

Metallic Meeting Recognizes Stars Of Steel

Metallic Building Co., a division of NCI Building Systems L.P., recently held its 2005 National Sales Meeting, themed "Stars of Steel." More than 500 Metallic builders, employees and guests attended the event, which was held March 10-13 at the Omni Hotel and Resort in Orlando, FL.

The festivities began with Metallic's traditional vendor night program with exhibits, a complimentary buffet and entertain-

ment by a jazz trio.

Many new programs were presented during the general session business meeting, which was attended by 300 builders and employees. Keith Fischer, president of Metallic Building Co., hosted an hour-long presentation detailing recent developments and programs, including:

- Metallic's all-new website at metallic.com.
- Public relations successes of 2004, including multiple project showcases featuring Metallic builders' projects.
- Operational and business enhance-

ments such as new color charts, improved trucking/shipping services and better erection drawings.

- A new customer loyalty program called Metallic Rewards that provides builders with cash returns based on annual performance.

Fischer also introduced Metallic's new vice president of sales, Mitch Kowen, who addressed the builders. Kowen introduced several new tools, including:

- Builder Project Tracking: an internally developed web-based tracking system enabling builders to check the status of all active Metallic building orders anytime.
- PRISM Release 4F: A new version of the company's proprietary pricing software with an integrated building visualization function called "Sketcher".

Mike Young, president of the NCI Engineered Buildings Division, talked about metal construction industry projections, along with offering an overview of an internal continuous improvement process resulting in more effective order processing and improved customer service.

"Along with our employees, you are an important part of our mission, which is 'People Building Solutions'. We know that we owe our success to you and your hard work," said Young. "That is why this year, our meeting is all about recognizing you and your accomplishments. You are the real heroes, our 'Stars of Steel'. Without you, we would not be where we are today."

Chris Levy, marketing manager of Metallic/NCI, acquainted the audience with Metallic's ongoing advertising campaign and showed a video clip featuring the company's involvement in Fox's television show "Renovate My Family."

After the general session, participants attended their choice of three breakout sessions from six discussion topics, including:

- Roofing Systems That Stand The Test Of Time, by Ken Buchinger, GM of product development and installation, MBCI.
- Metallic Long Bay System Program, by Steve Stone, NCI corporate accounts manager.
- Advanced PRISM Pricing Guide Workshop, by Delvin Warner, Metallic district manager.
- Winning Sales With Metallic Direct Mail, by Chris Levy and Michael Wikman, president of MWA Direct.
- NCI Special Services Group, Your Partner For Corporate Accounts & Complex Projects, by Garry Clayton, national NCI sales manager.



Keenan & Sons Inc., a Metallic builder, received the annual president's award. From left are: Keith Fischer, president of Metallic, Marshall and Patty Keenan of Keenan & Sons Inc., Mike Young, president of the NCI Engineered Buildings Division, and Mitch Kowen, vice president of sales for Metallic.

- Strategic Sales Planning, by Michael Carpenter, Training & Development Consultants Inc.

Metallic honored Builder achievements of 2004 at its red-carpet awards presentation hosted by Fischer, Kowen and Young.

Metallic presented awards for such categories as Years of Service, Customer Loyalty by Region and Awards of Merit and Excellence for numerous building project entries. Some of the awards included:

- Building of the Year:** Awarded to Steven Hammers of Hammers Construction Co. for the Rocky Mountain Dinosaur Resource Center in Woodland Park, CO.
- District Sales Manager of the Year:** Awarded to Kurt Pesch, Metallic district manager for North Dakota, South Dakota and Minnesota.
- Builder of the Year:** Awarded to Bamburg Steel Buildings Inc.
- President's Award:** Given to Marshall Keenan of Keenan & Sons Inc.

In addition to the top achievement awards, long-time builder Bob Brewster, owner of Signature Construction of Ocala, FL, was honored with a one-of-a-kind "Star of Steel" award to recognize his outstanding loyalty to Metallic over the years.

Other activities during the meeting included a golf tournament, area theme park activities and a VIP event which was held on a portion of Universal Studio's City Walk that was reserved for Metallic guests.

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