

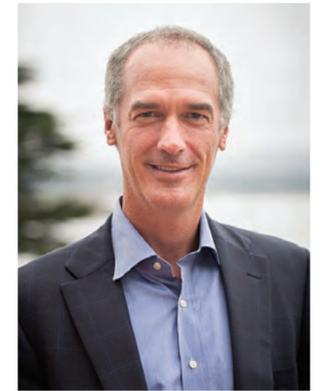
# THE BAGPIPER

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## Family Forum

Welcome back! We have just concluded our annual strategy planning sessions. I would like to share with you a summary of how they went. Over the course of two days, teams from each operation reported on their annual initiatives and long-term plans. We analyzed what is going right and what is going wrong. We also looked ahead and planned for the future. We recommitted to who we are, where we want to go and how we're going to get there. As always, it was a stimulating process with active participation. This year we decided to hold the meetings on site in Belding, Michigan and Gilmer, Texas. A team from headquarters and each location travelled to the host site. I would like to thank both the Enclosure and Raceway operations for their hospitality.

Overall, the meetings were very productive. Both Robroy Raceways and Robroy Enclosures laid out exciting paths for growth. Many initiatives are in place to address the short-term and long-term needs of the operations. I have great confidence in our teams and their ability to achieve our goals. Here are some high-level takeaways from the sessions.



Rob McIlroy

**Integration** – Robroy has been actively increasing the team involvement between our operations. By sharing experience and expertise, we are creating centers of excellence that are benefitting the whole organization. It was great to see the teams engage and interact as they toured the facilities and participated in the meetings. We are making noticeable strides in improved integration. Ultimately, we are one company, one culture, one team!

**Balance** – Two things that are essential for an organization's success...a well thought out strategic plan and diligent implementation of the details. One doesn't work without the other. It is easy to get mired in details and lose site of the big picture. It is also easy to spend too much time planning and lose focus on executing the details. At times we have been out of balance. This year I feel our team has found the right harmony.

**Innovation** – Product differentiation is an important part of Robroy's strategy. It requires an ongoing commitment to product development. This year the Robroy teams have committed significant resources to support some exciting new product initiatives. We have re-energized our commitment to innovation and we're investing in the future.

**Leadership** – We have a young and talented team of leaders. There is a vitality among the group that is energizing. There is a good balance of experience and fresh new ideas that are essential to push us forward.

**Leading the Way** - This is our tag line. It is also our internal challenge to make sure we are measuring ourselves against the benchmark of what it means to be a leader. We are beginning to embrace this challenge and make it part of our DNA. One of the best takeaways from our strategy sessions is that we are thinking like leaders. We're evaluating our systems, our facilities, our products, our customer relations and our culture all under the benchmark of Leading the Way. Think like a leader, act like a leader, be a leader!

It is an exciting time at Robroy. Over the past couple of years we've invested in many long-term initiatives. They include facility improvements, investments in product development and an expansion of our sales organization. The benefits are starting to be recognized. We're just coming out of the gates on our long-term plan, but we're building momentum and we have a great team. I would like to thank all of our associates for their hard work and contributions. I look forward to seeing you again soon.

**Rob McIlroy**

**Meals on Wheels**

In August, Robroy partnered with the non-profit organization Riverview Community Action Corporation (RCAC) in Oakmont, Pennsylvania in order to participate in their Meals on Wheels program. This organization delivers food to individuals at their homes who are unable to purchase or prepare their own meals.



The first Friday of each month Headquarters Associates pick-up meals at the RCAC facility and deliver them to 10 or more households in the Verona area before lunch. Jeff McIlroy, Anil Kewalramani, Aileen Shaffer and Randy Untalan volunteered and participated in the first three months. Rob McIlroy signed-up for the next delivery.

Together these associates can make a difference in the lives of the community's needy residents by sharing a little of their time.

**Headquarters Audit**

Brenda Eidd and Manohar Taware traveled from the Raceway Division in Texas to Headquarters to audit the HQ team for HR, PR, accounting and business IT the week of September 4th through the 7th. Tony Crisafio PC, an outside certified public accountant, also audited some HR, PR and accounting items.

The HQ team and their Texas visitors enjoyed dinner at The Lot at Edgewater in Oakmont on September 4th.



Seated clockwise: Aileen Shaffer, Kim Rafaloski, Jean Liberto, Rob McIlroy, Vijay Tahilliani, Manohar Taware, Randy Untalan, Anil Kewalramani, Brenda Eidd and Jeff McIlroy

**Driving Safely**

Safe Driving is an important issue. Robroy Industries takes driving safely very seriously. Associates sign a formal policy, "Company Business Drivers," upon being hired. As a reminder of the Company's commitment to safe driving, a few friendly tips are listed below.

- Never talk on cell phones or text while driving. If you must take or make a call while driving, use a hands-free device and make the conversation as brief as possible. Better still, pull over and make phone calls from a safe, stationary position.
- Do not drive drowsy - ever. Statistics from the National Highway Traffic Safety Administration (NHTSA) show that 100,000 crashes occur each year due to drivers operating their vehicle while sleepy, overtired. These crashes resulted in 1,550 deaths and 40,000 injuries. This information should serve as a wake-up call!

- Obey the speed limit. The faster you drive the less time you have to react to situations around you.
- Drive defensively. Always be aware of the other vehicles around you. Doing so can help you avoid the consequences of other drivers' mistakes. This also includes watching out for wildlife.

- Plan wisely. Make sure your vehicle is always in good working order, adjust your mirrors and seat position prior to starting your vehicle. Don't eat or drink (even coffee) while driving. If you spill food or drink the distraction can be disastrous to your well being, as well as the upholstery of your vehicle.

