

ACE STEEL SUPPLY METAL MANIA



Volume III, Issue 10 ★ October 2019



VETERAN
OWNED BUSINESS

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How Do You Change Price Only Buyers?

Salespeople often run up against buyers and purchasing managers who only consider price rather than service levels, responsiveness, product quality or delivery time. The question is, how can a person convince people that price is not the most important consideration when making a purchase?

It is true that many buyers pay too much attention to price, but it is also factual that many buyers consider many factors other than price before selecting a supplier. Well qualified and trained purchasing professionals know that total long-term costs are much more important than price alone. We refer to this as the total cost of ownership.

Professional buyers who often are Certified Purchasing Professionals (CPP) or Certified Professional Purchasing Managers (CPPM) understand that total long-term costs include freight expenses, responsiveness, ease in business dealings, stock levels, delivery agility, quality, on-time delivery, terms, and yes, price. They know that proper quality meets the specifications or requirements of the buying organization. They consider the reputation and stability of the supplier to make sure that they will continually have the items required.

PRICE-VALUE EQUATION

VALUE = PERCEIVED BENEFITS - PERCEIVED COSTS

To eliminate price as the only factor, consider the following:

- Have you ever considered the hidden costs of doing business?
- Have you considered the amount of time lost in productivity and wages due to a supplier's inefficiency?

- Has your supplier ever said, "we don't stock that"?
- Has your supplier ever said, "we are out of stock"?
- Have you ever bought cheap and regretted it later?
- Have you ever been frustrated about having to go to multiple suppliers to complete an order?

We suggest you explain this to your customers and point out the advantage of considering the costs of conducting business and the total long-term costs of ownership. This approach is most profitable for the buying organization. Of course, smart buyers shop and negotiate with suppliers to make sure that the long-term costs are competitive with other suppliers. The most competitive source is the one that should receive most of the business.

For us at Ace Steel Supply, Inc. our ideal customer is one where we can have open and honest conversations and the ability to contact our customers when we need to speak with them. A relationship where we can provide creative supply options, add value to the supply chain and assist the customer to achieve success works best for all. For us there needs to be mutual respect and in the end, we want our customers to be successful. Whether it be hedged pricing or a stock and release program, we offer many options to assist our customers success. A good supplier will save you time and take the stress out of buying steel. Wouldn't your life be less stressful if you didn't have to worry about steel inventory? In the end, there is much, much more than price alone. Please give us a call. We want to assist you be successful.

Bruce Margolin V.P. - Chief Operating Officer



PLEASE JOIN US

Save The Date

Friday October 25, 2019 11am - 1:30pm

203 Blue Bell Road – Houston, TX 77037

Athabasca Glacier – Columbia Icefield – Alberta, Canada

by Kara Osborn

If you are looking to do something fantastic, something that you thought you would never get to do in your life, you really need to head to the Canadian Rockies and step foot on one of the most accessible glaciers in the world. Athabasca Glacier is within walking distance (if you want to go that route) from the Icefields Parkway. This glacier's 'tongue', which is the area coming out from the Columbia Icefield, is 19,600 feet long, 3280 feet wide, its depth is 270 – 1000 feet. The Icefield directly behind the glacier is what feeds it on an annual basis for expansion and growth, then it recedes as the ice melts in summer. Glaciers are constantly moving, even though you don't really 'see' them doing so.

Athabasca Glacier is located in Alberta, Canada, along Hwy 93N, approximately 1.5 hours from Jasper and 2.5 hours from Banff. Either way you travel from, give yourself a full day to drive to the glacier, and stop to see all of the other sights along the way. It is truly one of the most scenic highways in the world. The Icefields Parkway (Hwy 93) is open primarily from May through October. After that time, you must have winter tires and the Parkway may close without warning due to inclement weather.

You can go beyond just viewing the glacier from the Parkway by taking the Ice Explorer Adventure. This is a tour that includes a ride in a giant, six wheeled ATV that can hold multiple people. This 'bus' will take you right onto the glacier for a thirty minute breathtaking experience.

To the right are some pictures I took.

Once on the glacier, you can get out and stand on ice that is thousands of years old. The view from the glacier is absolutely stunning, and you can get a feel for Athabasca's enormous size. Athabasca is flanked by 2 other glaciers, Snow Dome and Andromeda, which are both visible when out on the ice. After you take TONS of pictures on Athabasca, you'll load up on another bus that will take you to your next stop just up the Parkway, the Glacier Skywalk. This is a U-shaped, glass platform that juts out from the cliff edge to look over the Sunwapta Valley.



