

American Metal Market's Awards for Aluminum Excellence

American Metal Market proudly announces the 2012 Awards for Aluminum Excellence. The 2012 Awards for Aluminum Excellence program will recognize the most innovative companies across multiple categories.

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 must be provided.

Nominations will be selected for the 2012 Awards for Aluminum Excellence in each category. The judging panel (from leading businesses in the aluminum industry) will provide an impartial, professional and wide-ranging level of expertise and have been assembled exclusively for this event.

Top performers will be selected from a pool of nominations. Judges will evaluate nominations using both point-based and qualitative approaches to determine the overall award winners.

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

- Best Innovation
- Excellence in operational management for smelters (by smelter not company)
- Excellence in operational management for mills (by mill not company)
- Best Brownfield Technology Project
- Best Greenfield Technology Project
- Environmental Responsibility/Stewardship
- Industry Ambassador/Advocate of the Year
- Logistics/Transportation Provider of the Year
- Aluminum Scrap supplier of the Year
- Aluminum Service Center of the Year
- Aluminum mill of the year
- Aluminum smelter of the year

There is no fee to nominate and multiple nominations will be accepted.

Please complete the following nomination form before the deadline of March 9, 2012. It can be faxed or emailed to:

Lisa Juncaj

ljuncaj@amm.com

Fax #: 212-213-6619; Phone: 646-274-6213

Please choose one:

- I am a Producer submitting this nomination for my company
- I am a Service Center
- I am a Trader
- I am a Logistics Provider
- I am a Supplier submitting for our client
- I am a PR company submitting for our client
- Other _____

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:

() LIST CATEGORIES & CRITERIA

() Best Innovation

What was the objective of this innovation?

What was 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?

() Excellence in operational management for smelters (by smelter not company)

What evidence can you provide as to the operational excellence of your facility?

Has your facility seen major improvements in productivity?

How did your management facilitate these improvements?

Does your facility have an outstanding record of producing quality products?

Can you give details of your record in quality control?

What investments have you made in your facility to ensure operational excellence?

() Excellence in operational management for mills (by mill not company)

What evidence can you provide as to the operational excellence of your facility?

Has your facility seen major improvements in productivity?

How did your management facilitate these improvements?

Does your facility have an outstanding record of producing quality products?

Can you give details of your record in quality control?

What investments have you made in your facility to ensure operational excellence?

() Best Brownfield Technology Project
(Revamp, modernization, transformation)

Please describe the scope, timeline, cost and rationale behind undertaking the project.

What existing facility(ies) will the modernization replace, complement, update?

What bottlenecks, inefficiencies, quality and/ or cost issues will the revamp eliminate?

What innovative technologies does it embrace?

What is the estimated return-on-investment (ROI) and payback period of the modernization project?

**() Best Greenfield Technology Project
(Ground-up)**

Please describe the scope, timeline, cost and objective of the project?

In descending order, what do you consider the three most challenging aspects presented by the project?

How did you address and meet each of those three challenges?

What tangible, bottom line benefits is the completion of the project delivering to its investors?

() Environmental Responsibility/Stewardship

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:

() Industry Ambassador/Advocate of the Year

What is the arena of influence (steel market, political, economic, legislative, environmental, trade, technology, safety, labor)?

What is the significance and quantitative/qualitative ramifications of resulting change?

() 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:

() Aluminium 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 2010 vs. 2011?

() Aluminum 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 2010 vs. 2011:

() Aluminum mill of the year:

Aluminum smelter 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 2010 vs. 2011?

() Aluminum smelter 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 2010 vs. 2011?

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 be announcing finalists at the end of March. Winners will be announced and honored June 12th 2012 during the Awards for Aluminum Excellence Lunch which takes place during the 2012 Aluminum conference.

Please forward your submission before the deadline of March 9, 2012. Form can be faxed or emailed to:

Lisa Juncaj
ljuncaj@amm.com
Phone: 646-274-6213
Fax: 212-213-6619

Thank you for your submission.