In general, don't try to multitask while behind the wheel of a vehicle. Your focus needs to be on the road and what is occurring around you. Above all, always use good common sense while driving and strive to be a courteous driver.



Robroy was recently the target of a wire fraud scheme. The Company was a target, but not a victim, because of the controls and training in place. Not only are money transfer fraud schemes on the increase, but also phishing email schemes are on the rise to gain access to data such as customer lists.

Just a reminder to be aware that emails asking you to reset passwords may or may not be from the sender you have a relationship with. Never click on a link in an email requesting you to change a password or to use a link for quick access. Always log onto a portal using the URL address you have on file. Below is an article by the controller of a Utah company explaining a recent interaction:

*Several months ago a credit assistant received an official looking notification that her email password to a portal that she periodically used was about to expire and it was necessary for her to set up a new password within 48 hours - which she did. This action allowed the hacker access to all her company emails to customers, including some financial instructions.*

*A week later a customer called me, as he was confused about the conflicting messages he had been receiving. The first one stated that my company was about to close out an account and they wanted to present new ACH instructions. His initial transfer was a modest one of about \$12,000.00. The second set of instructions arrived a couple of days later stating that he now qualified for a substantial discount of up to 15%, if he were to pre-pay the remainder of his \$100,000 order.*

The hacker had copied and changed some invoices and had tried to make other changes but was prevented from doing so because of detection. If the credit assistant had "hovered" over the sending email address it would have been easy to determine that the sender was someone else. Luckily the company's other customers were contacted in time to prevent further damage.

Never open links in emails unless you are 100% sure that the link is safe. According to a Verizon Data Breach Investigations Report, targeted users open 30% of phishing messages and 12% of those users click on the malicious attachment or link.

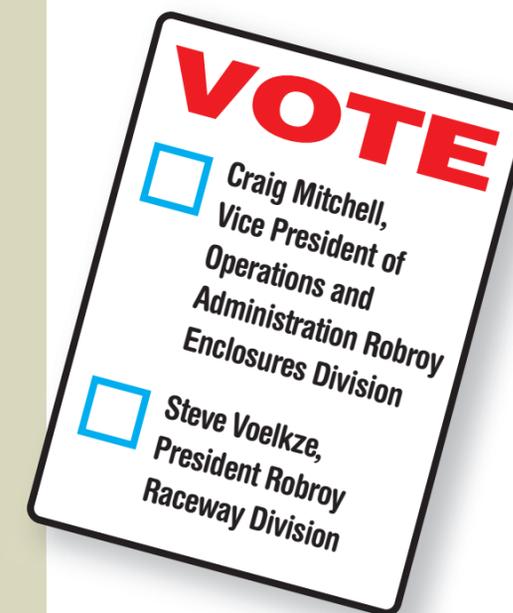
**Dressed to the Nines**



Which of these fine gentlemen would get your vote for the best-dressed award at the recent Strategic Planning Conference?

"Dressed to the nines" refers to a phrase that means a person "is perfectly dressed in the most fashionable attire," so declares the Urban Dictionary. Several theories discuss the origin of the phrase, however it is believed to date back to the 18th century with Scottish roots in literature.

Whatever the origin, the phrase duly fits the two gentlemen in the picture above. And who would garner your vote for best dressed? Both gentlemen are wonderful representatives for such an award.



**Raising of a New Flag**



Two Scouts from a local troop replaced the old flag at the Raceway Division.



Kellie Jones and local Boy Scouts.

It is appropriate to replace American flags that have become tattered and worn with new flags. Flags may also be washed or repaired, if that will restore them to a presentable appearance. Should it become necessary to replace an American flag, organizations such as the American Legion, the Boy Scouts Council and the Girl Scouts Council perform flag retirement ceremonies and dispose of the old flags properly according to the Flag Code.

This fall two scouts from a local Boy Scouts troop handled the replacement of the Raceway Division's American flag and a crisp, clean, new flag now flies proudly in front of the Raceway Division office building.

**CASA Superhero 5K Run and 1 Mile Fun Run**



Quite a variety of super heroes showed up to lend their support to East Texas Casa.

Robroy Industries Raceway Division regularly supports East Texas CASA, as one of the many charitable endeavors the Company pursues throughout the year. CASA stands for Court Appointed Special Advocate and the organization provides trained volunteer advocates as the voice and the hope for abused or neglected children who have been removed from their homes.

CASA's 7th annual 5K run and 1-mile fun walk took place on August 4th with a super hero theme. The Raceway Division chose one of the many levels of sponsorship for the race to support this wonderful organization. The race took place at the Longview Mall with runners encouraged to dress-up like their favorite super hero and to participate in all of the planned activities.

**American Cancer Society's Relay for Life**



Kellie Jones and Sarah Parlett represented the Raceway Division at the presentation of funds raised at a softball tournament benefitting the American Cancer Association.

A softball tournament was organized to raise money for the American Cancer Society's Relay for Life. Upshur Rural, Robroy Industries, Crossfit 154, Etex and law enforcement personnel put together teams for a fun-filled day of softball in September.

The Crossfit 154 team took first place in the event. The event raised a total of \$969.50 for this worthy cause.

**Wedding Anniversary**

Sarah and Jeremy Parlett recently celebrated their 10th wedding anniversary. Jeremy picked up his lovely bride at work and took her to lunch to commemorate the special day.



Sarah and Jeremy Parlett celebrated their 10th wedding anniversary.



The Raceway conference room in Gilmer was transformed into a medical clinic.

