



National Coil Coating Association

Coil Lines

A Publication for the National Coil Coating Association

In This Issue

- P2 President's Message
- P3-4 The 2005 Spring Meeting
- P5 Association News
- P6 Legal News

NCCA Unveils New Marketing Campaign

May 10, 2005, marks a new beginning for the coil coating industry. On that day, the final day of our Annual Meeting, we launched several key components of a bold new marketing initiative that is designed to open up new markets for coil coated metal.

Two new Web sites serve as the heart of our new campaign. One (www.coilcoating.org) is a completely overhauled Web site for members of NCCA. The other is a new site (www.coilcoatinginstitute.org) that is targeted to potential buyers of prepainted metal. Both feature our colorful new NCCA logo and a new icon that says, "Prepainted metal saves cost, time, and hassles."

The goal of the campaign is to educate prospective customers on the benefits of prepaint, drive more sales of our products, and give you several creative, effective, and professional sales tools.

CoilCoatingInstitute.org

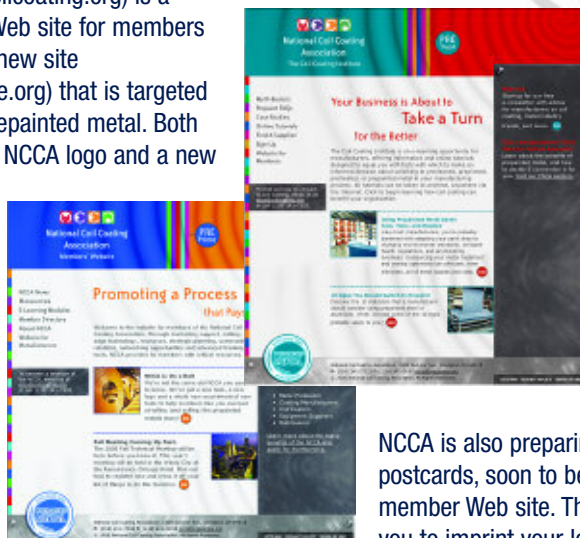
The customer Web site serves as a communications centerpiece to inform, sell, and motivate prospects about prepaint. The site features "Myth-Busters" and other sections that correct common misconceptions on prepaint versus post-paint. Every page offers the visitor an opportunity to contact us or find NCCA member companies.

Our New NCCA Web Site

When you log in to www.coilcoating.org, you can now access several new sales resources available to members. For example, you can download a "member of" version of the new NCCA logo and the new icon. Then, place them on all your own marketing materials (brochures, sales sheets, Web sites, etc.).

Directing Traffic to You

An arsenal of Web banner ads are now driving traffic to our new customer Web site, available 24/7 to anyone on the planet with Internet access. The ads reach key prospects at industry Web sites, such as the Metal Service Centers Institute and Fabricators Manufacturing Association.



As part of the new marketing initiative, NCCA has begun sending a newsletter to association members. The communiqué, designed to be forwarded to your prospects and customers, contains informative articles about the benefits of prepainted metal.

NCCA is also preparing a series of direct mail postcards, soon to be available for order on the member Web site. The postcard design allows you to imprint your logo and send these mailers directly to your prospects.

Interactive CD-ROM and PR

We are also now developing an interactive CD-ROM to educate prospects and employees of the economic, environmental, and technological benefits of prepaint. This useful tool can be a mailer, a leave-behind, or the central focus of a live sales presentation. Members can customize it with their own logo.

Supporting the overall plan are public relations materials that keep our name and product in front of our key audiences. NCCA is now producing fact sheets, authored articles, case studies, and white papers, all targeted to key trade publications.

Most of these efforts – and others – are already underway, while some elements will be completed before NCCA's Fall Technical Meeting in September. ☑



www.coilcoating.org
www.coilcoatinginstitute.org

Mark Your Calendars

Sept. 20-23, 2005
2005 Fall Meeting
Renaissance Chicago Hotel
Chicago, Ill.

