

## Featured Project

### *Woodstock Chrysler, Woodstock, Ontario*

Woodstock Chrysler opened the doors to their new dealership facility in the summer of 2008. Built to the new Chrysler imaging specifications, the 16,000 square foot dealership features an aluminum composite panel clad entrance tower with a 22 foot high half round glass entry way.

The 70 foot x 45 foot showroom is overlooked by the two story, glass enclosed office and administration area. The two floor parts storage area, lunch room, washrooms and service technician locker room are situated behind the administration area. A 35 foot x 35 foot double lane drive through service reception area is attached on the right side of the building. The back portion of the building is home to a 70 foot wide x 75 foot long, eight bay service workshop.

Steelway provided all structural steel framing including the front entrance tower. The building features a 24 gauge Galvalume Steelway RTL-24

standing seam roof with 26 gauge Bone White QC 18273 Storm Seal wide rib wall panels covering the service reception and workshop. The interior service workshop walls are protected with 28 gauge Bone White Versa Seal full height liner panels for ease of cleaning and to prevent damage to the vinyl back insulation.

Sierra Construction of Woodstock, Ontario was the design-build contractor on the project. Sierra provides Project and Construction Management and integrated construction services in the institutional, commercial, and industrial sectors, as well as heavy construction associated with roads and sewers. The company was established in 1994 and has gained significant experience and recognition.

**Sierra Construction**



# One Donation Can Save Three Lives

Approximately every minute of every day, someone in Canada needs blood. Just one blood donation can save up to three lives. Last September, at the suggestion of the Steelway Wellness Committee, Steelway joined the **Canadian Blood Services' Partners for Life** program. "Partners for Life is a nationwide program that is designed for corporate and community



**It's in Diane Oostrom to give. Diane's donation of blood at Steelway's first Partners for Life clinic will save lives.**

organizations. By joining the program, your organization makes a commitment to save lives by donating blood as a team" (Canadian Blood Services, [bloodservices.ca](http://bloodservices.ca)). Organizations need a champion to promote the program and are encouraged to give employees paid time to donate.

Each year the organization sets its own donation goal (pledge). Last year Steelway set a goal of 10 units. We ended up with a total of 9 donations, however we had a large number of employees who were interested in donating.

Recognizing that people are more likely to donate if it is convenient for them, we hosted a 4-bed blood donor clinic at Steelway on January 27, 2009. Employees were allowed paid work time to make a donation. We ended up with 25 donations. Of the 13 people who came out to donate for the first time, 9 were able to donate (4 deferrals)! Canadian Blood Services was so pleased with the turnout that they have already scheduled another clinic for March 31. We hope to have at least 32 donations. These clinics will help us to meet our goal of 100 units for 2009!

**Partners**  
**For Life**

If your company is interested in joining the CBS' Partners for Life program, we encourage you to visit the CBS' website at [www.bloodservices.ca/partnersforlife](http://www.bloodservices.ca/partnersforlife). Think of how many lives your company can help save!

We'd like to thank Mike Moore for his help in getting us set up with the Partners for Life program. Mike Moore & Sons Construction have been in the Partners for Life program since 2007.

# Steelway Employees Raise \$14,430 for Food Banks

On December 2, 2008 the Steelway Saw Team issued a challenge to the rest of the company to donate to the local food banks. This challenge resulted in Steelway employees donating \$5,725 by December 11! The company also raffled off 7 prime parking spaces at \$200 each, bringing in another \$1,400. Bryan and Jason White stuck by their pledge to match the donations and Steelway therefore chipped in \$7,125. The grand total split amongst the Aylmer and St. Thomas food banks was \$14,430! (The extra \$180 came from Ken Jones selling some old chairs in the summer!)

Dale Barclay, a Saw Team member, offered to shave his head if the employees collected enough food to fill a Steelway wood crate. Dale happily lost his hair, however it was unfortunate for him that Jason White decided to try to learn to use an electric razor on poor Dale's head. There was only one cut (which thankfully did not require medical aid and the corresponding WSIB paperwork). Steelway gave Dale a toque to help keep his head warm.

The demand at the St. Thomas food bank is up 15% since September and is expected to continue to rise. The Aylmer food bank has seen a 30% increase in demand. Steelway is incredibly proud of its employees for recognizing the current increased need for donations and generous donating.



**Jason White gives Dale Barclay a bit of a trim.**

# Progress Drive Location Adds **New Roll Former**

In the spring of 2008, Steelway announced it was in the process of acquiring a second roll forming line for our Progress Drive facility in Aylmer. The line arrived last October and after a smooth commissioning, is now producing product.

Manufactured by ASC Machine Tools, the roll forming line is complete with a 20,000 lbs uncoiler, a coil car for fast coil changes, a post cut hydraulic shear and automated stacking



**New Double Layer Roll Former**

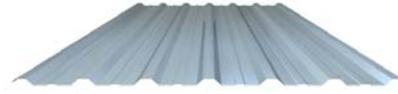
equipment. Line operation is handled by computer control that is integrated with our other systems and ensures a consistent and accurate product.