**Health Fair**

Longview Regional Medical Center provided the trained professionals who conducted the Health Fair again this year for the Gilmer and Avinger Raceway facilities. In addition, The Foundation for Youth offered massages from a massage therapist and Any Time Fitness was on hand, as well.

The conference rooms in Avinger and Gilmer buzzed with activity as 66 associates from the Gilmer facility and 13 from Avinger took advantage of the opportunity for basic health screening. Stations included blood pressure checks, blood work and several others.



The massage station was a big hit at the Health Fair.

**Jobs Well Done**



David Duke presented Logan Crenshaw with a gift card for detecting a quality issue prior to a product being shipped to a customer.



Ashanti Watson referred two candidates for hire to the HR Department and was awarded two gift cards for her efforts.



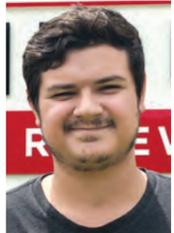
Snehal Patel also referred a candidate for hire and received a gift card.

**New Hires**

The Robroy Family in Texas welcomed a number of new members to the fold. New associates in the office and plant recently began their Raceway Division careers and have already taken their places in the ranks to make the Company even more efficient and more productive.



Damon Allender  
Accounting Associate  
07/31/18



Manuel Gonzales  
Production Associate  
07/12/18



Billy Rayford  
Production Associate  
10/16/18



Kenneth Aaron Saunders  
Production Associate  
07/31/18



Aubrey Wickerson  
Production Associate  
09/25/18

Ashley Cullins learned about Robroy Industries first hand, when she worked as a temp during the Children's Christmas Party. "I instantly fell in love with the atmosphere and every person that walked by stopped and introduced themselves. I could tell all of the employees enjoy what they do and that their company truly values them, as well," stated Ashley, when asked what attracted her to her new position of HR Support/Receptionist.



Ashley Cullins - HR Support/Receptionist

Ashley graduated from Gilmer Independent School District and is currently attending classes at Tyler Junior College studying to earn a business degree. She and her fiancé Cary Laffey live in Gilmer with three daughters: Aubree, Natalie and Macie. Free time centers on her three girls and they love going to the lake and hanging out at the pool.

Sarah Parlett recognized that the Human Resources Manager position at the Raceway Division of Robroy Industries provided a great opportunity where she could continue to learn and grow in her profession. She saw the Company as a well-established,



Sarah Parlett - Human Resources Manager

structured organization and that her background was a good match. Sarah's education (Bachelor of Science degree in interdisciplinary studies and Master's degree in human resource development) and previous experience as a human resource director for Dixie Paper Company, as well as the 10 years she spent as a credit union manager, will serve her well in her new position.

Sarah and Jeremy Parlett live in Tyler, Texas with their two daughters, Natalie (6) and Bayleigh (3). Cooking and reading are high on Sarah's list of things she likes to do and her most important priority - spending time with her family.

Rhonda Dunn was born in East Texas, but grew up in Maine, the pine tree state. She and her family have made East Texas their home for the past ten years.

Rhonda and Matt, her husband, have six children: Charlee, Kennedee, Birdie, Willow, Natalee and Noah.

Rhonda was attracted to Robroy by the Company's elevated level of professionalism and the way everyone strives to always do more, better. Her prior experience as a real estate agent in Maine and previous position (quotations specialist) at the



Rhonda Dunn - Project Sales Specialist

Raceway Division 10 years ago will be beneficial in her new role as Project Sales Specialist.

Samantha Martinez has lived in Gilmer most of her life. She graduated from Gilmer Independent School District and earned a degree from Northeast Texas Community College. Since joining the Raceway Division team, Samantha says, "Everyone makes you feel like you're part of the team." Robroy is an excellent place to start a career in her opinion.



Samantha Martinez - Customer Service Associate

Prior to accepting her new position, Samantha had been a stay at home mom since her daughter was born, but worked as a clerk for Barefoot Bay Marina, BC (before children). She and her husband, Julio (Aaron), now have three children: Tapainga (3), Grayson (1) and Lukas (4 months). So needless to say, her children occupy all of her freetime.

Dannette Blackstone began her Robroy career in September of this year. Her experience includes four years as a customer service manager with Wal-Mart and five years as an office administrator.



Dannette Blackstone - Customer Service Associate

Location, location, location. When considering the Customer Service position at the Raceway Division, the Company was in her hometown and the wonderful benefits were also a selling feature.

Dannette and her two daughters, Malynna (18) and Jessley (7) share their home with their exotic critters. She participates in wind therapy, defined as riding her Harley. Her girls keep her busy with their cheerleading activities and, of course, she enjoys family time and her pets.

Dannette at some point down the road, you must tell us all about these exotic critters.

With a Bachelor of Science degree from Clarkson University and an MBA from Syracuse University, Jack King began his Robroy career On October 1st. He brings with him extensive product marketing, sales and customer service experience, including 12 years as a commercial marketing manager with global responsibility.



John (Jack) King - Production Line Manager

Jack stated that the people of Robroy Industries are first and foremost what attracted him to the position of Product Line Manager at the Raceway Division. For decades he has worked with the Robroy team at his previous employer, Eaton's Crouse Hinds Division. "Over the years, I was always impressed with the quality and integrity of the people who worked there. It was clear to me Robroy is a class organization that focuses on doing things right." The second reason that drew Jack to his new position was "the opportunity to be a part of the team that will, building on the legacy and success of Robroy, develop and implement strategies and plans that can help drive profitable growth and shape the future of the Company."

Jack hails from Potsdam, New York, a small college town (Clarkson University) near the Canadian border. He and his wife, Catherine, have a blended family of five grown children, one 18-month old granddaughter and two critters of the canine variety. Being active is what Jack enjoys most, including hockey, golf and hiking. Traveling, reading and photography also rate high on his list of enjoyable activities.

