

nuts & bolts

Volume 17

issue 2

Summer 2013

Rebranding

New slogan captures heart of Tennsco

The key to any company's success is having a thorough understanding of its core competencies and what differentiates it from competitors in the marketplace.

When Tennsco put itself through a brand exercise over the last few months, what bubbled up was the company's commitment to high quality products coupled with exceptional service. This led to a new slogan that captures the very essence of Tennsco Corp.

Storage Made Easy.

Director of Marketing Rachel Bradley started the re-branding brainstorming by asking the simple questions – how is Tennsco different, and what do our customers want?

She said the brainstorming team determined that people “don't want to be constantly worrying about their storage systems. They want to know that they bought the right product for their needs and that it will last a very long time.”

“When we focused on what makes us different, it was that we make it easy for the customer...from talking over the customer's needs through facilitating the purchase and a hassle-free delivery.”

In addition to the internal brainstorming, Tennsco solicited input from customers to get their view of how Tennsco is unique. Customers said “it's a constant battle with competitors” through-out the decision making, ordering, delivery and setup process,



tennscoTM
Storage Made Easy

but Tennsco really makes it easy and is a true partner.

Storage Made Easy replaces the former slogan *Systems for Success*.

“I think branding is always important,” Bradley said, “...to determine what you're about and know what you stand for.”

The whole process that resulted in the new *Storage Made Easy* slogan took a couple of months and was a team effort of people across several departments including marketing, engineering, customer service and sales.

Part of Tennsco's success is a proactive approach that is evident in everything Tennsco does. For instance, steel office and industrial products are easily dinged if not packaged and shipped properly. “Knowing that, we focus on packaging. It's a forethought, not an afterthought,” Bradley said, and that has led to Tennsco having some of the lowest damage rates in the industry.

Storage Made Easy is also evident in how Tennsco services the customer. “When someone calls Tennsco, we have a live person answer the phone ready to help” Bradley said. “We also have a flexible engineering team that is always listening to the customer and customizing and tweaking products to meet their needs.”

The whole Tennsco company “is living the new slogan. We're big, modern and innovative, but everything starts and ends with the customer.”

Tennsco helps local rep in pageant

Tennsco is helping a Dickson County resident reach for her dreams.

Rikki Mansolino, 22, a Dickson County native and current college student, has been selected to compete in the Tennessee state pageant leading to the Miss USA contest, and Tennsco is helping make that happen.

The company is sponsoring Mansolino in the October contest to be held at Austin Peay State University. She'll compete as Miss Dickson County.

Mansolino is a native of Dickson County and graduated from Dickson County High School in 2009. She attended the University of Tennessee at Martin for three years with a focus on pre-dental hygiene. At present, she's in her final year at Remington College School of Dental Hygiene with plans to graduate in July 2014.

Noting that it "is very expensive to participate in the pageant," Mansolino expressed her thanks for Tennsco's sponsorship.

The Miss USA pageant encourages participants to become self-disciplined and stresses the importance of social awareness and community involvement. The pageant provides the opportu-



Vice President of Sales Mike Chapman (at left) and Tennsco President Stuart Speyer (at right) present check to Miss Dickson County Rikki Mansolino

nity for young women to develop and nurture better communication skills that will serve them in future endeavors.

If Mansolino is fortunate enough to win the Miss Tennessee competition and the Miss USA competition, she would compete in the annual Miss Universe pageant.

UP THROUGH THE RANKS ■

Long-time Tennsco employee Shannon Beech (at right) has moved into the Purchasing Department after 15 years as a material handler at Plant 6. Purchasing Manager Terry Nola praised Beech for her "stellar" attendance record, hard work and attention to detail.



Mark your calendars for Dec. 6 celebration

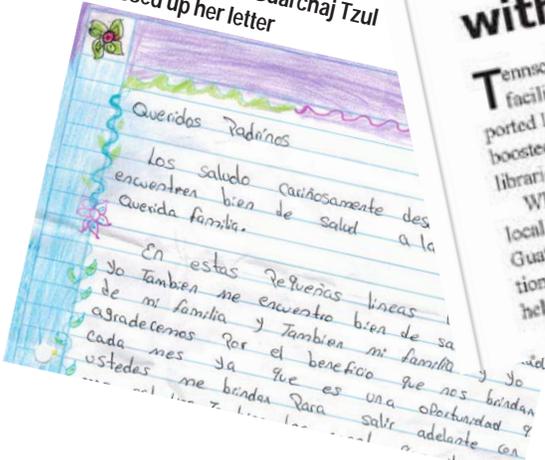
All those employees celebrating milestone employment anniversaries will be honored at the annual recognition event. It'll be Friday, Dec. 6 at The Renaissance Center. There'll be dinner and a show - *A Christmas Carol, the Musical*. Look for your invitation from the Human Resources office.