The new double layer roll former consists of two sets of tooling, stacked one above the other, allowing the machine to manufacture two different profiles without any tool changes.

The first product, Versa Seal, is not new to Steelway. We have branded the Versa Seal product for several years, but is now manufactured in house. Versa Seal is an all around versatile panel option. This 3/4" low profile panel features an anti-syphon groove for additional water protection. Each sheet covers 36" with 9" spacing between ribs.



**3-D renderings of the Versa Seal panel and**



**Diamond Seal panel.**

The second profile is an industry staple. Our new Diamond Seal is an extremely popular, low profile panel for any application or construction type. It is a wise economical choice and features crisp uniform 5/8" deep ribs on 6" spacing with a minor rib. The panel coverage is 36" and is available in a selection of colours and gauges.

Versa Seal and Diamond Seal are important additions as they allow Steelway to provide a more complete solution. This provides our builders with more competitive options to offer their end customers.

**Bryan White, *co.President***

## 2008 Sales Update

Well 2008 has come and gone. It was indeed a challenging year with the price of steel rapidly increasing throughout. Managing these price increases puts a lot of strain on everyone. Steelway chose a different approach from the industry and maintained our 30 day price guarantee throughout these fluctuating times. This allowed our builders to confidently price and bid jobs without fear on being gouged with heavy increases once an order was placed. We received a lot of positive feedback from both existing builders and new builders who chose to make the switch to Steelway. I believe this significantly contributed to a successful year for you and Steelway. We shipped more product than ever last year and we set records for monthly shipments. Your hard work and perseverance paid off.

Everyone is aware of the economic woes and are unsure what this year will bring. Steelway is refusing to be part of this "recession" and our positive attitude will trickle down to our builders and their customers. With the dollar value and volume of estimates high over the last three months, we see great potential in the market. With your track record of turning quotes into orders, it should be a very good year once it starts. The price of steel has dropped and stabilized, and is back to early 2007 levels. This should put us in a good position to book orders in the first half of the year.

This year's Builder meeting is being held in the Maya Riviera, Mexico. I hope to see those of you attending there for news and fellowship.

**Bryan Hernandez, *Sales Manager***

# Steelway Saves with Great Safety Performance

In 2007 Steelway was required to pay over \$340,000 to the Workplace Safety and Insurance Board (WSIB) for workplace injury and illness insurance. As a participant in the WSIB "NEER program" we can get rebates for good performance. In 2007 our low injury and illness costs of \$5,942.81 resulted a rebate of \$72,309.66!

Steelway also participated in a WSIB Safety Group for the first time in 2007. We were required to select five safety elements for which we had to set a standard, communicate to and train employees, evaluate the element, and acknowledge success and make improvements. We chose to focus on Ergonomics, Accident Investigation, Work Refusal, Orientation, and Return to Work. The

WSIB evaluates the performance of the members in the Safety Group and issues an additional rebate to the entire group. In addition to improving our safety program our participation in the Safety Group yielded an extra \$15,796.83 rebate!

These are just the direct savings of a good safety program. The indirect savings include increased employee morale, reduction in costs associated with return to work programs, and the lack of need to train new employees to do the job of an injured employee. Being safe does pay!

Congratulations to everyone for working safely!

## 2008 Healthy Workplace Awards

On October 29, 2008 Steelway was presented with a Platinum Healthy Workplace Award from Elgin St. Thomas Public Health to recognize effort and achievement in the areas of health and safety, healthy lifestyle practices, and cultural/ social environment. It was the first Platinum award ever given out by Public Health. Steelway has previously received two Gold awards, a Silver, and a Bronze award. At the request of Elgin St. Thomas Public Health, Steelway has now become a mentor company for wellness and health and safety.



L-R: Alison Bressette, Bonnie Taylor, Ted Oliver, Sheri Weesjes and Diane Oostrom

DIFFERENT PEOPLE, DIFFERENT NEEDS.  
UNIQUE SOLUTIONS.



### EMPLOYEE ASSISTANCE PROGRAM (EAP)

CONFIDENTIAL COUNSELLING FOR  
EMPLOYEES & THEIR FAMILIES

Your EAP provides you with confident access to a qualified counselling professional who can help you resolve personal and work-related problems - before they affect your health, family, or ability to work.

**Fees for EAP Services are fully paid by Steelway.  
There is no financial cost to the employee.**

[www.familyserviceseap.com](http://www.familyserviceseap.com)

LONDON/MIDDLESEX 519-433-0700  
OUTSIDE LONDON 1-877-433-0701  
AFTER HOURS AND WEEKENDS 1-800-668-9920

# Announcements and Captured Moments at Steelway

## Birth Announcements

**Jake Chilton** - twins Madison & Cole - May 13, 2008  
**Andrew Else** - Hunter - August 20, 2008  
**JP Barker** - Evelyn Clair - September 16, 2008  
**Gary Matlack** - Cole - October 7, 2008  
**Peter Klaseen Jr.** - Avery - October 12, 2008  
**Brian Vernaleken** - Lindsea - December 19, 2008  
**Peter Harder** - Santiago - January 2, 2009  
**Jason Orr** - Kira - January 13, 2009

## Our Sympathy

Our thoughts go out to Russell Swinton, Peter Harder, Brian Blazey and their families for the loss of their loved ones.

