

ACE STEEL SUPPLY METAL MANIA



Volume III, Issue 2 ★ February 2019



**VETERAN
OWNED BUSINESS**

INTRODUCING OUR NEW SLOGAN

Ace Steel Supply, Inc. completed our 13th anniversary in July 2018, a significant milestone that any company should be proud of.

Ace Steel is so much more than a steel distributor. Our unique selling proposition is creating a customized solution that will save time, make life easier, and take the stress out of buying steel.

Our principal Adam Osborn writes in his book that “The bitterness of poor quality and service lingers long after the sweetness of low prices is forgotten” - such true words.

This notion drives our dedication to quality and service which is practiced every single day at Ace Steel Supply.

This is evident by the numerous Google reviews complementing our outstanding service, knowledge and professionalism.

The best brand slogans become part of your everyday vernacular.

They can evoke strong feelings of nostalgia for happy days gone by, and even change behaviors, and thereby increase sales.

Isn't that what marketing is all about?

That said, we have tried to identify the components of our success and have distilled our value proposition to three powerful words – “Making Business Easier”.

Today our interaction with customers and perspective customers starts with questions.

What difficulties are you experiencing? How can we help you? Will you let us help you? – these are 3 critical questions.

We are here to solve your steel challenges and without understanding the details, we cannot provide a meaningful solution, so please be candid with us.

We make doing business easier and are driven to take the stress out of buying steel.

Please join us in welcoming our new slogan:

Ace Steel Supply, Inc.

“Making Business Easier”

Sincerely,

Bruce Margolin

V.P. – *Chief Operating Officer*

DOMESTIC MILLS STARTED WITH THEIR FIRST ROUND OF INCREASES

Last month I highlighted that the domestic mills were itching to raise prices. That has now started with one round of increases. I believe the mills will continue to go up as soon as their order books and lead time begin to stretch out.

When in these pricing environments, you should think of it this way... is there a greater chance of prices going up vs. staying the same? I think there is a very low probability that prices will go down vs up.

Here's my big takeaway from the price increases.
LOCK YOURSELF INTO A DEAL!

If you're ready to position yourself in a good spot, please call us to discuss a stocking program.

Adam Osborn
President
Ace Steel Supply



2019 - Mardi Gras Galveston!

by Kara Osborn

It's that time of year! Time to get out of the house, put on your best mask, wear a costume, listen to music, see a parade and BEADS! BEADS! and more BEADS! You'll want to join all the revelers for the last big party of the winter.... MARDI GRAS!!!!

Galveston's party is the largest in Texas, and it rounds out the top 3 in the U.S. Since it is just south of Houston, it is the best option we have if we don't want to travel very far. If you think that G-town can't hold its own, you are sadly mistaken. There are multitudes of exciting things to do. Obviously, there is the party atmosphere on the Strand. You can go to a balcony party, or if you can find one, a Mardi Gras Ball with balcony access, for throwing your best beads!

If you like to be in a crowd, get street side and find a parade. The Mystic Krewe of Aquarius kicks off Mardi Gras this year on Saturday, February 23rd, followed by a multitude of other parades throughout the day and night. Don't miss the second weekend night parade, the Krewe of Momus, for the absolute best beads on the island!!! Mardi Gras ends with the Fat Tuesday parade on March 5th.

If you're looking for something more athletic, there is always the Jolly Jester Jaunt 5K. You can 'dress up' in your favorite running/walking Mardi Gras regalia and make your way through the Galveston Entertainment District. You'll get to enjoy live music as you sweat it out during the 4-lap course.

2019 Mardi Gras has great music Headliners. Pat Green, Duelo, Jason Cassidy, and Drew Womack are just a start to the live music line up you can see.

No matter what you choose to do, you'll be able to experience extravagant parades, see beautiful costumes and listen to upbeat music. Mardi Gras brings the streets of Galveston to life with an infectious merriment that dominates the island for 2 full weeks!

HAPPY MARDI GRAS Ya'll !!



Lucy's Story



Every rescue dog has a story, but few have a story like Lucy's.