The Raceway Division's new Plant Manager, Douglas Effler, lived most of his life in Texas and Tennessee, but was born in Germany. Through a friend he heard about Robroy Industries. Upon in-



Douglas Effler - Plant Manager

vestigation he found the operation interesting and the plant clean and efficient.

Doug comes to the Raceway Division with 25 years of experience in plant management, working with steel, aluminum, wood and plastics. He earned his bachelor's degree from Middle Tennessee State and his MBA from the University of Texas, Dallas.

Doug and his wife, Mona, have two children - Douglas Jr. and Maryanne who both live in Dallas. His hobby is flying remote control airplanes.

Tami Leathers is happy to be back with the Robroy organization, as she always loved the culture of the Company. She held the position of shipping/receiving and warehouse supervisor with Robroy's former subsidiary, Duoline Technologies. She also worked as the receiving manager for Natural Grocers.



Tami Leathers - Shipping/Receiving Supervisor

Her undergraduate degree was earned at Hill College in Hillsboro, Texas and at Texas State University in San Marcos, Texas. Tami hails from Cowtown. For those non-Texans, that would be Ft. Worth. She moved to Gilmer about 9 1/2 years ago.

Tami raises and shows Brahman cattle and when she isn't at work, you will find her in the barn or outside somewhere. Yard work and going to the beach rate high on Tami's list of enjoyable pastimes.

Laci, Tami's daughter, served as a Robroy Intern for several summers and graduated last May from Stephen F. Austin University.

Justin Davis has a wonderful sense of humor. When asked about his family, Justin said that he was not married and had "no known children." He graduated from



Justin Davis - Ops Supervisor

Chapel Hill Independent School District in Mt. Pleasant, Texas, where he grew up. Mt Pleasant is located east of Dallas and north of Longview.

Justin brings 10 years of experience with US Steel to his new position of Ops Supervisor. He served five years in management in a production environment and is experienced in safety, quality, production and maintenance. Robroy's culture and the possibility of a long career doing a job he enjoys drew Justin to the Raceway Division.

In depth auto repair and auto PCM (power-train control module) programming occupy Justin's spare time.

For the past 15 years, Michelle Hector worked as an educator, but prior to that she performed daily accounting functions in her role as an office manager. She attended high school at Randolph-Macon Academy in Virginia and earned her bachelor's degree from the University of Texas, Tyler.



Michelle Hector - Accountant

Michelle and her husband, Larry, have been married for 19 years and have three children: Drew, Gabriella and Chloe. The Hectors live in Rosewood just outside Gilmer. Crocheting and spending quality time with her family are what Michelle enjoys. She finds RVing the perfect venue to spend quality time with her family and their dogs.

Michelle found the fact that Robroy Industries is a local business with a solid foundation very appealing. The excellent feedback that she received from current employees and friends in the community convinced her that the Raceway Division would be a good place to work.

A hearty welcome is extended to all of the new associates.

# HALLOWEEN

Oh how the Raceway Division celebrates Halloween, from passing out treats to associates' children who visit the facility to the pumpkin decorating contest that was even more creative than last year. Associates' costumes are terrific, as well. Take a look!



Amber Hougue



Snehal Patel



Ashley Cullins



Kellie Jones-Best Solo Costume



Samantha Martinez



Melissa Noe



Wendy Burks



Elizabeth Wickliffe



Manhar Taware



Brenda Eidd



Michelle Pepper-Funniest Costume



Sai Keerthi Satoor



Katrina Ellison-winner of the Most Creative Costume award and Beunka Harris



The Sanderson Sisters...Lindsey White, Rhonda Dunn and Stephanie Ellis - winner of the Best Group Costume and Best Overall Skull Trophy



Ashanti Watson - winner of the Scariest Costume award



Vickie Dean, Laura Langford and Sarah Brooks



The Raceway Associates' children collected treats and showed off their great costumes.



Group 4 "Oscar the Grouch" 3rd Place - Michelle Pepper, Wendy Burks and Patricia Dyar



Group 2 - "The Vijay Pumpkin" 1st Place - Kellie Jones, Ashley Collins, Elizabeth Wickliffe and Ashanti Watson



Group 1 - Brenda Eidd, Sai Keerthi Satoor and Manhar Taware



Group 5 - Snehal Patel, Andrew Krug, Damon Allender, Lindsey Pruitt and Amber Hogue



Group 7 - Tami Leathers, Logan Crenshaw, Bobby Hubbard, Kenneth Downs and Rodney Dinkins

### Strategy Wrap-Up Luncheon

Burgers, a salad bar, Mexican specialties and, of course, some sweets greeted the Avinger and Gilmer Raceway Associates at lunchtime on October 25th. The luncheon served as a wrap-up to the Strategy session and guests from the Enclosure Division and Headquarters shared in the feast.

What a great way to demonstrate one of the newly adopted core values - appreciation.



### Promotions

Michelle Pepper began her Robroy career with a temporary 13-week assignment. On June 6, 2017 the Company hired her to fill the full-time position of Accounting Support. On August 27th of this year Michelle was promoted to Scheduler/Buyer/Expeditor.



Allison Pepper - Scheduler/Buyer/Expeditor

Matthew Shew received a promotion from Production Associate to Assistant Maintenance Tech on August 28, 2017. In a little less than one year Matthew received another promotion to the position of Maintenance Tech.



Matthew Shew - Maintenance Technician (V)

Congratulations, Michelle and Matthew. Thank you for all of your hard work and dedication.

