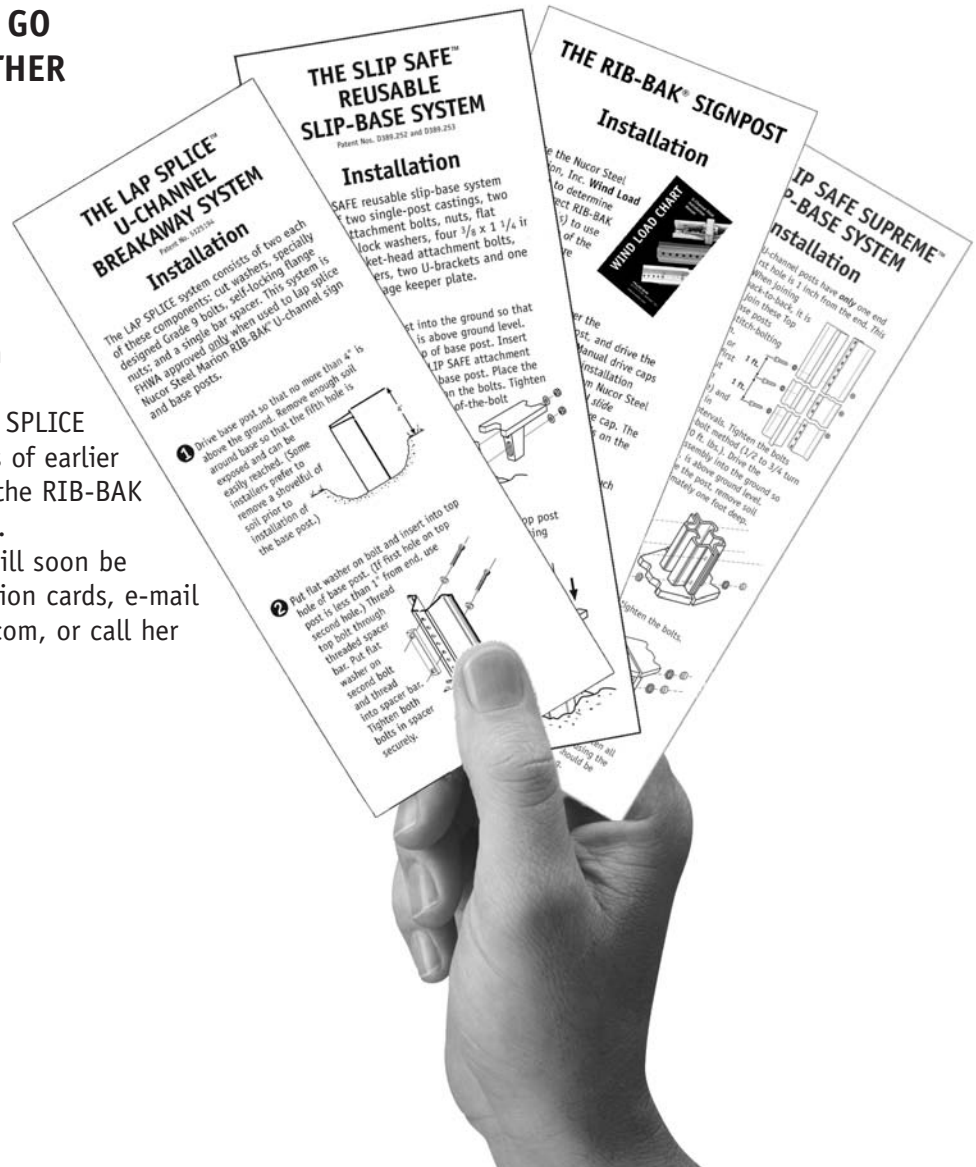
PICK A CARD

NEW INSTALLATION CARDS GO ANYWHERE – IN ANY WEATHER

Four new installation cards are now available from Nucor Steel Marion. All are laminated to make them water resistant. And their compact, convenient size makes them easy to slip into a glove box or pocket, so they're with you when you need them.

The installation cards for the LAP SPLICE and SLIP SAFE systems are revisions of earlier versions. The installation cards for the RIB-BAK and SLIP SAFE SUPREME are all new.

A supply of each of these cards will soon be sent to you. For additional installation cards, e-mail Dorothy at postsales@marionsteel.com, or call her at 800-333-4011, ext. 298. 



NUCOR
NUCOR STEEL MARION, INC.

AMERICA'S SIGNPOST LEADER
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