

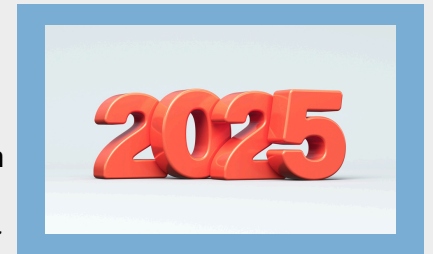
# THE NASA NETWORK

February 2025

## The Year Ahead

“2025 looks to be a good year for NASA,” anticipated NASA President, Mike Wagner, whose optimism stems from an expanded Supplier base at the organization. “We now have the most comprehensive supply chain, both geographically and product capabilities, that NASA has ever experienced,” explained Wagner. “We can now cover 100 percent of the nine million tons that NASA Members purchase annually,” he added.

Wagner also advised that this buying strength comes with a responsibility. “Members have to seize the opportunity to support not only our Suppliers, but the organization that they committed to supporting—via tonnage—when they joined NASA,” stated Wagner. He encourages Members to recommit to the buying power of NASA and take advantage of the expanded Supplier base. “We have the tons to accomplish this, now we need action by each Member to achieve our product goals.”



One opportunity for Members to connect with Suppliers will be the Annual Meeting this April in Key Biscayne, at which Wagner expects record attendance.

## Annual Meeting: April 28-30 Ritz-Carlton, Key Biscayne/Miami, FL

Register now for the Annual Meeting and be sure to reserve your hotel room — rooms are filling up! Sign-up details are at the NASA website.

Mark your calendar for the Fall NASA event.

## Forecast Conference: October 22-23, 2025, Chicago, IL



## Meet John Ring

*John Ring, Executive VP of Dalco Metals, recently was appointed chair of the NASA Marketing Communications Committee. He looks forward to working with the NASA Management Team and other Committee Members in launching a Resource Library on the NASA website. NASA Network recently spoke with John who told us more about himself and snow throwers.*

### Q. How long have you been involved with NASA?

A. Dalco Metals joined in 2003.

### Q. Why did Dalco Metals originally join NASA?

A. A prominent Metals Supplier recommended it. And we really liked the networking and learning opportunities available.

### Q. What benefits has NASA membership provided Dalco Metals?

A. The networking and opportunities to learn from other Members has made Dalco a better organization than we would be without our NASA affiliation. NASA's Operational Programs and Member best practices help keep us current with the trends and changes in the industry.

### Q. Tell us more about the Resource Library.

A. This is something the Marketing Communications Committee has been working on for about a year, establishing protocols and guidelines. Now we are gathering files that can be shared with Members via the website. Files can include product photos for marketing purposes, safety resources, training references, and best practices. It's still in its infancy but has the potential to be another great benefit of membership in NASA.

### Q. What got you interested in a career in steel?

A. Dalco Metals is a family-owned business. Both my parents encouraged me to consider a career path in the family business.

### John Ring: Close-Up



**Birthplace:** Fontana, Wisconsin.

**Education:** Marquette University, with business administration, finance, and Spanish majors. I also received an Executive MBA from the University of Wisconsin, Milwaukee.

**Personal Motto:** Mistakes can be opportunities, if you learn from them.

**Hobbies:** Golf, pickleball, hiking, and traveling with family and friends.

**Favorite steel application:** I have a riding lawn mower and snow thrower both made from steel processed at Dalco Metals. Living in Wisconsin, the snow thrower is a **MUST!**



# New Co-Chairs of Leadership Development Group

In 2025, the Leadership Development Group (LDG) will have two new co-chairs; JR O'Brien (O'Brien Steel Service) and Bill Pattison (West Central Steel). "We want to continue the great work the previous chairs have been doing with this group," explained the group's champion, Ryan Thomas, NASA Membership Manager.

