

DO YOU BELIEVE IN MAGIC?

When I was a child, I had a very vivid imagination. I could occupy myself for hours at a time imagining what I was going to do or who I wanted to be. I also always had a fascination with magic. I thought about the legendary Houdini and the amazing illusions that he would create. I always would wonder how the illusion was created, considering it had defied logic. As I grew up, I realized that magic was but a form of entertainment, but what it required for the act to be successful was for the illusion to look real. It required an audience to believe that what they were seeing with their own eyes was real. I was that audience that believed—not because I was gullible or easy to deceive. But, because I wanted to believe that it was real.


As I was later confronted with the debilitating disease of juvenile diabetes, I had convinced myself to believe that I could overcome it. The same ability to imagine that I had as a lad became my source of empowerment to overcome the adversity I was forced to face as a teenager. I realize now that if I had doubted or been skeptical about the prospect of not overcoming the odds, there would have been no chance for success to have occurred. It was my belief system that had saved me, and ultimately, I trace that belief system to my early belief of wonderment and magic. So now, when I ask “Do you believe in magic?” It should have a very different ring to it. It’s like saying “Do you believe in miracles?” I say, “Yes!”

MAGIC?



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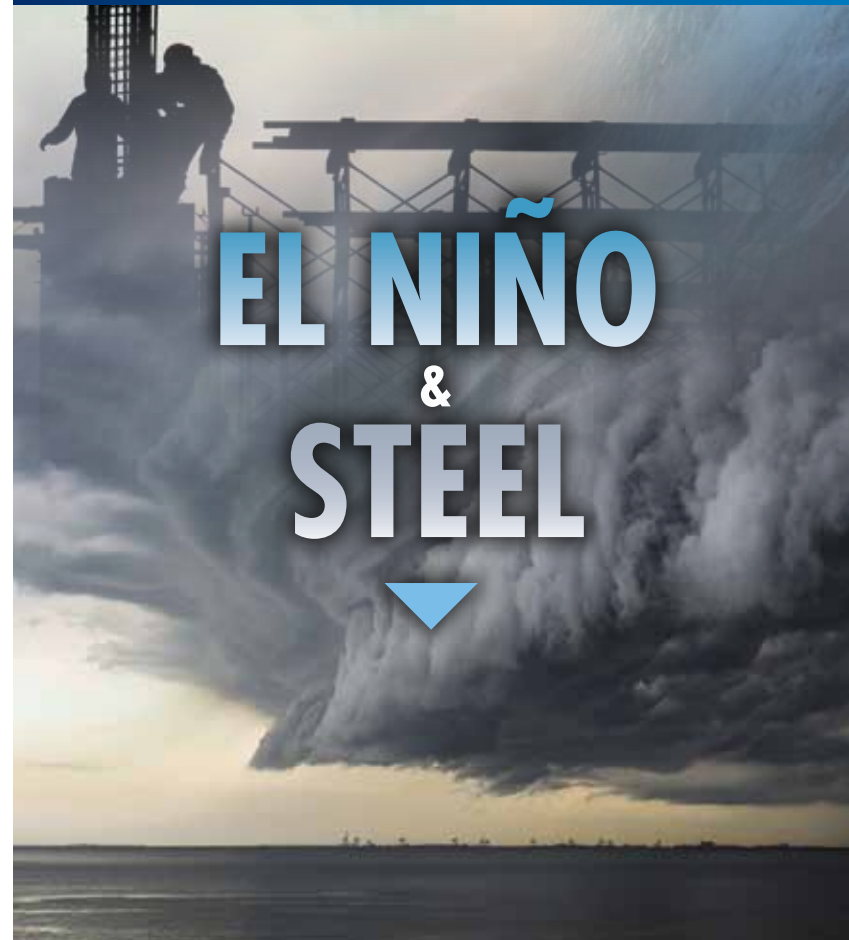
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FEBRUARY 2016 NEWSLETTER



EL NIÑO & STEEL

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BY JIM STAVIS

One big advantage with the use of steel is it doesn't burn. With the exception of the World Trade Center on 9/11, for the most part, steel does not burn and weaken—and that provides a tremendous advantage in construction. Unfortunately, on the flip side, steel will rust when mixed with water. And rust can lead to corrosion, which can weaken the structural integrity of steel. It reminds me of the child's game of "rock, paper, scissors"—each item has a weakness. For steel, it's water!

