

Submitting a nomination for the 11<sup>th</sup> annual Fastmarkets AMM Awards for Steel Excellence, affords your company an opportunity to be recognized by your peers, competitors, customers and prospects for outstanding achievements.

What makes a winning entry? Here are some thoughts from our judges, all of whom are steel industry veterans:

- Present evidence of significant advancement that result in cost savings, quality improvement, product performance and other key measures of excellence.
- Demonstrate value to your organization, your customers and the industry through your achievement.
- Use both quantitative and qualitative measures to show value and/or significant improvement. Be succinct, specific and timely.
- Clearly communicate the benefits of capital projects to your company and your customers.
- Focus on what your company provides to the customer that your competition cannot or does not.

To improve your chances for success, here are some tips identifying pitfalls to avoid:

- Incomplete nomination forms. Be sure to fully answer all questions in the category or categories in which you are nominating.
- Not enough detail. When in doubt, provide more vs. less information.
- Standalone power point presentations. Use the nomination form as the primary means of communicating your achievements. Although supplemental presentations are fine, do not submit them without the completed nomination form.
- Too much fluff, too little substance. The nomination form should reflect the achievement and not serve as a promotional piece.
- Untrue statements. Be truthful. Our judges are seasoned steel industry leaders who can spot an exaggeration a mile away.

New this year are categories that recognize other vital links along the steel supply chain:

- Energy Provider of the Year to recognize another critical input of and partner with the steel industry.
- Fabricator of the Year to identify those businesses that provide important value-added services that expedite project completion.
- Toll Processor of the Year to recognize another provider of value-added services to better prepare steel products for end use.
- Workforce Diversity Champion to highlight companies that are fully committed to recruiting, developing and retaining a diverse universe of employees
- Automotive Supplier of the Year to celebrate those steel producers that have successfully partnered with automakers to advance both industries.

Remember that there is no fee to nominate, and most companies self-nominate. In addition, nominations are welcome in more than one category. You can also nominate a customer or supplier for their use of steel or commitment to the industry.

Being a finalist and/or winner comes with a tremendous amount of publicity in Fastmarkets AMM publications. But you can't be a finalist or winner if you don't nominate.