April 22-25, 2006
2006 Annual Meeting
J. W. Marriott Desert Springs
Palm Desert, Calif.

Sept. 26-29, 2006
2006 Fall Meeting
Baltimore Marriott Inner Harbor
Baltimore, Md.

April 14-17, 2007
2007 Annual Meeting
Marco Island Marriott
Marco Island, Fla.

Sept. 25-28, 2007
2007 Fall Meeting
Gaylord Opryland Resort
Nashville, Tenn.

Mission: To promote the growth of coil coated products.

Vision: NCCA is a unified organization providing the resources and leadership for coil coated materials to be the product of choice.

President's Message

“... Much is Required”

By John Mitchell, NCCA President



Being president of a manufacturers' association can be a nightmare. Many associations struggle daily with red-ink budgets, shrinking membership rosters, lack of vision, product liability headaches, and much more.

But I consider myself lucky. Very lucky. NCCA has its share of challenges, but I feel very fortunate to lead the organization at a time when the future looks bright.

The Point of the Spear

Membership is on an uptick. Our financial picture is healthy. Our strategic plan is being fully implemented. We are boldly tackling tough issues like hex chrome with courage, determination, and intelligence.

Our new marketing plan inspires me. Each component flatters NCCA: the new logo, the new icon, the new Web sites, direct mail and newsletters, online ads, the CD-ROM, and an arsenal of strategic PR materials.

We're being proactive. We're attacking the market and taking no prisoners. We're accepting nothing but total victory.

The View From the Moon

Even from a global perspective, the progress of NCCA shines brightly. I recently returned from the 2005 General Meeting of the European Coil Coating Association (ECCA) in Warsaw, Poland. The ECCA is also making good progress, but my visit made me appreciate NCCA even more.

Sitting in the ECCA meetings, I couldn't help but feel good about the excellent content of our own meetings. It was clear that our marketing initiatives are on the cutting edge. Our forward motion is undeniable.

On July 14, the NCCA board meets in Chicago for our next regular meeting. Our list of agenda items is not plagued with problems, reactions to catastrophes, and plans for damage control. Rather, we have the good fortune to be reviewing the progress of the association, our new strategic direction, and our bold new marketing initiatives.

“To Whom Much is Given ...”

I've not always been a lucky man. And I'm sure the next two years of my term will hold its share of challenges. But right now, I feel very fortunate and deeply indebted to the hard work and vision of so many who have brought us to this enviable position.

But one thing is clear. Now is not the time to kick back and rest on our laurels. Our good fortune must not be wasted; it must be invested. As the old saying goes, “To whom much is given, much is required.”

Now is the time to redouble your company's commitment to NCCA. We have committees that can use your expertise. And we have plans that can directly benefit your company.

We can claim the future and reap the benefits of our progress ... but only if we apply some elbow grease, stuff our shoulders into the yoke, and pull together as a team. That's what associations are for. ☐

The 2005 NCCA Spring Meeting

A Photographic Review

Sanibel Harbour Resort, Fla.
May 7 – 10, 2005





1. KEYNOTE: Don Reynolds, a futurist and investment expert, kicked off the meeting on May 8, discussing "The New Economy."

2. STRONG FINISH: John Mitchell of Nichols Aluminum, NCCA president, closed the meeting on May 10 with a presentation on aluminum statistics. His seminar was among the highest rated of all presentations.