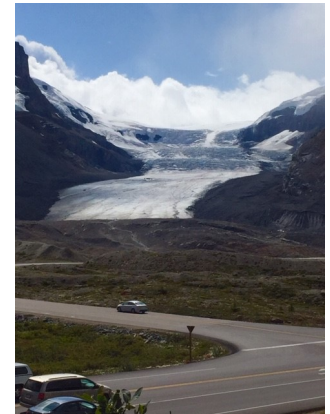
Glacier Skywalk



Giant ATV



On the Glacier!



Athabasca Glacier

We are devoted to every customer and every order, large or small. Our highly trained sales representatives are **market sensitive and knowledgeable** about metallurgy and our inventories, services, and resources. We welcome all orders and inquiries and will respond quickly with reliable service and lead times that meet your specific needs. Behind each of our sales representatives is a skilled team waiting to support your specific material requirements.

“The difficulty lies not so much in developing new ideas as in escaping from the old ones.”

-John Maynard Keynes

BRANDY AND LIFE ON THE STREETS

CHANCES DOG RESCUE AND RELOCATION



Life as a street dog is hard. Cars, wild animals and other stray dogs pose a constant danger. Food is scarce, so scavenging and hunger are constants. Deep sleep is nearly impossible, and comfort can't be found anywhere. Diseases are prevalent – heart worm from mosquitoes, flea infestations, tick borne illnesses, intestinal parasites, and giardia and leptospirosis in standing water, just to name a few. Imagine dealing with all of that AND being heavily pregnant without a safe space to deliver and nurse your babies.

Countless dogs face those challenges daily, but thanks to a generous donor and supporter of Chances Dog Rescue and Relocation, one lucky Rottweiler was spared recently.

Brandy was a well-known, friendly street dog. Street feeding volunteers knew her well, and Barbara Pennington even sponsored monthly heart worm prevention for her. It was Barbara who got the call when it became apparent Brandy was pregnant. She immediately began organizing care for the mama-to-be. Brandy was placed into boarding, and transport to Massachusetts was secured as soon as the babies were old enough to travel.

After only a short time off the streets, Brandy gave birth to 11 healthy, squishy puppies on Independence Day. She was a great mom – attentive and affectionate. She nursed her babies like a champ – clearly aided in this process by having regular, healthy food available to her – and kept her pack clean.



As the puppies grew and received their vaccines, everyone held their breath hoping that Brandy would not test heartworm positive (and therefore would have to undergo treatment before she could transport north). Wonderfully, and clearly thanks to Barbara's intervention, Brandy tested negative and her transport date was set.

On September 6, Brandy and five of her puppies headed to their new lives and forever families in Massachusetts. On September 16, two more puppies headed north. October 14 will be the magic day for the remaining four puppies. (Their transport had to be delayed so that they could get treatment for a ringworm infection.)

None of this is without great effort and significant expense. Many volunteers and vets were involved in the care of this family, and well over \$1200 was spent on these 12 lives. We think they are worth it, and so do their adoptive families. To help us help more dogs like Brandy and her babies, please consider donating on Facebook (www.facebook.com/chancesrescue) or our website (www.chancesrescue.org).

Barbara Pennington
Sales Manager
ACE STEEL SUPPLY
Save a Life – Adopt a Homeless Dog!



Material Costs – October 2019

⊕ **Stainless sheet:** Prices on the rise – nickel up

↔ **Hot Rolled:** Prices low - buyers' market

↔ **Galvanized sheet:** Prices steady

↔ **Cold Rolled:** Prices flat

↔ **Domestic 60" Galvanized:** Prices steady

↔ **Carbon Plate:** Prices flat

Total Active U.S. Rig Count (BAKER HUGHES a GE company)

Date	Total Rigs 2018	Total Rigs 2019 (Wk./Wk.)	Oil (Wk./Wk.)	Gas (Wk./Wk.)	Misc. (Wk./Wk.)	Ratio (%) Oil/Gas/Misc.
09/20/2019	1,053	-18 868	-14 (719)	-5 (148)	+1 (1)	83 / 17 / 0

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“Making Business Easier”

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