Lucy was about 6 months old when she was found swimming through a flooded neighborhood in Harvey's immediate wake. A woman – a

mom – who had previously evacuated, had tried to return to her home to grab a few personal items. She couldn't reach her home because of the water, but she did see a small tan pup, all alone swimming around. She called to the exhausted dog, put her in her car, and the two headed back to the safety of dry land.

Ultimately, the family decided to keep this sweet young pup, and named her Lucy. Lucy was loved and well cared for in her family. She played gently with their children, ate regular and nutritious meals, was showered with love and attention, and saw the vet for routine care. Lucy had a limp, but the vet reassured her family that it was from an old, poorly healed break, and that it did not seem to be causing her any discomfort. Family life proceeded happily for everyone – including lucky and sweet Lucy - for about a year.

Tragedy struck when Lucy's 10-year-old human sibling got sick. He was eventually diagnosed with aplastic anemia. The family quickly found themselves living in doctor's offices and hospitals as their son's condition deteriorated. They were terrified of losing their son, and simply did not have the time at home to care for Lucy. They reached out hoping that Lucy could be taken in by a rescue. It broke their hearts to let Lucy go, but it was the only decision they could make at that time.

Thankfully, Chances Dog Rescue and Relocation was able to help with Lucy, and their son was able to get prepared for a bone marrow transplant.

At the end of November, Lucy took the long ride to Cape Ann Animal Aid in Massachusetts with over 30 other dogs.

She settled in nicely, but after a few days staff noticed her limp and referred her to their staff vet for an evaluation. The vet noted that Lucy seemed to be in some pain and was experiencing arthritis and muscle loss. They performed x-rays, and to everyone's horror, discovered a bullet was lodged in Lucy's upper leg. They hypothesized that the bullet wound is what caused Lucy's original limping – way back before her Hurricane Harvey rescue, when she was just a young pup.

The decision was made to amputate her leg to preserve her muscle use and strength on her opposite leg, and to alleviate her suffering. Lucy awoke and recovered from the surgery beautifully. She was happy and adjusted to be a tri-pod without issue. After some TLC from staff and a final check from their vet, Lucy was ready to hit the adoption floor to find her very own forever family. She didn't have to wait long. The next day she was adopted! (In January, Lucy's former human sibling received a bone marrow transplant as well, and is on the path to recovery himself...)

We were so happy to be able to help Lucy and her family when they needed us, and we are incredibly grateful to work with amazing and compassionate northern partners like Cape Ann Animal Aid. Please consider supporting our efforts with a donation or by fostering a dog for a short time (typically no longer than 14 days). Together, we can make a difference in so many lives. www.chancesrescue.org

Barbara Pennington

Sales Manager

ACE STEEL SUPPLY

Save a Life – Adopt a Homeless Dog!

ADOPT DON'T SHOP!

February 2019 Metal Prices

- ➔ **Stainless sheet: Prices are Flat.** Stainless is flat but I expect new increases soon. Nickel is trading higher on the London metal exchange.
- ➔ **Galvanized sheet: Prices are Flat.** Prices are generally flat, but expect new increases soon.
- ➔ **Galvanized 60" wide Domestic Stenciled: Prices are Flat.** Domestic galvanized has raised prices. Expect price increases soon.
- ➔ **Hot Rolled: Prices are Flat.** Prices are trending up. Mills are firm on their prices and raising them at any opportunity.

Drilling Activity

Drilling Activity decreased from last month's newsletter.

US Rig Count. *AMM and Baker Hughes Data*

*report date

Feb 2019 Newsletter	1049	Feb 8
Jan 2019 Newsletter	1050	Jan 18
Dec 2018 Newsletter	1075	Dec 7
Nov 2018 Newsletter	1067	Nov 2
Oct 2018 Newsletter	1052	Oct 5
Sept 2018 Newsletter	1044	Aug 31
Aug 2018 Newsletter	1040	Aug 3



"A leader is one who knows the way, goes the way, and shows the way."

-John C. Maxwell



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