Both O'Brien and Pattison have been involved in the LDG for several years and attest to the benefits of participation. "The LDG has been a great experience for me. It has given me access to resources and a network that would be difficult for a smaller company to develop on its own. The program has connected me to many other peers in NASA that have grown to become friends," said O'Brien. Pattison had a similar experience, noting, "My first involvement with NASA started with the LDG and it has helped me build countless connections in the steel business. I look forward to helping to steer this group and continuing its purpose of educating, building experience, and increasing exposure for the next generation of leaders."

The LDG is planning some exciting new offerings in 2025 including an Executive Training Program (see below) and quarterly webinars. The LDG, which also facilitates our Mentoring Program, will be meeting during the Annual Meeting and also regularly via the web. If you or one of your employees is interested in joining the LDG, please contact [Ryan Thomas](#).

## New Executive Training Program

This Summer, NASA will host a two-day Executive Training program for budding leaders at Member companies. The event will take place in Chicago and be facilitated by the Family Business Consulting Group (FBCG). "Our consultants prepare tomorrow's leaders to ensure the long-term sustainability of the Business," explained the consultancy's website. "FBCG has consulted with NASA Member companies and comes highly recommended," reported Ryan Thomas, NASA Membership Manager and champion of the Leadership Development Group. Emails will be sent to Membership in the next few months with details about enrollment.

## Target Steel Featured in New Ad

In the February issue of *Modern Metals*, a new NASA ad campaign was unveiled. The ad features Mike Simone and Target Steel, a relatively new Member to NASA—who joined in 2022. "The new ad campaign is intended to be a recruitment tool for new Members. What better way to get new Members, than to read what other new Members have to say about membership," explained Lauren Rizzo, NASA Office Coordinator and champion of the Marketing Communications Committee.



Michael Simone  
Target Steel

stealliance.com

NASA MEMBERSHIP:  
"IT'S A SMART WAY TO BOOST EFFICIENCY..."

THE NASA CONNECTION:  
**Taking Business to the Next Level**

When Target Steel joined NASA in 2022, the Flat Rock, Michigan-based service center dove right in—attending meetings and building connections with more than 120 other service center Members in North America. The biggest benefit, says Mike Simone, VP for Target Steel, has been the Supplier Programs. "It's a game-changer for cutting costs and boosting our business."

Joining NASA has been a big reason for Target Steel's recent success, adds Simone. "NASA has been a fantastic resource for us and I'd recommend it to anyone looking to level up in the industry."

To join the NASA community, contact Ryan Thomas: [ryan@stealliance.com](mailto:ryan@stealliance.com)

NORTH AMERICAN STEEL ALLIANCE

# Superior Steel Supply Joins NASA



Welcome to one of NASA's newest Members, Superior Steel Supply, who joined on February 1, 2025. We spoke with Chris Reid, CEO, who shared his eagerness in joining NASA and a commitment to stocking steel.

## Question. What was your motivation for joining NASA?

**Answer.** We began considering membership two years ago, because a vendor suggested that we join. Joining a more focused community of business owners in the industry is appealing. The services and rebate opportunity are what set this Membership apart.

## Q. Tell us about Superior Steel Supply.

**A.** We offer carbon steel slit coil, sheet, and master coil (HR, HRPO, CR, and coated) across the United States and with select Canadian accounts.

## Q. What is your market advantage?

**A.** Our guarantee to customers is, "you always get your steel." Keeping the steel in stock that our customers need is more important to us than inventory turns. To that end, we support both spot and contract business. We manage multi-plant, multi-state, long-term contracts extremely well. We were pioneers in steel futures and can offer customers long-term fixed, floating, or collared pricing.

## Q. Is there anything else unique about the business?

**A.** Our culture makes us unique. Our purpose, "Building Lives as Strong as Our Steel" is not just a catch phrase, it is a principle that our team strives to live by every day. We are a family-owned, faith-based business. We want our success to be measured by the impact we have on people, not how much we make on a given deal.