Tennsco
Family
Picnic
2013

An update

Maria Guadalupe Guarchaj Tzul dressed up her letter



Guatemalan children earn education with Tennsco scholarships

Tennsco's charitable giving has built sports facilities in Dickson and Nashville, supported local high schoolers' college endeavors, boosted the United Way with fundraising and libraries with donated shelving.

When Tennsco leaders learned through a local Rotary club presentation that students in Guatemala were having to give up their education after the sixth grade, Tennsco stepped in to help beyond the nation's borders.

High Noon Rotary Past President Jim Sowell

Sowell said the students must apply for the scholarship and a member of the local mission team interviews and chooses the recipients. The money buys uniforms, books and supplies, pays for a public bus to and from school and provides some family assistance because these children would otherwise be working.

"We're seeing some good results," after about five years with the program, Sowell said. "We have some to fall out for different reasons."

Almost two years ago, Tennsco employees heard a presentation at a Dickson High Noon Rotary Club meeting in which members who served as missionaries reported on their journeys to Guatemala. After hearing of middle school-aged students who were giving up on their education because of the cost to their families, the Tennsco representatives became determined to make a difference beyond the nation's borders.

Tennsco decided to join with other local donors to fund scholarships for four students at \$435 each. The money buys uniforms, books and supplies, helps pay for bus transportation to and from school, and provides some family assistance because the children would otherwise be working.

The Tennsco office has received several meaningful thank-you notes (translated from Spanish into English) and updates from the students sharing their grades and activities.

At 16, Samuel Navichoc Méndez is the oldest of four children. His mother is a homemaker and his father a field laborer. The family gets by on \$79 US dollars a month. History is Samuel's favorite subject in school. When he moves to high school he wants to study accounting. He wrote to his Tennsco sponsors: "In name of our Lord Jesus Christ I send you warm greetings, I want you to know that I already started to study with all my energies and I hope in God that everything will be okay this year. Thank you so much for your big effort that you made to help me, God reward you and protect you."



Samuel Navichoc Méndez

Maria Guadalupe Guarchaj Tzul is 14 and the youngest of seven children. Her father has a third grade education. Her mother has no education, but her parents are committed to

sending her to school though it is a hardship, school officials say. In the mornings before school, Maria works as a domestic helper. She attends school in the afternoons, has excellent grades and studies at night. She wrote to Tennsco thanking sponsors for their help. During breaks at school she plays soccer, her favorite sport. Her favorite subject is math. "I also like art I like to be creative and to draw and paint. I also like social studies it shows us how to have a better world, we are learning to recycle and to take care of the environment and our trees since



Maria Guadalupe Guarchaj Tzul

they give us the air to breathe. I'm studying very hard to achieve my dream to become a nurse specially to take care of sick children. I send you my love hoping that God fills you and your home with blessings."



Juan Abimael Sapón Garcia

Not much is known about Juan Abimael Sapón Garcia except that he is 14 and lives with his father. He has expressed concern to his counselors that without the Tennsco scholarship he may have to drop out of school because his parents can no longer support him. His favorite subject is English, but he is also studying computer "and I'm getting pretty good at it." Juan wrote: "I am writing you this letter to thank for the help that you are giving me...everything is going well for me thanks to your help, I am happy and thankful with you. Studies are very important for me and I will work hard to make you feel proud of me."

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Mardoqueo Eliezer Vásquez Us

Website reflects new look, content

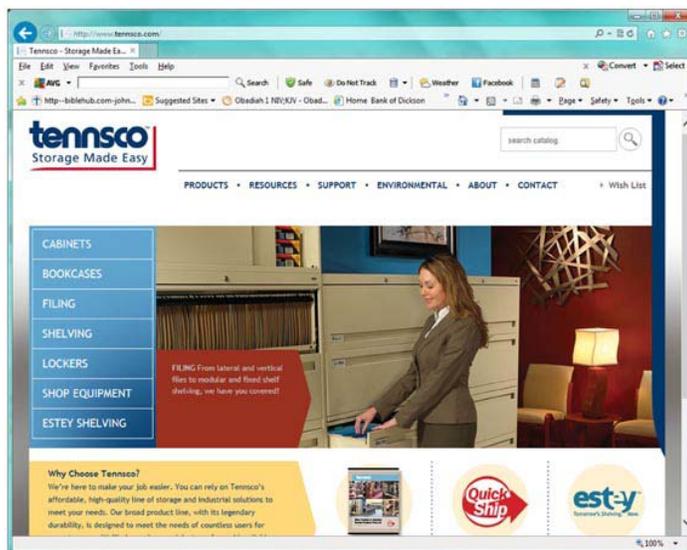
With the new slogan, Tennsco staff knew it was time to update the firm's website www.tennsco.com — the first upgrade since the site went live almost 15 years ago.