3. POOLSIDE: Poolside at the Sanibel Harbour Resort proved to be a scenic location for the May 9 networking reception.



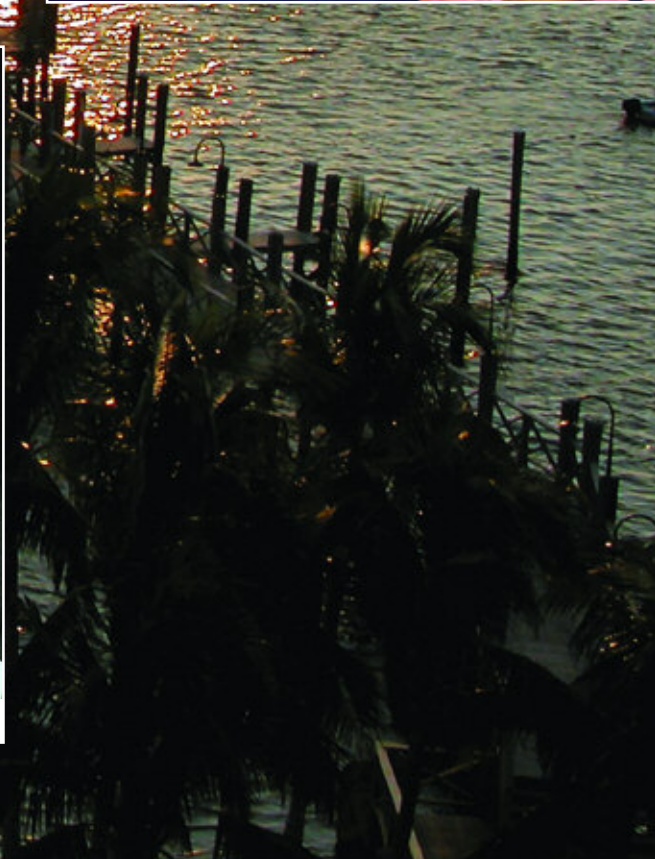
5.



7.



6.



4. PAINT PANEL: On May 9, this panel discussed chrome-free primers from the perspective of paint. From left: Mark Slawikowski of BASF, Rick Afton of Valspar, Geoff Holzrichter of Dura Coat, and David Cocuzzi of Akzo Nobel.

5. HEX CHROME ALTERNATIVES: Tom Cape of Henkel Technologies, a member of a five-member panel discussing alternatives to hexavalent chromium, responds to a question from the audience. Other panel members: Nicole Wincek of Material Sciences, Bill Vallier of Gentek, Steve Bringham of Euramax, and Duane Fudge of GE Betz.

6. MODERATOR: Bob O'Neal of Roll Coater served as moderator for both hex chrome panels on May 9.

7. HONOREE: John Mitchell presented Chuck Parks (left) with a plaque for his contributions as NCCA's president from 2003 to 2005. (See story on page 5.)

ASSOCIATION NEWS

Reserve Space Now for Fall Trade Show

The Renaissance Chicago Hotel, in the heart of downtown, is the site for our 2005 Fall Technical Meeting and Annual Trade Show, Sept. 20-23. The theme is "Improving Processes: The Continuing Challenge."

The NCCA Trade Show is scheduled for Wednesday, Sept. 21, from 4:30-7:30 p.m. at the hotel. This annual event offers exhibitors invaluable exposure to major coil coating corporations and direct access to key industry decision-makers. Exhibitors will also receive a company listing in pre-meeting promotion and a link from the NCCA Web site to their company's site. The cost is only \$750.

To exhibit at the 2005 Trade Show, contact NCCA at 216-241-7333. More information on the complete Fall Technical Meeting schedule will be available later this summer. ☐

Chuck Parks Honored

At the Annual Meeting in May, NCCA honored past-president Chuck Parks for his contributions to the association.

Incoming president John Mitchell noted that Parks led the association through a major strategic planning process, the development of a marketing campaign, and a transition to a new management firm.

"Few associations are able to take on those kinds of tasks all at once," said Mitchell. "As a result, NCCA has advanced the ball down the field much farther and faster. Thanks to Chuck's leadership, our association is stronger today and better positioned for the future." ☐

Changes for Government Relations Committee

At the spring meeting in Florida, the Government Relations Committee gained a new chair and a new name. The committee's name is now the Environmental Health & Safety Committee, and the new chair is Greg Gemgnani, Prior Coated Metals.

Gemgnani has been with Prior Coated Metals in Allentown, Pa., since 1981, and he has been the Director of Environmental, Health, and Safety since 1995. He replaces Robert Mead who chaired the committee for several years. Nicole Wincek of Material Sciences Corporation now serves as vice-chair of the committee.