This becomes a real threat with the forecast of an El Niño season this year. Acid rain is a mixture of wet and dry deposited material that contains unusually large amounts of nitric and sulfuric acids, according to the Environmental Protection Agency. This toxic precipitation, when created with rain, can corrode metal, like bronze, chip away paint and depreciate marble and limestone. Corrosion is not the only effect of acid rain; remnants from deteriorated metal structures can mix with the precipitation and create more toxic forms of metal. Finally, the water run-off created by the acidic water can dissolve in pipes and may increase metal concentrations in drinking water, according to the EPA. This sounds like the next horror movie due out this summer.

As a steel company, we store some structural materials outside in an open yard. This is quite common in our industry. Since our rainfall is rather limited, Southern California is fortunate to have many businesses with operations located outdoors. This works most years, except in an El Niño year. In preparation, many businesses have to file a storm water run-off plan to show where the water flows. Most of it ends up in drains and waterways that lead to the ocean.

So what can you do in preparation for this historic El Niño? I think first and foremost is to be mindful and safe about the rainfall. As we rely on our cars for transportation, be mindful that driving in wet weather is not something we get to practice much. As water builds up, it makes sense to stay away from pooling water. It can rise really quickly, and before you know it, your automobile can become submerged. You don't want to be one of those idiots on the evening news climbing out of your car. As for your business, tarps can be your best friend in keeping metals dry. We use them with nearly every delivery just in case. Keeping metal products dry is the goal.

Finally, this advice comes from my mother: Dress right and stay healthy. Use an umbrella, wear a hat and boots and buy a raincoat. It's always funny to me to see how unprepared we are for rain. On the news, we have "Storm Watch" at the first hint of weather. But, we expect a drizzle and don't change our life much (in dress or preparedness). For El Niño, we need to be ready. It's better to be safe than sorry!

A Refreshed Website!

Numbers don't lie: They show that more than half (62%) of Americans with Internet access shop online at least once a month. While metals aren't necessarily something consumers would buy online based solely on price comparisons—we'd like to think their decisions are based more on quality, service, speed, etc.—we know the value of providing our metal customers with an online experience that's second to none: fresh, engaging and easy to navigate. Enter the brand-new Paragon Steel website we're excited to launch this month. It's responsive to whatever device you are using, be it your computer, tablet or smartphone. It features information on our products and services, a place to sign up for this newsletter or access past issues, the latest Paragon news and sources for important industry information. We promise to update it monthly, so visit it now to see what it's all about, and then come back often! www.paragonsteel.com

We'd love your feedback. E-mail it to JStavis@paragonsteel.com and we'll send you a card to enjoy a Starbucks drink on us!

MANUFACTURING SECTOR PROMISING FOR USA

A report from Deloitte Touche Global Consumer and Industrial Products came out with a report that forecasts the United States to surpass China as the leading manufacturer in the world by 2020. The reason for the change is due to our investment in technology, research and innovation. The top 10 within five years is as follows: United States – China – Germany – Japan – India – South Korea – Mexico – United Kingdom – Taiwan – Canada.

PRODUCTS

- WF Beam
- Flat Bar
- Floor Plate
- I-Beam
- Round Bar
- Expanded Metal
- HR Channel
- Square Bar
- Trench Plate
- HR Sheet & Coil
- Rect. Tube
- Shoring
- CR Sheet & Coil
- Round Tube
- Stainless Steel
- HR Plate
- Pipe
- Aluminum

SPECIALTIES

- Hard-to-Find Items
- Just-in-Time Programs
- Fast & Reliable Deliveries
- CalTrans Approved
- Custom Packaging & Marking
- Fed. & State Approved
- Full & Broken Bundles

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- Forming
- Shearing
- Water Jet
- Cutting
- Slitting
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