



## Why Core Values are Important to the Success of Your Business

**Core Value, n. – belief that guides a firm’s actions, unites employees, and defines its brand.**

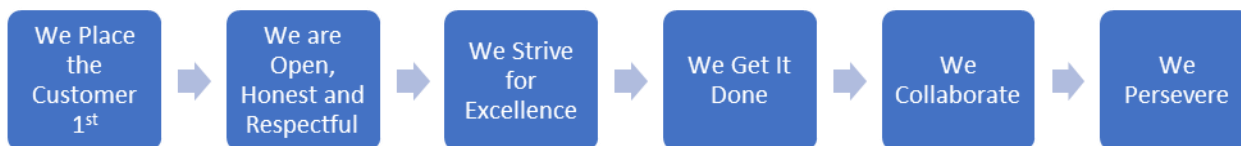
In the current business era, we constantly hear the terms core values, mission statements and culture. But what are company core values and why are they so important?

Core values are the essence of a company’s identity – the principles, beliefs or philosophy of values. A *value* is a belief that guides your choices and actions; a principle that conveys what is right and what is wrong. In a business context, *core values* are the highest values that guide a firm’s actions, unite its employees, and define its brand. They define the culture and define how business is conducted.

While it’s essential for a company to create, define and discuss its values, it’s another for it to put its principles into practice. The businesses that dedicate time to crafting thoughtful rather than boiler-plate ideals have a strong foundation for long-term success.

Core values instill trust in your customers and will leave them with a thorough understanding of your company’s culture, which may just keep them coming back for more of your professional service.

**At Ace Steel Supply, Inc. our core values are the cement to our bond. They help shape our unique identity and vision. These values are especially important when it comes to our company’s decision-making process and various calls-to-action. Our core values are:**



**Laying out authentic ideals that reflect who you are as a person and business will allow you to build a team sharing a common belief.**

How do you go about defining the core values of your business? Think about the principles and beliefs you hold in your day-to-day life. Installing these within your work is a great way to translate your belief system into business.

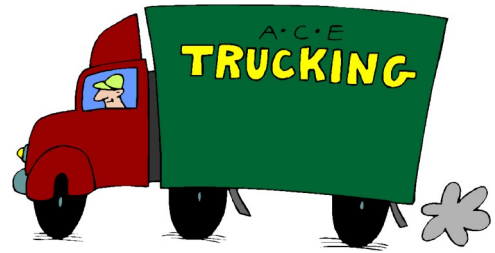
There is no doubt that your company practices will change over time as economic conditions change and business cycles are experienced, however, transparent core values will always stand the test of time. Once your values are set-in-stone, it’s time to share them with the world. Use your website and social media platforms to spread the word.

*Bruce Margolin*

V.P., Chief Operating Officer



# ALERT...



**Some Good Things Must Come To An End????**

*and.....*

**Be replaced by something Way BETTER !!!!**

*Ace Steel Supply* is proud to announce the launch of our newest... delivery service software, **Samsara**. This is another step in our master plan... to ***Make Business Easier*** for *YOU* our customer.

**Samsara** is the newest upgrade in our delivery arsenal... to get You, our customer, your steel with improved efficiency, better routing, tracking, safety and, of course, *customer satisfaction*.

*Customer service is a foundation of Ace Steel Supply.*

Our new software is the top in fleet management with real-time visibility, predictable and accurate truck/delivery time. But the best is... **How would you like to know when your material is 30 minutes away from your location?** The time savings for you being able to give your shop employees a heads up for an incoming delivery in *exact time* is huge.

**Let us know...** Do you want this *free benefit* (for Ace Steel customers) of real time delivery alerts, so your company can be prepared for incoming materials?

Ace is ***Making Business Easier***... When placing your order, tell your salesperson “who you want contacted and the preferred contact method - text or email”).

