

ACE STEEL SUPPLY METAL MANIA



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**VETERAN
OWNED BUSINESS**

“GOALS” - SETTING GOALS THE RIGHT WAY (continued from October)



Effective goals motivate and inspire us, increase success rates, focus us, and reduce frustration. An effective goal setting process helps us understand where we currently are, helps us choose where we want to go, and assess the best steps to take to reach our ultimate outcome goals.

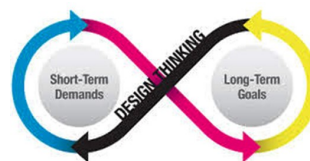
The first and foremost criteria, those goals must be as **S**pecific as possible. Pick the exact outcome and a precise time you'll achieve it. Also, make sure that this is a **M**easurable goal so that you can track your progress. The more you're able to track on a finite level, the more likely you'll be to achieve your goal. Your goal also needs to be **A**ttainable and realistic to be successful. In other words, it

While they give you a target, they don't tell you how to reach it. In business and competitive sports, outcome goals may be goals like winning a championship or winning a certain % of the market or hitting a certain sales target. In these cases, outcome goals compare your performances with those of other competitors. With most outcome goals, you can take steps that influence the outcome in your favor, but the results are ultimately not under your control.

Process goals (Behaviors): Process goals (also called procedural goals) are the **behaviors** or the strategies that will help us to perform well and increase our chances of achieving our desired outcome goals. It's the goal that sets the path to an outcome goal.

Performance goals (Standards): Performance goals set the **standards** at which we will perform our process goals. This is focused on results. For example, in a business, process goals may be akin to core values which spell out how you will behave to achieve your goals. Performance goals are actually the results you produce that affect the bottom line. For example, not simply making daily sales calls but actually converting prospects to buyers. Meeting your performance goals on your process goals is the surest way to achieve your outcome goals.

Divide goals into short-term, mid-term, and long-term



Goals can be categorized according to time into **short-term, mid-term, and long-term goals**. Long-term goals help motivate and focus us on the big picture. However, they can seem too big and too far removed. I encourage people to break down their long-term

goal into smaller short-term and mid-term goals and to celebrate when they meet those small milestones.

Combine Outcome, Process, and Performance Goals for Maximum Success

Research has shown that combining outcome, process, and performance goals increase the success rate. When setting goals, you should try to visualize and choose the desired outcome. After that, you should focus on the process and your performance. Anybody can choose an outcome goal, but that doesn't mean they will achieve it. It takes courage, discipline, and leadership to do your process and performance goals which will lead you to success. If you focus on what is in your control, what is outside your control often works out.

The SMART goals method by itself is not enough. There are many components that make up achievement including willpower, consistency, belief, determination, and of course, actions. Start thinking about what you really want to do, write it down, set SMART goals and take actions. Never feel it's too late to realize your dream. *Let Ace Steel Supply help you make business easier.*

Bruce Margolin – Chief Operating Officer

Santa's Wonderland – College Station, Tx.

by Kara Osborn



If you've lived in Texas for any amount of time, you've probably heard of this fun place during the Holidays. Every year, over 200,000 people drive out to College Station from all over the state to see the lights display. But there are more than just lights....

Hayrides! Yes, Hayrides! This is a 'must do' when you go. No reservations required and they are available every evening, rain or shine! You

do have to buy a ticket, but its well worth it for the money. You have great unobstructed views, can listen to Christmas music all the way through. Your ticket will also get you into Santa's Town, train rides, toboggan chutes, Christmas movies and you can enjoy real snow at the Snow Playground! If you want something more intimate, there are also VIP horse and carriage rides.

Santa's grand entrance is when Santa arrives with Mrs. Claus to Santa's Wonderland. Snow is falling as they arrive on a horse and carriage. It's quite the spectacle so get there early to see it.

West Pole Express Train Depot – Kids and adults can ride this train that is totally covered with beautiful LED Christmas lights.

Don't forget the FOOD!! If you have a taste in your mouth for a certain type of food, guaranteed you will find it here. Texas sized portions of BBQ, pizza, hamburgers, burritos, funnel cakes, fudge, roasted nuts... the list goes on! There is even an area for roasting S'mores! <- that is where you'd find me :)

For all the mommies out there that need a break, Wonderland Winery is the answer. Texas holiday wines that are made right here in the great State of Texas! Do a tasting, or 2. Buy some for gifts, or for yourself since you've been 'nice' this year. For the dads, there is St. Nick's Draw Bier Garten as well.

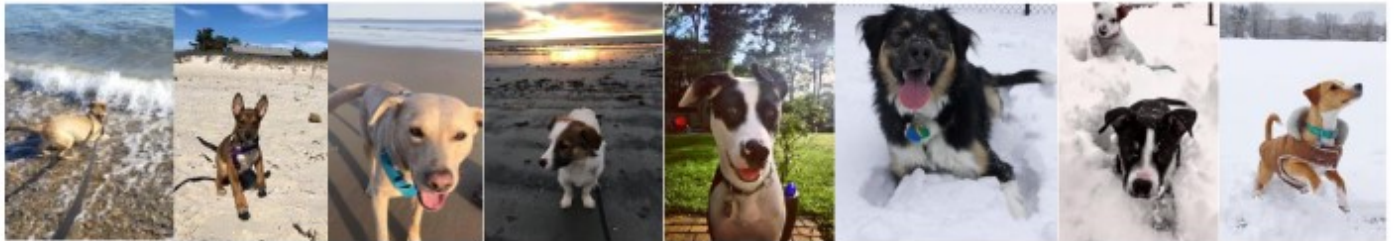
To commemorate your fantastic time, get your picture taken in front of the Giant Texas Flag. Make a unique Christmas card for Texas!

Santa's Wonderland opens November 8 and goes through December 30th 2019. Merry Christmas Ya'll!





A soft bed, a warm bath, a best friend



Salty waves, sunny days, snowy fields



Treats, toys, time to smell the flowers



Laughter, love & happily ever after

With the support of our partners, donors, adopters and volunteers,
we have been able to help over 800 dogs find their forever families this year (and 1800 since 2017).
This year our largest dog was 92lbs and our smallest weighted in at under 1lb.
6 nursing moms with 41 babies between them also traveled north,
and in all, 27 life saving transports were completed.
Our previously unwanted dogs are now certified service dogs, support dogs, K9 Good Citizens,
and most importantly, beloved family members.



HAPPIEST OF HOLIDAYS
from Chances Dog Rescue and Relocation



www.chancesrescue.org

www.facebook.com/chancesrescue

Material Costs – December 2019



Stainless sheet: Surcharge down slightly

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



Galvanized sheet: Prices moving up

↔ **Cold Rolled:** Prices flat



Domestic 60" Galvanized: Prices moving up

↔ **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.
11/27/2019	1,076	-1 802	-3 (668)	+2 (131)	0 (3)	83 / 17 / 0



We are devoted to every customer and every order, large or small. Our highly trained sales representatives are **market sensitive and knowledgeable** about our inventories, services, and resources. We welcome all orders and inquiries and will respond

quickly with reliable service and lead times that meet your needs. Behind each of our sales representatives is a skilled team waiting to support your specific requirements.



“Making Business Easier”

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