

The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

18. Recognize and Appreciate: Positive, meaningful feedback is a tremendous source of energy and encouragement. Make it a point to offer appreciation and recognition to those who play a part in Pacesetter's success.

First and foremost, I must thank the entire Pacesetter Team. I could not be more proud of the team we have! Our company is a great company because of you. I appreciate everything you do each and every day to improve our organization and bring it into the future. I do not tell you enough how I feel!

This week and every week, we should all reflect on those who help us get where we are. This may be a teammate, a friend and/or a family member. It is important to thank these individuals and let them know how much their actions mean to us. We may think they know. I often find that I think I have expressed my true gratitude to someone and realize that person has no clue how I feel. Think about how each individual would like to hear or see your gratitude. Often it is different.

I had an amazing experience last Thursday while visiting our Chicago Service Center. When visiting our Service Centers, I try so hard to spend time with every associate to hear what is happening in their lives and understand what we as an organization can do better. Hopefully, last week our Chicago team heard the gratitude in my voice and saw that I truly care about each of them. When in our Service Centers, I thank truck drivers when I see them, as well. They make sure that our customers get their steel on time and in good condition. If it weren't for them, we could not provide The Ultimate Customer Experience.

Last week happened to be Truck Driver Appreciation Week. I made an extra effort while in Chicago to thank the drivers and meet them. So, to my amazing experience: I met a driver who regularly picks up steel for us. I introduced myself and thanked him. He asked who I was. When I told him I was the CEO, he said "I have worked for my company for 17 years and never met our CEO." The fact that I had taken the time to say hello greatly surprised him. I can't imagine not knowing every member of our team. My handshake and thank you was new to him and it meant so much to me that I had the opportunity to say thanks.

You never know when someone needs an encouraging word and we often take for granted how far above and beyond every Pacesetter team member goes each day. The extraordinary has become ordinary here. Let's not take it for granted and let people know how grateful we are for everything they do to make our company the truly special and incredible company that it is.

Thank you! Thank you! AND THANK YOU!!!!



Aviva Leebow Wolmer
Chief Executive Officer