## Q. Will we see you at the Annual Meeting in Key Biscayne?

**A.** Yes, most definitely!



**Chris Reid**

# Tips for a Smooth ERP Transition

Upgrading an ERP system can have a positive impact on business operations by streamlining inventory management, project estimates, and purchasing. Several NASA Members have upgraded their ERP in the past two years. To help Members plan in advance of an upgrade, we asked NASA Operational Supplier, Enmark Systems, to provide some tips for a smooth and successful ERP selection project:



- 1. Clearly define goals.** How will you define the success of this project? Project goals should be tied directly to your organization's high-level business goals or KPIs.
- 2. Select a strong project team.** The ERP project team should consist of a project manager, functional experts from each department, and an executive sponsor who can ensure the project has the resources it needs. Give each team member clear responsibilities and expectations.
- 3. Use industry resources to select the systems you will evaluate.** There are a LOT of ERP systems out there—and only some will work well for organizations of your size in the metals industry.
- 4. Work closely with your software vendor during the evaluation process.** Be as open as possible with your software vendor about your requirements and expectations to ensure the vendor is a good fit for your company.
- 5. Evaluate the vendor and their services as well as the software.** Be sure the vendor has the ability to provide implementation services as well as customer support. Talk to their references to confirm this.

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## Gerdau Achieves B Corp Certification

In August 2024, Gerdau announced the B Corporation certification of its special steel and long steel divisions in North America. B Corp Certification assesses the overall social and environmental impact of a company. Certified companies must allow information about their B Corp performance to be available to the public. The certification process includes an assessment by a third-party and achieving a score of at least 80. The Gerdau score was 101, based in part on its use of solar power, a reduction in natural gas consumption, and targets to reduce greenhouse gas emissions. [Click here to read more about B Corporations and Gerdau.](#)



# Hercules Industries Niche in HVAC

After taking a hiatus from NASA, Hercules Industries rejoined the organization in January 2025. “We were Members from 2015 to 2023. We resigned when SDI was no longer a Supplier,” explained Andy Newland, President. The addition of Nucor to the NASA metals program gave Hercules a good economic reason to return. “In addition, we have significantly diversified our steel business over the past 18 months. I am looking forward to networking with other independent steel processors as we continue to focus on this part of our business,” noted Newland.

Hercules is a unique NASA Member in that the company is primarily a manufacturer and distributor of galvanized ducts and fittings for the heating, ventilation and air conditioning (HVAC) industry. “Up until 2023, about 85 percent of our sales were on the HVAC side. Now that’s about 80 percent, with 20 percent being steel,” reported Newland. “I anticipate this number will grow to 35 percent in the next two years with the non-ferrous, heavy material we added to our portfolio,” stated Don Modesitt, Product Manager.

In 2002 the HVAC business at Hercules was requiring enough steel consumption that the manufacturer began buying mill direct from Nucor. “We leveraged our connections and ramped up steel distribution,” recalled Newland. Hercules has since added a slitting line and three cut-to-length lines. Now three of the company’s 25 locations have steel production capabilities.

The Hercules footprint spans six states: Colorado, Wyoming, Utah, Arizona, New Mexico, and Texas. “We can use this footprint established for our HVAC customers to deliver steel throughout the Western states,” said Newland.

The business was founded in 1962 in Denver, Colorado. Andy is the third generation of Newlands at the Hercules helm. His two brothers are also involved in the business, which is now employee owned. “In 2019, the second generation wanted to get some liquidity out of the business. They considered several options. An employee stock ownership plan (ESOP) was the best way to preserve and enhance the culture,” noted Newland. Getting employees to realize the benefits of the ESOP took time. “It took employees seeing their shares start to accumulate in their account for them to realize it was real,” Newland recalled. “Once we had employee buy-in, we started to see a lot more collaboration among employees,” he added.

Another employee-driven aspect of the Hercules culture is the Metal of Honor Fund, a 501(c)(3) that encourages employees to get involved in community giving.

## Hercules Industries Close-Up:

**Products:** Coils, slit coils, and sheets in aluminum, galvanized, perforated, and stainless.

**Services:** Cut-to-length slitting and leveling.

**25 Locations in:** Colorado, Wyoming, Utah, Arizona, New Mexico, and Texas.

**Unique Products:** Cor-Ten and Agion—an anti-microbial coated galvanized material (Hercules has an exclusive distribution agreement in 13 states.)



Andy Newland