Also Tell Us... How far in advance of the delivery your alert is to be sent. Help us help you... **Make Business Easier**. CALL **832-300-1030**

# CHANCES DOG RESCUE AND RELOCATION

## Continued Growth for Loving Fur-Ever Homes

*By Tiffany Menard, Founder and Director*

We have been thinking a lot about partnerships at Chances recently. When Chances was first founded at the beginning of 2017, we knew we wanted to collaborate with other established Houston animal welfare groups to help clear the log-jam of dogs in boarding, fosters and shelters so that other dogs in need could be brought into rescue. We started out with three small partners who were willing to take a chance and transport pups with us. Now we have over 30 Houston-area partners of all shapes and sizes. We work with independent street rescuers, large rescue groups, small rescue groups, volunteers at rural shelters, coordinators at large Houston shelters, as well as individuals who call asking for help after finding a stray dog or having an unplanned litter. We pride ourselves in working with each of them equally. We never charge individuals or groups to transport with us, and we routinely collaborate to get vetting done as efficiently and inexpensively as possible.

The Animal Control Officer in Brookshire, TX recently reached out to us for help. He explained that he oversees Brookshire and Waller counties, and that his facility is not open to the public and does not adopt dogs out. There are 18 kennels, and when they are full, he must euthanize dogs in order to take in more. He explained that it is the absolute worst part of his job, so he was reaching out to Chances to see if we might be able to transport some highly adoptable dogs up north. We are thrilled to report that in the past 3 weeks, thanks to our newly forged partnership with Brookshire's ACO, we have been able to help save 10 wonderful dogs (Jake, Abby, Julie, Ralph, Savannah, Roscoe, Petunia, Pansy, Cole and Jasper) – all of whom have already been adopted into loving families up north!



Pansy, Petunia, Cole, Jasper, Roscoe,  
Jake, Savannah, Julie, Ralph, Abby

Happily, our partnerships in Massachusetts have grown recently too. After some renovations, Northeast Animal Shelter (NEAS) has been accepting transports from Chances again. Based in Salem, MA, NEAS has a large catchment area and the vast majority of the dogs we send them are adopted into loving families within 72 short hours!

We are also pleased to be working with Baypath Humane Society in Hopkinton, MA. Baypath does not have a large facility, but their willingness to take older dogs fills a huge need for us. This month we will be sending them a 4 year old, one-eyed pup named Daisy (her eye was lost after being beaten); Will, a 5 year old, long-time street dog who has been doing wonderfully in boarding and longs to have his very own person to follow around; Ezra, a 10 year old GSD who lived on the streets for many years before being attacked recently by younger dogs; and 7 year old Noah who had been beaten and left for dead on the side of the road. All of these dogs were thrown away or mistreated by others but will soon be New Englanders and beloved family members.

Partnerships and working together makes this happen. It truly does take a village sometimes. We are thankful to have Ace Steel Supply in our village. If you want to learn more about our partnerships, our growth, and opportunities to help (foster, volunteer, adopt, donate) please consider following us on Facebook ([www.facebook.com/chancesrescue](http://www.facebook.com/chancesrescue)) or checking out our website ([www.chancesrescue.org](http://www.chancesrescue.org)).

*Barbara Pennington*

Sales Manager

**ACE STEEL SUPPLY**

**Save a Life – Adopt a Homeless Dog!**

**ADOPT DON'T SHOP!**



Daisy, Will, Ezra and Noah

## May 2019 Metal Prices

- ➡ **Stainless sheet: Prices are FLAT.**
- ➡ **Galvanized sheet: Prices are FLAT.**
- ➡ **Galvanized 60" wide Domestic Stenciled: Prices are slightly down.**
- ➡ **Hot Rolled: Prices are FLAT.** Mill availability is good.

*"There is nothing permanent except change."*

*~ Heraclitus*

## Drilling Activity

**Drilling Activity decreased from last month's newsletter.**

US Rig Count. *AMM and Baker Hughes Data*

\*report date

May 2019 Newsletter	990	May 10
Apr 2019 Newsletter	1025	Apr 5
Mar 2019 Newsletter	1038	Mar 8
Feb 2019 Newsletter	1049	Feb 8
Jan 2019 Newsletter	1050	Jan 18



**"Making Business Easier"**

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