# PUMPKIN DECORATING CONTEST



Group 9 - "The Haunted Amusement Park" 2nd Place - Vicki Dean, Lonnie Shrewsbury, Laura Langford and Melissa Noe



Group 6 - Samantha Martinez, Beunka Harris and Katrina Ellis



Group 8 - Chandler Allen and Cody Winn



Group 3 - Rhonda Dunn, Chris Caldwell and Nathan Salmon

**PVC Coating Repair Kit**



The new repair kit allows for superior restoration of coatings if damage occurs in the field.

The primary function of a PVC-coated conduit system is to maximize the life of the electrical system contained within it and to prevent corrosion from sabotaging its structural integrity. A PVC coating properly adhered to the external surface of the conduit and fittings prevents exposure to external environmental conditions that could result in the corrosion of the steel or aluminum substrate.

The Raceway Division released a new PVC Coating Repair Kit designed to mend coating damage that may occur in the field after product installation. This repair kit contains a formulation that adheres to bare metal unlike the traditional PVC touch-up compound.

**Prevention**

A variety of solutions exist to prevent the occurrence of damage to PVC-coated conduit systems. Robroy offers complimentary installation training and certification through classroom instruction, hands-on instruction and online tutorials. Through the utilization of proper tools and methods during the installation process the product will perform as designed by the manufacturer.

**Damage**

Due to accidents, damage is possible - even with trained personnel. Because of this, a method of repair must be available. PVC-coated manufacturers have developed products to easily patch minor defects to the factory-applied coatings.

**Repair**

Robroy currently offers a PVC Touchup Compound and Touchup Spray to repair minor damages to the surface of the PVC coating. These compounds do not bond to the metal, when the damage penetrates the coating and exposes the metal substrate. For these cases, the Raceway Division developed a PVC Coating Repair Kit using a custom formulated UL recognized two part epoxy capable of bonding to both polyvinyl chlorides and steel or aluminum substrates.

The repair kit includes all tools needed to prepare a small surface prior to applying the epoxy patch. This includes an emery cloth to prepare the surface of the damaged area, mixing tools, cleaning cloths, an applicator tool, instruction sheet and chemical information (SDS) for the compound. The PVC Coating Repair Kit uses a two-part epoxy cold weld system that provides strong, lasting repairs to metal and PVC. After mixing, it forms a permanent bond that can be shaped, tapped, filed and sanded subsequent to curing. The PVC Coating Repair Kit epoxy sets in 6 minutes and cures in 3-4 hours (at 70°F) to a dark grey color that matches Robroy's PVC coating. This epoxy is recognized as a UL performance material and tested for flame resistance according to UL's HB Flammability test for safety assurance.

Once completely cured, the epoxy is resistant to water, gasoline and other petroleum products. It is important to note that the kit is only for use in the case of small repairs caused by unavoidable damage to PVC conduit systems. It should not be used to repair damaged areas with a surface area greater than four square inches.

The PVC Coating Repair Kit is available for purchase. Additional information and cut sheets are also available on the PVC-coated product website found at [www.robroy.com](http://www.robroy.com).

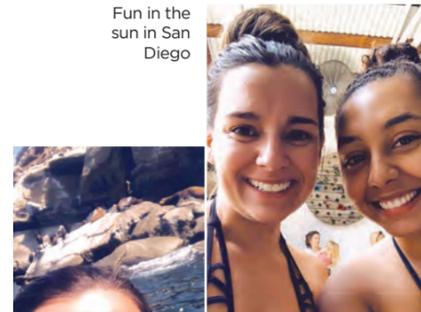
**Vacationing**



Exploring "America's Finest City"

On August 31st, Kellie Jones, HR Specialist, and Ashanti Watson, Scheduler/Buyer/Expeditor, set-off for a relaxing vacation in sunny southern California. Their destination was San Diego where they took advantage of the many opportunities this beautiful city has to offer. Kayaking in the ocean proved to be one of the most memorable experiences of the trip. They returned to work with a lot of good stories and great tans.

Fun in the sun in San Diego



Kayaking in the ocean with sea lions

**NAED Best of the Best Award**

Robroy Industries Raceway Division received the Best of the Best Award for Brand Awareness in August of this year from the National Association of Electrical Distributors (NAED). This award recognized the Company's recent launch of an updated logo, new website, updated HR literature and the introduction of a set of core values, which the Company fully embraces.

The Best of the Best judges come from academia, electrical distribution and professional marketing firms. Over the years they developed specific criteria to evaluate marketing efforts. Relevant research, ambitious goals, specific objectives, focused strategies, clearly defined target audiences and well-executed tactics make up the judges' criteria for their evaluations.

Robroy Industries Marketing Manager, Stephanie Ellis, lead the effort on the re-branding project and accepted the award at the NAED AdVenture Conference held in Minneapolis, Minnesota. "I am extremely honored to be bringing home this award. This was a fun and unique project for me to work on as it included working across several divisions and departments as well as various marketing platforms," stated Stephanie. "I am also very thankful to work with such a great group of individuals. Several people from numerous departments within our organization as well as outside vendors contributed to the project. I think we accomplished our goal, which was to hold on to our legacy, yet communicate that we are the 'new' Robroy."

Peter McIlroy, a native of Scotland who began his career working at a steel mill in Pennsylvania, founded Robroy Industries as Enameled Metals Company in 1905. Throughout the years Robroy developed a rich history through four generations of leadership by the McIlroy family. The updated branding reflects the Company's progressive growth.