The mission of the committee is two-fold. First, it supports our industry's efforts to protect the health and safety of employees. Second, it supports industry's efforts to provide the coated metal markets with products that are the most environmentally friendly available.

Gemgnani says the committee is now seeking new committee members and requests nominees from member companies. If your company has someone with expertise in this field, you can nominate them by contacting the association offices at 216-241-7333. ☐



Gemgnani

Sieja Elected Vice President

Roger Sieja of Kenwood Painted Metals was elected NCCA's vice president at the Annual Meeting in Florida. Following a two-year term, he will become the next president of NCCA.



Sieja

Sieja is vice president of sales and marketing at Kenwood Painted Metals. An industry veteran, he has more than 30 years of experience in the coil coating industry.

Active in NCCA, Sieja has twice served on the board of directors. He has participated in many association endeavors, including previous strategic planning sessions and marketing efforts.

In the early 1980s, he chaired the Appliance Task Force. He later chaired NCCA's Marketing Section and was integrally involved in our marketing program, "It All Starts with the Finish." ☐

New Members Join NCCA

NCCA welcomed six new association members at the Annual Meeting in May. Total NCCA membership now exceeds 110 companies.

The new members are:

- American Metal Solutions of Galveston, Texas (non-coater member)
- Byk-Chemie USA of Wallingford, Conn. (non-coater member)
- Chemcoaters of Gary, Ind. (coater member)
- EGS Gauging of Billerica, Mass. (non-coater member)
- Nucor Corporation of Charlotte, N.C. (non-coater member)
- Wismarq Corporation of Oconomowoc, Wis. (coater member) ☐

New Board Members Seated

NCCA seated several new board members at the Annual Meeting in May.

The board approved two new coater members: Larry Higgs of Alisco Metals and Steve Bringham of Euramax International. Two non-coater members were also elected: Thomas Wynn of Ryerson Tull and Shawn Davis of U.S. Steel. Jeff Alexander of Valspar was elected as the new member-at-large.

The board formally recognized these three outgoing board members: Anthony Bilow of Steelscape, Michael Hanley of Vail Rubber Works, and Ray Caudill of Centria.

In addition to these changes, Eric Yaszemski of Henkel Technologies was elected to complete the unexpired term of Mike Perkins. That term concludes in the spring of 2007. The nominating committee, chaired by Bob O'Neal of Roll Coater, recommended the new nominees for the board. ☐

Coil Lines

President

John Mitchell
Nichols Aluminum
Lincolnshire, Ill.

Vice President

Roger Sieja
Kenwood Painted Metals
Homewood, Ill.

Treasurer

Dick Klein
Metal Coaters
Houston, Texas

Past President

Chuck Parks
Roll Coater
Indianapolis, Ind.

Legal Counsel

Naomi Angel
Howe & Hutton
Chicago, Ill.

Member-at-Large

Jeff Alexander
The Valspar Corporation
Kankakee, Ill.

Association Staff

Thomas Associates
John Addington
Chris Johnson
Leslie Schraff
Jillian Wright

Coil Lines is a newsletter published by the National Coil Coating Association (NCCA). The newsletter provides a channel of communication for members, the executive board, and the industry. Subscriptions are free to all NCCA members. Address changes, photographs, and editorial inquiries should be sent to NCCA Headquarters, 1300 Sumner Avenue, Cleveland, OH 44115, 216-241-7333, Fax 216-241-0105, ncca@coilcoating.org.

NCCA is not responsible for the opinions expressed by writers, contributors, editors, and/or advertisers.

Copyright © 2005 by National Coil Coating Association. All rights reserved.



National Coil Coating
Association

LEGAL NEWS and Commentary

By Naomi R. Angel, Esq., NCCA Legal Counsel

Why is Monday the Worst Day for Workplace Injuries?

