



American Metal Market's Awards for Steel Excellence

American Metal Market proudly announces the seventh annual Awards for Steel Excellence. The 2016 Awards for Steel Excellence program will recognize the highest achieving companies across multiple categories.

New this year is the Corporate Advocate of the Year category, which recognizes progressive companies that partner with key constituencies to advance a select corporate objective or mission.

We invite you to nominate your company today. If you are nominating for your client, your submission is subject to approval by the company, and a contact from the nominated company must be provided.

No more than five finalists will be selected for each category. Respected industry leaders who serve as judges will evaluate nominations using a point-based qualitative approach to determine the overall award winners.

Please select from the following award categories applicable to your business:

- Best Innovation – Product
- Best Innovation – Process
- Best Mergers & Acquisitions
- Best Operational Improvements
- Technology Provider of the Year (Greenfield and Brownfield)
- Financial Services Provider of the Year
- Information Technology Services (Software) Provider of the Year
- Environmental Responsibility/Stewardship (including energy conservation or delivery)
- Logistics/Transportation Provider of the Year
- Scrap Company of the Year
- Tube and Pipe Producer of the Year
- Service Center of the Year
- Steel Producer of the Year
- Corporate Advocate of the Year

There is no fee to nominate, and nominations in multiple categories are accepted. Please complete the following nomination form for each category in which you are nominating before the **deadline of February 15, 2016**. The form may also be accessed at www.amm.com/awards-home. Completed forms can be faxed or emailed to:

Elizabeth "Bette" Kovach
bette.kovach@amm.com
Phone: 212-224-3902
Fax: 212-213-6273

Please choose one:

- I am a Producer submitting this nomination for my company
- I am a Service Center
- I am a Supplier submitting for our client
- I am a PR company submitting for our client
- I am a Scrap Company/Producer
- I am a Services Provider
- I am a Technology Provider
- I am a Raw Materials Company

Submitting Company Detail:

Nomination Submitted By:	Your Company:
Title:	Mailing Address: City/State/Zip:
Phone:	Alternate Phone:
Email:	Fax:

Nominated Company Information:

(Please complete if submitting on behalf of a client or if there is an alternate contact)

Primary/Alternate Contact:	Name of Company being Nominated:
Title:	Mailing Address: City/State/Zip:
Phone:	Alternate Phone:
Email:	Fax:

Best Innovation -- Product:

What was the objective of this innovation?

What were the background, scope and timeline of this initiative?

Describe the achievements of this initiative:

What was the return on investment as result of this innovation?

Best Innovation -- Process:

What was the objective of this innovation?

What were the background, scope and timeline of this initiative?

Describe the achievements of this initiative:

What was the return on investment as result of this innovation?

Best Mergers & Acquisitions:

Tell us about the cost of and strategy/rationale behind this acquisition:

Describe the return on investment of acquisition in terms of market penetration, entré to value-added products or markets, management know-how, technological prowess and accretion:

Explain the approach and effectiveness of efforts to integrate two disparate corporate cultures into a uniform whole:

Best Operational Improvements:

What was the objective of this enhancement?

Describe the background, scope, timeline and technologies employed to improve the operation:

Describe the achievements of this project:

What was the return on investment as result of this improvement?

Technology Provider of the Year (Greenfield and Brownfield):

Describe your technology, what distinguishes it from its competitors, and how it aids the company:

What are the bottom-line benefits – in quantitative terms – provided by this technology/service to the steel industry?

How did the use of your technology improve the product, process or overall competitiveness and/or cost performance of the company?

What product or process innovates were made possible and realized as a result of implementing this technology?

Financial Services Provider of the Year

Describe the scope of services provided to the steel industry:

What changes/improvements were made to the client's or clients' financial reporting and/or measurements?

Describe the impact on the financial performance of the client.

Information Technology Services (Software) Provider of the Year

Describe the scope of services provided to the steel industry:

What are the bottom line benefits – in quantitative terms – provided by your firm's information technology services to the steel industry?

What product or process innovations were made possible and realized as a result of implementing this technology?

Environmental Responsibility/Stewardship (including energy conservation/delivery):

Describe your 'green' or environment-related project and associated capital expenditures undertaken in the past five years:

What are the real-world results of those initiatives in terms of increased recycling rates, decreased carbon footprint and state and federal EPA interface?

Describe your participation in local community, state, and national green initiatives:

Logistics/Transportation Provider of the Year:

Describe the continuous improvement efforts keyed to enhanced customer support, service, on-time pick-up and delivery, and fuel cost containment:

What has been the growth of your customer base, service area and factors behind the logistics and transportation?

Describe the driver safety, turnover and accident record improvements:

Explain the technological innovation:

Scrap Company of the Year:

Describe the customer service/support and continuous improvement initiatives:

What is the adoption/implementation of scrap anti-theft, mercury-switch removal and radiation-detection measures?

What is the environmental compliance and safety performance 2014 vs. 2015?

Tube & Pipe Producer of the Year

Describe the customer service, support and retention initiatives and their results:

Tell us about the technological innovation and continuous operational and product quality improvement efforts:

What is the output, cost-per-ton, net-per ton shipped, average capacity utilization rate for 2014 vs. 2015?

Service Center of the Year:

Describe the customer service, support and retention initiatives and their results:

Explain the technological innovation and continuous operational and product quality/on-time delivery improvement efforts:

What is the comparative inventory (turns per year) and credit management (customer defaults, past dues, bankruptcies) performance for 2014 vs. 2015?

Steel Producer of the Year:

Describe the customer service, support and retention initiatives and their results:

Tell us about the technological innovation and continuous operational and product quality improvement efforts:

What is the output, cost-per-ton, net-per ton shipped, average capacity utilization rate for 2014 vs. 2015?

Corporate Advocate of the Year:

Describe the intent, audience and process of the initiative?

How are results measured?

How does it relate to corporate goals and/or objectives?

All nominations will remain confidential and will not be used without approval. Company names will be used in announcements of finalists and winners, and may be used in promotion of future Awards for Steel Excellence programs.

We will announce the finalists in March 2016. Winners will be announced and honored on June 14, 2016 during the AMM Awards for Excellence dinner, which takes place during the 2016 Steel Success Strategies Conference June 13-15, 2016 in New York City.

Please email your submission before the deadline of **February 15, 2016**.

Elizabeth "Bette" Kovach
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Phone: 212-224-3902

Thank you for your submission.