The new logo continues to utilize the tradition knight's helmet and shield from the original logo and takes on a modern look with a new



Stephanie Ellis, Marketing Manager, accepted the Best of the Best Award for Brand Awareness at the AdVenture conference in August.

font and tagline - "Leading the Way." These changes represent the largest visual modification to the logo since 1967, when the Company changed the name from Pittsburgh Standard Conduit to Robroy Industries relocating their conduit business to Gilmer, Texas.

"Our new logo better communicates what Robroy Industries stands for today," said Robroy Industries CEO Rob McIlroy. "We like to say, 'We are the youngest old company you'll ever meet.' With a proven past and a vibrant outlook, we have charted our own unique path and are 'Leading the Way' within our market segment."

Robroy Industries' new branding further enables the Company to stand out as a trusted manufacturer, dedicated to producing quality electrical products within a niche market. The Company is committed to providing end users with innovative, superior products that deliver solutions. The large number of innovative products launched in the past 12 months dramatically demonstrates this commitment.

"We've developed our infrastructure and built up the resources needed to support ongoing growth," stated Robroy Industries Chairman of the Board Jeff McIlroy. "Today, we balance our past experience with the innovative needs of the future. Our commitment is learn from the past, plan for the future, live for today."

Robroy Industries also introduced a set of core values that focuses on the people side of the business. The core values include achievement, balance and appreciation.

"These values define the way we interact with our clients, our partners and each other," stated Rob McIlroy. "We know that the success of our company depends on the unity of purpose and principle, providing the framework which guides our employees as they represent Robroy Industries and serves as a guarantee of quality which our clients can trust unreservedly."

In addition, Robroy Industries launched a new upgraded website with a clean layout, improved functionality and a design that responds to a user's screen size and orientation. This enhances the user's experience regardless of the device they are operating. The new website features the Company's extensive history, company news, divisional information and a section dedicated to giving back to the communities in which it operates.

News of product launches, business activity, corporate milestones and events will be updated on the new website on a regular basis. Associates and visitors are encouraged to explore the website, view the logo and learn more about Robroy's corporate values at [www.robroy.com](http://www.robroy.com).

**Recruitment Video**

The new recruitment video features interviews from a variety of Robroy associates and gives an inside look at the Company and its culture from an employee's perspective. In addition, the video features commentary from CEO Rob McIlroy and Chairman of the Board Jeff McIlroy on the Company's legacy and core values: achievement, balance and appreciation. Video footage was shot at each of Robroy's locations: Gilmer, Texas; Avinger, Texas; Belding, Michigan and Verona, Pennsylvania.

CEO, Rob McIlroy stated, "We have truly differentiated ourselves. We are uniquely positioned to be guided by the vast experience of previous generations while simultaneously driving innovation and growth through a forward-thinking, next generation." In 2018 Robroy Industries adopted a new slogan "We're the youngest old company you'll ever meet."

"When you build a career with us you are part of a long history of progress, growth and profitability," stated Raceway Division President, Steve Voelzke. "We are an organization that is highly profitable, extremely stable and dedicated to a well-defined vision and set of values. As a result, we are industry leaders moving forward into a successful future. We challenge those who build a career with us, but we also reward those who achieve by always reaching ahead and beyond."

Currently the Company is hiring for both professional and production positions in both Texas and Michigan. A full list of open positions, as well as the new video, can be viewed at <https://robroy.com/careers>.

*"Looking for the chance to do the kind of work that adds up to something meaningful? Come Join Us!"*

**45 Years of Gus Macker**

*"Still Home Hoopin' After All These Years"*



Who or what is Gus Macker? It is 3-on-3 basketball tournaments that started in the Lowell, Michigan driveway of the McNeal family in 1974 moving to Belding, Michigan in 1987. Now in it's 45th year, Gus Macker is headquartered in Belding and celebrated the anniversary at the Belding tournament the weekend of August 4th and 5th last summer. This year Gus Macker toured 35 US cities.

A field of 479 teams, second largest tournament this year, competed on Saturday and Sunday in Belding. The tournament followed

Tuesday through Friday's events including a four-person golf scramble, induction ceremony into the Gus Macker Hall of Fame for the 45th Anniversary Class, a banquet, the Macker Hall of Fame Tournament, arts and crafts booths, a kid's tent and a two day youth basketball camp. The High School Project Graduation parent's group furnished a complimentary pancake breakfast including pancakes, sausage, juice and coffee on Sunday morning.

Scott McNeal, aka Gus Macker, the owner of the national touring 3-on-3 basketball tournament company, said, "We've evolved over the years, and there have been so many great people who have made it possible. We are honoring those people, our past, as well as the present and the new generation of Macker players."

Longtime sponsors of Gus Macker in Belding, Leppinks Foods and Robroy Enclosures once again participated in the festivities. Robroy Enclosures sponsored the Dunk Contest with a cash prize of \$500. A group of more than 15 local charities participated in the family oriented events.



Several Robroy Associates (Cindy Stowell, Jen Ullery, Brian Knoerl and Rob Homes) participated in the golf scramble.

**The Pleasure of Running**



Austin Benoit loves to run. It is written all over his smiling face.

Austin Benoit, Applications Engineer, has a passion for running that began at a very early age. He likes the challenge that running presents and the feeling of accomplishment, as he sets new personal bests. In high school he realized that if he worked hard enough, he might be able to run in college. This dream came true and he ran track and cross country at the University of Michigan



Mitchell's Run medal winners.

for five years. As a major part of his college life, running taught Austin many valuable lessons and helped him cultivate strong enduring friendships.