The Bureau of Labor Statistics reports that more workplace injuries occur on Monday than any other day of the week. Two theories are offered: (1) Injuries incurred off the job but reported on Monday are reported as job-related, or (2) After having the weekend off, employees are just not as attuned to workplace safety.

Review "Monday" claims carefully to determine if they are indeed work-related. Employees may be guilty of fraud if they claim that injuries incurred off the job are the employer's responsibility. ❏

Punitive Damages Awarded in Breach of Contract Case

In California, a parts manufacturer entered into an agreement with a helicopter manufacturer to supply parts according to government specifications. During the contract term, the parts manufacturer deviated from the specifications without informing the contracting party.

The parts manufacturer also misled the contracting party by providing false certificates of conformance. Because of the parts manufacturer's intentional misrepresentations, the helicopter manufacturer was exposed to liability for personal (tort) damages as well as economic (contract) damages.

The California Supreme Court ruled that the parts manufacturer was guilty of more than breach of contract. Since the parts manufacturer also concealed the breach, the company violated a social policy for which punitive damages may be recovered. California public policy is clear ... A contract does not give one party the right to cheat or defraud the other. ❏

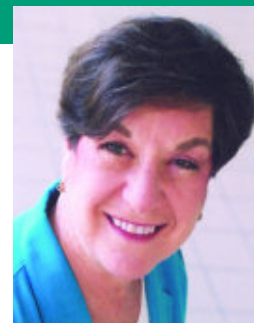
E-mail is Forever!

BusinessWeek reported that Boeing's CEO was brought down by the use of explicit e-mails he allegedly sent to a senior woman executive. The article noted that prosecutors and plaintiffs' attorneys obtain almost three-quarters of their evidence from electronic communications.

The Boeing CEO's actions are inexcusable. But they remind us that you must be very cautious about what you put in any e-mail or Instant Message. Think before you click the Send button! If the communication is sensitive, pick up the phone. ❏

Sexual Harassment Policy is Not Enough

A federal appellate court has reversed a summary judgment for United Parcel Service in connection with a sexual harassment claim. The court said a reasonable policy is not enough. The UPS policy required all supervisors to report



Naomi Angel

sexual harassment activities whether or not they were in the direct chain of

command of the supervisor charged with harassment. The court rejected UPS's contention that supervisors did not have a duty to take action regarding another supervisor's allegedly inappropriate behavior towards female employees.

Management personnel are ill-advised to turn a blind eye to sexual harassment activities by anyone, fellow supervisor or not. A written harassment policy without enforcement isn't worth the paper it is written on. ❏

Employer Sanctioned for Destroying E-mail Evidence

A federal court in New York City has sanctioned an employer for willfully deleting relevant e-mails despite contrary court orders. The court said attorneys in a dispute are required to ensure that all relevant documents are discovered, retained, and produced.

You should have an appropriate document retention and destruction policy. However, if a dispute arises and litigation ensues, you face sanctions if you have eliminated documentary evidence, including e-mails related to the incident. As soon as litigation is filed or threatened, consult with legal counsel regarding the retention and destruction of documentary information including e-mails and electronic files. ❏

If You Do Credit Checks on Job Applicants, Take Heed

The Federal Trade Commission's final rules regarding employers' responsibilities when obtaining credit data on job applicants or employees went into effect on Jan. 31, 2005. Now required: The employer must provide a separate written notice to an applicant that a credit report will be obtained. The notice is not sufficient if it is on the job application; it must be a separate document.

Before you request the report, you must receive written authorization from the job applicant or employee. You also must certify to the entity providing credit data that you comply with the Fair Credit Reporting Act and all other applicable laws. If you take "adverse action" based on the credit report, you must provide the applicant or worker with the name, address, and telephone number of the entity providing the credit report. ❏

Naomi R. Angel can be reached at 312-263-3001 or nra@howehutton.com. This article is provided solely for informational purposes and does not constitute legal advice. If you have specific questions or concerns about a legal issue, consult your company's legal counsel.