

# INSIDER



Useful Information Delivered Exclusively to Our Customers

## Location Specific News for Michigan City, IN



### New Employees

The Michigan City sales team is pleased to add two new individuals to our sales staff. These individuals are James Garrison and Tim Ragsdale.

James is a Territory Sales Manager who handles the Southern Illinois, Iowa and Missouri territory. James joined Central States in July of 2010. He is the proud father of Talia who is 11 years old. James played single A minor league baseball for the Milwaukee Brewers for 3 years. In his spare time, James likes to work out at the gym.

Tim is the Business Development Manager covering Indiana, Kentucky and Southern Illinois territory. He is very excited to join the sales force and be a part of the Central States Team. His goal is to support his customers and help them grow. His professional background will assist him in his efforts; he has mechanical contracting experience in the construction field. He has a terrific family at home including his wife Karin and nine-year old daughter, Sara. His family is active and enjoys spending time outdoors enjoying what the seasons have to offer, including summer beach outings, hiking trails in the fall and snow sports in the winter.

Welcome James and Tim!



James Garrison Tim Ragsdale



### Helping Hands

At the end of 2010, Central States established our Giving Back Program. This program was designed for our employees to give back to the community. One of our employees, Parry Staback, along with a local contractor, helped a Vietnam vet replace his roof. To show his appreciation, the vet built the Michigan City team a small airplane, which will be on display in the new addition that Michigan City is building.



### Plant Addition

Michigan City is currently in the process of adding on to our existing building. This addition will provide a new home for the sales department and production supervisors. We are also revamping the front office and giving it a new look. The addition and remodeling is expected to be completed by the end of the year. We look forward to sharing the photos with you in the next newsletter.



### HAPPY HOLIDAYS!

The Michigan City team would like to wish you and your family the best this holiday season. We thank you for your business and appreciate you all as our customers.

Our location now has the ability to email our customers with an

## Estimated Delivery Time!!

Below is an example of what you will receive:

Customer: Customer XYZ

Driver: Wayne Maverick

Delivery times are estimated and subject to change.

Estimated Delivery: 11/17/2011 12:05 CST

Job Name(s): 107216, 107675, Stock, 107715

Purchase Order(s): 107216, 107675, 107717, 107715

### Table of Contents:

Location Specific News... p. 1

Website.....p.2

Central-Link.....p.3

MCA Certification.....p.4

Color Chart Correction... p. 4

Email Address Request....p.4

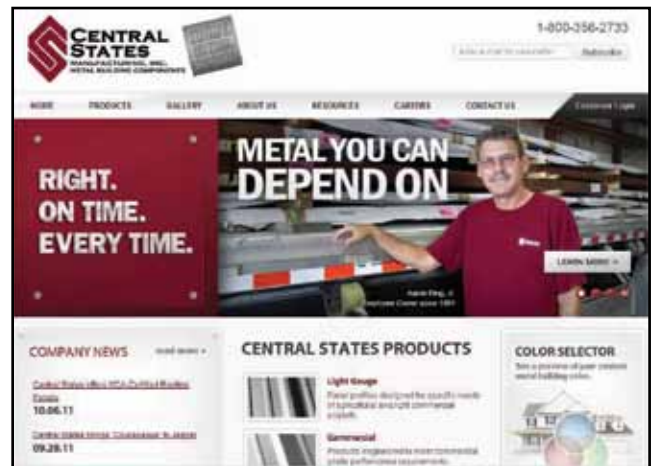
A quarterly newsletter created by the employee owners at Central States Manufacturing to provide information, insights and ideas to help build your business.

If this is something you would like to receive, please call your sales rep to give us your email address. You will start receiving email notification on your next delivery.

# Harnessing the Power of Technology

Check out our new and improved website.  
**www.centralstatesmfg.com**

**Easier Navigation** - quickly find what you need



**Improved Color Selector** - helps you visualize your metal project in our color of your choice

**"Find a Distributor" Function** - helps generate leads for our customers



# to Help Grow Your Business

## CentralLink

*Making it even easier to do business with us.*

### What is it?

**24/7 password-protected, secure online access (exclusively for our customers) to the information they need for their metal components business**

- Our OTTO, Automated Order Entry System, Now Web-Based
- Instant Quote Generation
- Order Status
- Order History
- Invoice/Credit Viewing
- Sales Reporting
- Shipment tracking – coming in 2012
- And Much More to come

### How has OTTO changed now that it's web-based?

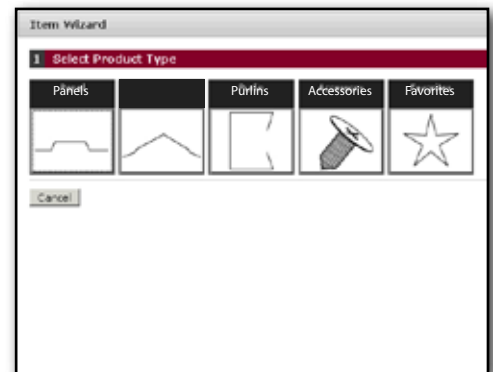
- Will be faster; no more waiting for updates when you initially log in.
- Easier to find the items you need with the new "Item Wizard"
- Always up-to-date
- Special trim now available
- Securely access from anywhere you have internet connection 24/7
- New Admin Function allows you to control your employees' access
- Will export from Metal Building Software in 2012
- Custom punch purlins won't be available until 2012
- Non-CSMI items can not be included
- Automatic markup unavailable

### What do you need to use?

- Internet browser (ideally Internet Explorer 9.0 or higher)
- Connection speed (ideally Broadband high speed)

### How do you get started?

Call your sales representative to request your unique, secure log-in ID and password. Log-in to the Central-Link for your metal components business. It's really that easy.



Thanks for  
doing business  
with us at



[www.centralstatesmfg.com](http://www.centralstatesmfg.com)

**Lowell, AR**  
**800-356-2733**

**Michigan City, IN**  
**800-638-2565**

**Cedar Hill, TX**  
**800-210-8305**

**Jasper, AL**  
**866-270-6608**

**Mount Airy, NC**  
**877-813-2111**

## MCA Certification

Central States' metal roofing panels are now Metal Construction Association (MCA) certified. We are one of only five companies that provide this additional level of quality assurance to the marketplace.

For the customer, this certification provides additional assurance that:

- your panel will have consistency in the quality of the substrate or steel being used, whether it is Galvalume® or galvanized steel;
- the paint system being applied to that substrate is also MCA certified thus assuring a consistent quality finish;
- the methods used in producing the panel are consistent and will result in a quality finished product.
- most importantly, the material is traceable. In order to be certified, the manufacturer must prove that they can trace a coil back to its origin.

These are assurances that are not always received from other manufacturers or regional roll formers and ones that differentiate Central States Manufacturing with its MCA certification.

As a part of the criteria for this certification, Central States has agreed to annual quality audits by the MCA technical staff or an entity designated by the MCA. The audit verifies that the quality procedures on which the certification is based are being followed.

This certification is just one of many ways that assures you Central States is providing you a product that is Right, On Time, Every Time!

## Color Chart Correction

The Low Rib Panel Color Chart (Central Guard) has an omission. Copper Metallic should have a symbol which denotes that it is a Kynar color, which is priced differently than SMP colors.

## Email Address Request

We'd still like to get your email address on file! Coming soon: digital versions of newsletters, pricing notifications and email-only specials! And if you plan to use Central-Link, an email address is required.

*Please send all newsletter feedback/suggestions to [info@centralstatesmfg.com](mailto:info@centralstatesmfg.com)*