In the 4th grade, Mitchell's Run was Austin's very first race. He considered it "pretty cool" to be back in Rockford, Michigan on August 18, 2018 to run the race again after graduating from college. "It is, of course,

2018 TOP TEN FINISHERS		
TOP TEN MALE FINISHERS		
1.	Zachary Ripley	Rockford 14:57.04
2.	Austin Benoit	Rockford 15:49.78
3.	Christopher Coles	Rockford 16:07.61
4.	Matt MacGregor	Rockford 16:36.77
5.	Zach Start	Jenison 17:08.58
6.	Tim Kellner	Rockford 17:26.34
7.	Chad Zitzelsberger	Rockford 17:44.84
8.	Israel Cortez	Plainwell 18:04.73
9.	Kyle Cutler	Rockford 18:18.47
10.	Calvin Simmet	Lowell 18:41.61
TOP TEN FEMALE FINISHERS		
1.	Raychel Figurski	Grandville 18:28.68
2.	Jennifer Wackerle	Rockford 19:04.49
3.	Emily Weinmann	Rockford 20:04.11
4.	Colleen Conroy	Rockford 20:11.75
5.	Becky Bronkema	Sparta 20:59.44
6.	Morgan Harney	Rockford 21:04.08
7.	Violet Butts	Rockford 21:08.98
8.	Jennifer Aldrich	Rockford 21:22.20
9.	Sawyer Rocheleau	Belmont 22:15.30
10.	Diana Candela	Rockford 22:22.16

The results of the recent Mitchell's Run.

for a great cause and it is always inspiring to see how a community can come together and support each other in such positive ways. I am always amazed at how the platform of sports can bring people together in unique ways," Austin said.

The 20th Annual Mitchell's Run generated \$86,000 for the Parent Project to fight muscular dystrophy.

**SHIELD Scholarship 2018**

The SHIELD Council at the Enclosure Division oversees the safety of the Company's operations at the Belding facility. The group also selects the \$3,000 scholarship recipient each year, a tradition that began in 2005 of recognizing and rewarding a student from the Belding High School graduating class.

The group looks for students who have excelled in all area of their lives, most especially students driven to succeed and be of service and support to those around them. This represents the core values of the Company.

Each applicant must write a short essay on a specific subject, usually related to safety. The topic this year centered on the dangers of texting while driving. The selection process was difficult as many qualified students applied and did a wonderful job on their essays. However, Trenton Collins stood out among his peers.



Trenton Collins - SHIELD Scholarship recipient.

Those who recommended Trenton for the scholarship described him as someone who always places others before himself. He strives to do the right thing with a caring heart and has an "unmatched ability to influence others in a positive way." This young man is a recog-

nized leader. He participated in four years of football and baseball serving as captain of both teams. In addition he played three years of basketball. Trenton plans to continue his education at Lake Superior State University and pursue a career in fish and wildlife management.



Carol Houghtaling's (Receptionist/Administrative Assistant) grandchildren - Jaycie (5th grade) and Jacoby (2nd grade) Gasper are happy to be going back to school.



Parker Seagle with little sister Ava, before heading off to her first day of school - Jeff Seagle's (President) granddaughters.



Alice (4th grade) and Nicole (7th grade) are Guy Jeffrey's girls. Thumbs up indicates they are ready to go!



Scott Thompson's (Market Development Manager) children Kyle and Kayla (high school seniors) are ready to start their final year of high school.



Cindy Stowell's grandson, Charlie, proudly stands in front of his school's marquee on the first day of school.



Jeff Seagle's granddaughter Ellie Seagle (preschool) is one fashionable preschooler!



Evan (Early Childhood Special Education) - Trisha Wetzel's youngest son ready for his first day of school.



Alexis (3rd grade) and Alyssa (preschool) - Christina Ayres's (Controller) girls are all smiles for their first day of school.



Cody (sophomore) and Dillon (2nd grade) - Kathy Tissue's (Assembly Associate) children pose for a photo before heading out the door to school.



Ella (kindergarten), Tyler (3rd grade) and Mason (4th grade) - Trisha Wetzel's (Customer Service Associate) children look ready for their first day of school.



Joel (Joey) Palmer, Buck Moody's (Gasket Machine Operator) grandson, has his first day of school documented in this photo.

# Back to School

Education is important to the Enclosure Division Associates. This is exemplified by the generous scholarships awarded each year to local high school students and associates' family members seeking to further their education.

This little gallery of photos depicts the Enclosure Division's next generation on their first day of school 2018.



Carter (Young 5's, early kindergarten) and Mallory (3rd grade) - Dean Brazelle's (Inside Sales Supervisor) children have their backpacks packed and are ready to go.

## Belding High School Band

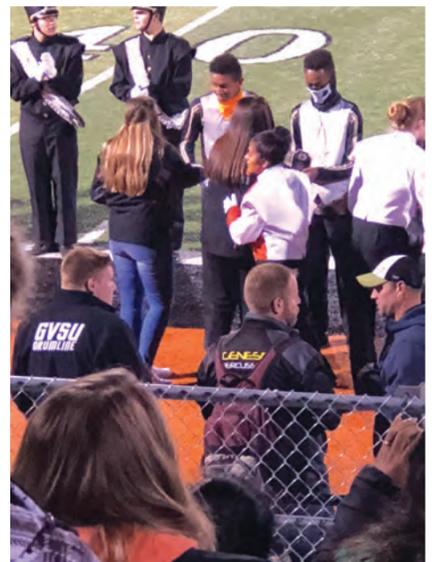


Belding High School Band puts on a colorful performance.

This year the weather cooperated for the Belding High School Band competition. On October 13, 2018, the band hosted their annual Michigan Competing Band Association (MCBA) competition. Each year as they host this competition, the Enclosure Division serves as the number one sponsor.