"We wanted to make it easy for customers and end users to get information, to be able to access a searchable database and get product specs easily and fast," said Director of Marketing Rachel Bradley.

Publications assistant David Furr led the website redesign project. The project was a collaboration across the marketing and sales departments, Bradley said.

One of the goals of the website was to bring the new slogan, *Storage Made Easy*, to life. The website was developed to be a tool for customers to quickly and easily access any product or company information needed. It features a product library, video demonstrations of products, marketing materials and general information about Tennsco. Additionally, the Manufacturing Marvels television segment broadcast earlier this year is also featured on the site.

The look and feel of the website is consistent with Tennsco's new branding and helps demonstrate Tennsco's commitment to innova-



As a part of the rebranding effort, Tennsco updated the look of its website, adding some handy tools

tion and continual improvement.

In addition to www.tennsco.com, the team created the spin-off site www.esteyshelving.com, which features the Estey product line. Previously, information about Estey was included within the main Tennsco site.

Update

Continued from previous page

Mardoqueo Eliezer Vásquez Us is one of 11 family members. He has four brothers and four sisters. With a second grade education, his father is a day laborer on odd jobs. His mother is a homemaker and has no education. The family survives on \$102 US monthly. Some of his siblings work as day laborers. Math is Mardoqueo's favorite subject and he wants to go on and study business administration. His dream is to work in a business. He, too, thanked Tennsco for "your help toward my studies...I wish to always have this opportunity to communicate with you. I'm making good use of the help you are giving me and promise I won't let you down, I will have good grades and will follow the rules. God bless you!"



Samuel Navichoc Méndez added artwork to his letter. It translates *God Bless*.

1st Quarter
Attendance Bonus

Employees get 1st quarter rewards

Plant 1

Tony Bush
Gary Cable
James Cotton
Daniel Link
Phillip Manley
Ricky Parchment
Jimmie Ross
Danny Schrock
Noah Weatherford

Plant 2

Sandra Cotton
Donald Dugan
Kevin Ellis
Terry Givens
Johnny Halliburton
Mark Jackson
William Swearns
Greg Tummins

Plant 4

Douglas Parker

Plant 5

Richard Atkinson
Nancy Capps
Theresa Drew
Alan Newton
Charlotte Roberts
Travis Singleton



RETIREMENT ARRIVES ■ Employees at Plant 3 said goodbye to Ramon Sura. Sura retired after 19 years with Tennsco. Employees at Plant 1 have said goodbye to Harry Harry, a veteran packer at the plant since 1995. Pictured at left (L to R) is Ricky Tomlinson and Sura. Pictured in photo at right (L to R) is Plant 1 Manager Jerry Estes and Harry Harry.



2nd Quarter Attendance Bonus

Employees get 2nd quarter rewards

- Plant 1
- Bobby Griffin
- Michael Murphy

- Plant 2
- Gene Alderidge
- Charles Curtis
- Wendell Haynes
- Benjamin Lee
- Don Lockett
- Dean Proctor

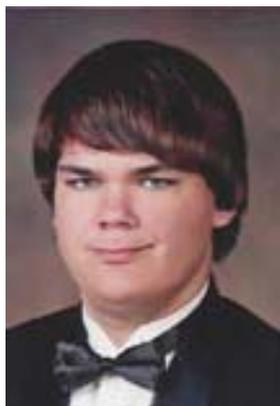
- Plant 3
- Anthony Gunn

- Plant 5
- James Tate

July - December 2013

EMPLOYEE ANNIVERSARIES ■ This listing of employee anniversaries includes those celebrating a five-year interval, starting at 10 years.

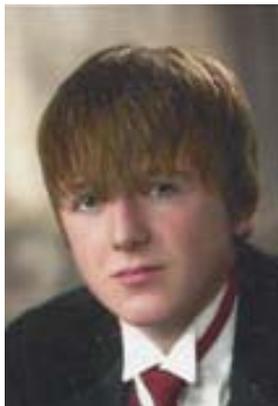
Plant	Name	Years	Off		Years
Off	Peter Shear	10	2	Eric Brake	20
5	Travis Singleton	10	2	Greg Salley	20
2	Timothy Glenn	10	2	Jerry Smith	20
1	Danny Schrock	15	2	Phillip Underhill	20
1	John Lind	15	4	Mark Powers	20
2	Dean Proctor	15	4	Marvin Nash	20
2	Greg Hook	15	Off	Mike Webster	20
2	Kay Sprankle	15	1	Mark Baker	25
2	Kevin Oakley	15	2	Albert Primm	25
2	Raymond Boone	15	2	Don Brazzell	25
2	Renee Holden	15	2	Gerald Curtis	25
2	Rosa Mota	15	2	Jeff Chandler	25
2	Susan Christian	15	3	Butch Durham	25
2	Thomas Crants	15	5	Garry Sugg	25
2	Tim Durham	15	5	Kenny Stone	25
2	Timothy Sayle	15	Off	Martha Vaughn	25
5	Bruce Strang	15	1	Gerald Adcock	30
5	J.W. Swaw	15	1	Noah Weatherford	30
5	Kevin Brandon	15	2	Dowell Jones	30
6	Rita Durant	15	2	Gene Alderidge	30
6	Shannon Beech	15	2	Keith Grant	30
Off	David Blair	15	2	Mike Grant	30
1	Stephen Church	20	2	Steve McClurkan	30
2	Bryan Barnhill	20	3	Hensley Perkins	30
2	Daniel Heathco	20	4	Ray Miller	30
			1	Larry Dunnagan	35
			2	Richard Horner	35
			Off	Ora Turner	35
			1	James Carpenter	40
			1	Jerry Estes	45
			2	Roy Stinson	45
			Off	Phyllis Jones	45