## New Team Members

We would like to introduce and welcome our newest Steelway team members:

**Joel Grace** - Engineering - June 2, 2008  
**Irene Reimer** - Drafting - July 1, 2008  
**Kevin Payant** - SMH - July 7, 2008  
**Jay Zhao** - Drafting - July 29, 2008  
**Ed Tessier** - Maintenance - August 18, 2008  
**Bob Groom** - Maintenance - August 18, 2008  
**Paul Toth** - Accounting - August 20, 2008  
**Nester Reyes** - IT - August 25, 2008  
**Clark Lade** - Drafting - September 18, 2008  
**Alan Chiu** - Drafting - November 3, 2008  
**Mark Gleason** - Drafting - December 3, 2008  
**Dean Mills** - ExSteel - January 19, 2009  
**Veronica Lincoln** - Marketing - January 19, 2009

## Steelway Supports United Way



**United Way**  
of Elgin-St. Thomas

Steelway employees raised \$4,649 for the United Way of Elgin-St. Thomas in November. In addition to the donations collected through payroll deductions, staff at Steelway held a "Chili Lunch," raising \$533 to help the United Way. Steelway donated the food for the chili lunch and also made a generous corporate donation to the campaign. In total, Steelway and its employees donated \$7,183 to United Way. The 2008 United Way of Elgin - St. Thomas Campaign was huge success with a final achievement of \$844,412, exceeding their goal of \$800,000! Without you, there would be no way.

## Co-op Students

Scott Jones and Peter McClure joined us on January 5, 2009 as Manufacturing Co-op students. They will be with us until April, helping out with a variety of projects. Welcome to Steelway!

## R.I.D.E. Along

In an effort to help keep the roads safer during the holiday season, Steelway employees sponsored the R.I.D.E. (Reduce Impaired Driving Everywhere) program in December. Staff raised \$743 through Ice Cream Sundae sales to sponsor a R.I.D.E program. The money raised was used to hire four off duty police officers to run two R.I.D.E. programs in Aylmer. The first program stopped 600 vehicles, resulting in one traffic charge and six warnings. The second program stopped 565 vehicles and issued seven traffic warning. Steelway supplied candy canes to be hand out during the traffic stops.

## Adult Christmas Party

On Saturday, December 6th 155 people attended the Steelway Christmas party held at St. Anne's Community Centre in St. Thomas. While dining on roast beef, turkey and all the holiday trimmings, guests enjoyed a thrilling interactive murder mystery show. Thank you to our own DJ, Gary Longworth for providing the evening's music.



## Children's Christmas Party

The East-Elgin Community Complex was full on Saturday, December 20th as 122 children and 109 adults took part in Steelway's annual Children's Christmas Party. The celebration included lunch from the Belmont Restaurant, face painting, a balloon artist, skating, and of course, a visit from Santa.



## Upcoming Events

### Steelway National Builder Meeting

Mayan Riviera, Mexico - February 21 to 28, 2009

### Partners for Life Blood Donor Clinic

Tuesday, March 31, 2009

### Steelway Easter BBQ

Wednesday, April 8 and Thursday, April 9, 2009

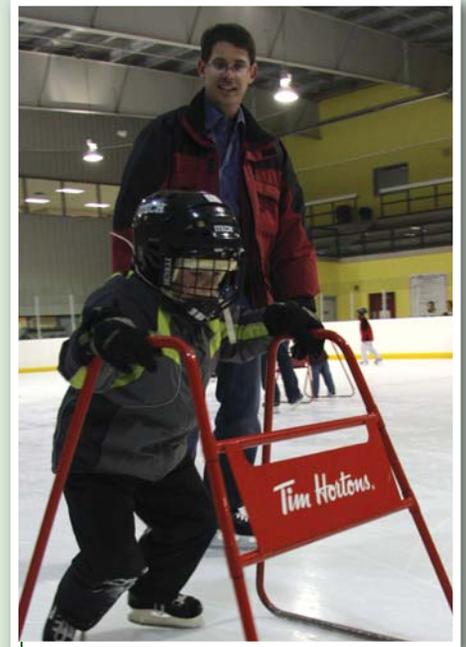
# Holiday Moments to Remember



Partnering with Big Brothers/Big Sisters, Steelway took part in this year's St. Thomas Christmas Parade. The float's theme was "Casper the Friendly Ghost."



Melanie Taylor rides along side Ashlee and Sara Hogan in the parade. Melanie has been Ashlee's Big Sister for four years.



Dave Smith and his son Dylan skate around the ice at the Children's Christmas Party.



BigTime Productions' actors knocked the guests "dead" at the Adult Christmas Party.



Todd Millard reassures his daughter Megan that Santa is really a nice man.



JP Barker's daughter Evelyn was a bit shocked to meet Santa for the very first time.



Scott Goodall's daughter Abby visits with Santa at Children's Christmas Party.



Jake Giesbrecht and Pat White deck-the-halls at the Adult Christmas Party.