Zachary Birt, son of Tracy & Tiffany Birt, Dickson County HS



Betsy Chapman, daughter of Mike & Susan Chapman, University of TN Chattanooga



Kyle Finch, son of David Finch, Austin Peay State University



Shawn Jones, grandson of Frances Pullum, East Hickman High School.



Shawn Kelley, son of David & Lisa Kelley, Dickson County HS

Congrats to Graduates

Several Tenssco families celebrated a milestone recently ... the graduation of their child from high school or college. Congratulations to all the 2013 graduates!



Kendall Morris, son of Jackie & Kim Morris, Dickson County HS



Kelly Newton, daughter of Alan & Tonia Newton, Waverly Central HS



Hunter Plunkett, son of Eddie & Sherry Plunkett, Dickson County HS



Brittany Spann, granddaughter of Betty Spann, Dickson County HS



Trucker Tidwell, son of Bryan & Stephanie Tidwell, Dickson County HS



Kandess Turner, granddaughter of Joe & Ora Turner, Hendersonville HS



Jonathan Vaughn, son of Greg & Martha Vaughn, University of TN Martin



Samantha Weatherspoon, daughter of Christian & Mary Tyrone, Creek Wood HS

Tennsco scholar has sights set on giving back

Kendall Morris has his future mapped out. And if his plan unfolds he'll soon be right back at Dickson County High School helping to shape the young minds of the next generation.

Morris is the 2013 recipient of the Tennsco Scholarship, a \$10,000 award given to a graduating senior from either Dickson County High School or Creek Wood High School. Each year the award is given to the student who best represents the Dickson County community in terms of scholarship, leadership and career goals.

Morris is the son of two long-time Tennsco employees - Kim and Jackie Morris. Kim works in the order entry department and Jackie is a senior manufacturing engineer.

Morris, who graduated from Dickson County High School, started Middle Tennessee State University in August. He was accepted into MTSU's honors college.

"I plan to major in mathematics and minor in secondary education," Morris wrote on his scholarship application. "I hope to return to my alma mater and teach math. I do not want to be just another teacher. I want to be a teacher that reaches thousands of students."

Morris told how long-time teachers Pattye Post and Christy Tuck impacted his life and helped shape him into the person he has become. He described his teachers' cheerful expressions when something clicks in students' mind. "I have always wanted to have that experience.

"During the school week, a teacher sees their students as much as the students' parents; therefore, I have an amazing chance to be an important factor



(L to R) Tennsco President Stuart Speyer, Tennsco 2013 Scholar Kendall Morris and his parents Jackie and Kim Morris.

in my students' lives," Morris stated. "Teaching has been a dream of mine since I was in middle school. If my dream helps inspire kids to reach their own dreams, then I will be truly satisfied."

When Morris learned he was the winner he said "it took a little weight off my shoulders. I thought, 'Oh man I just got \$10,000!' It reduced what I'd have to pay for."

Morris said the experience was "humbling and satisfying...that I worked throughout high school and made sure all my grades averaged 100s and above, and worked hard on the ACT to get money because I needed to pay for college. It's satisfying because the hard work paid off."

Morris understands more than just hard work in school. For the past three summers, he's worked the paint line at Tennsco's Plant 5 to earn more college money.

He thanked Tennsco President Stuart Speyer and the selection committee for the award. "I really appreciate it. I'm putting every cent of it to use every day," Morris said.

The outstanding graduate played football for four years for DCHS, baseball for two years, and was a member of the

Beta Club, the Fellowship of Christian Athletes, Health Occupations Students of America and the Student Council.

He graduated in the top four percent of his class with a 3.92 grade point average, was on the honor roll all four years and had perfect attendance in high school.

As a Tennsco scholar, Morris will receive four annual installments of \$2,500, provided he maintains a 3.0 grade point average in college. If he earns a 3.5 GPA in any year, he will receive a \$750 bonus for the following year for a maximum possible award of \$12,250.



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