This year 14 bands took the field to perform that evening. Emily Byrne, Intern, represented the Enclosure Division at the competition and awarded the first-place trophy in addition to the awards for the best visual effect, best general effect and best music.

The Belding High School Marching Band is not eligible for awards at this competition, since they are the host. Their show, entitled Kaleidoscope, portrayed different colors that would be seen looking into a kaleidoscope. The 109 members of the band wore vibrant colors to show the effects of a kaleidoscope. Their eight minute show featured three different compositions with a variety of moves and vi-



Emily Byrne awarded the trophies to the winners.

sual effects from the color guard and the percussion section. The band hopes they make it to state finals this year and finish in the top three at Ford Field in Detroit, Michigan.

Good luck! The Enclosure Division Associates are rooting for you to go all the way!

**Tractor Pull**

Tractor pulling is known as “the world’s heaviest motor sport.” A winner is determined not by speed, as in most motor sports, but in distance pulled. In this sport modified farm tractors drag a metal sled along a prescribed course. This can range from 30 ‘ to 320’ in most competitions and the strongest tractor and best driver determine the winner. Tractor pulls are often a big part of state fairs and local festivals.

Alice Jeffrey at the Stanton Old Fashion Days participated in the Pint Size Tractor Pull. She made a full pull and was the only contestant to do so. Her pull earned her the first place award.

Congratulations, Alice.



Go, Alice, go!

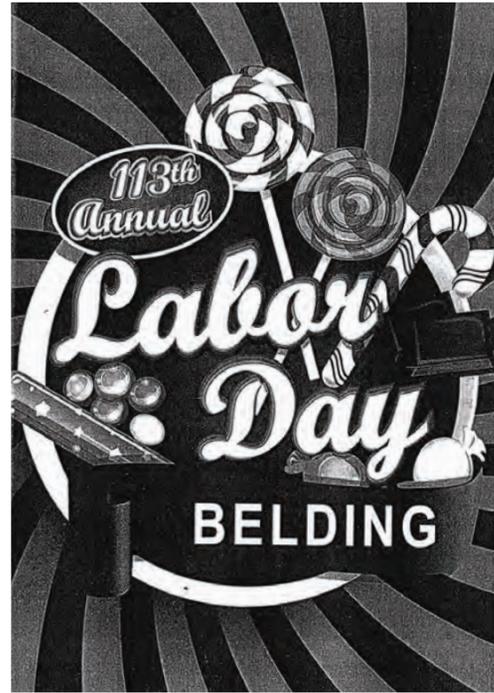


Guy Jeffers hoisted his daughter and her trophy high after she won first place.

**2018 Belding Labor Day Parades**

As you can probably guess from the photographs, the theme of the 113th annual Labor Day celebration in Belding was *Willy Wonka and the Chocolate Factory*. Office Intern Emily Byrne took the initiative on float design and production. The float took the form of the Wonkatania (the boat that floated down the chocolate river) on one half and the other half was full of candy representing the factory. The addition of lights, lots of lights, multi-colored lights and strobe lights, gave the float a spectacular glow for the Twilight Parade and garnered the Enclosure Division a 2nd place trophy. The Oompa Loompas walked along side the float and handed out 1,500 glow necklaces to the children in the crowd.

The Robroy float for the Labor Day parade was the same as the Twilight Parade less the lighting and the addition of candy shaped balloons. No trophies were won at this parade, but the Oompa Loompas had a great time passing out 4,000 Frisbees with “The Wonkatania” printed on them. Kids from one to 71 enjoyed these. Five “golden tickets” were also distributed that contained two Robroy tattoos and \$5.00.



The logo for the 113th annual Labor Day celebration in Belding.



The Robroy Enclosure float at the Labor Day Parade.



Willy Wonka with some Oompa Loompas



Emily Byrne poses with the 2nd place trophy.



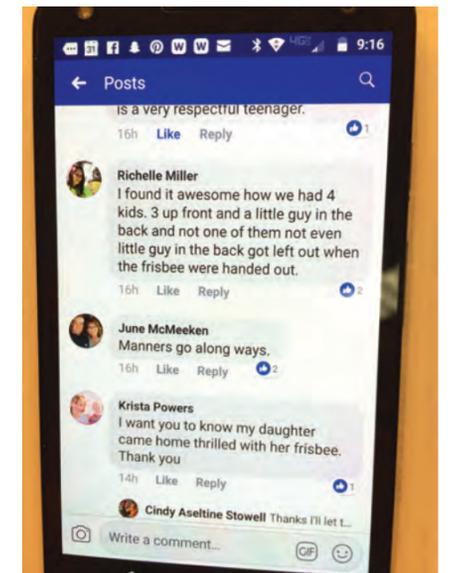
Will the real Willy Wonka please stand-up?



Willy Wonka (Jeremiah Souza) and the Robroy Enclosures sign at the Twilight Parade.



...more Oompa Loompas



Comments on the Robroy float posted on “Positively Belding.”



Doug, is that a blush on your cheeks?

### Baby Shower for Dad

Doug (Press Operator) and Megan Barrigar are expecting their first baby and it's a girl. Keeping a secret in the work place can be quite the challenge, but the Enclosure Division Associates pulled it off with flying colors - shades of pink, of course.

Several associates, with Megan's help, put together a baby shower for the dad-to-be. Doug had no idea what he was walking into at lunch on October 19th. The shower was a complete surprise and a HUGE success.

The couple is wished the very best on the arrival of their baby girl.



All those diapers will come in handy, Dad.



### Let the Sun Shine



The Bridger Solar Team and their beautiful Robroy DSW2016HPL enclosure.

The University of Montana's Bridger Solar Team is building a solar car and their mission is to race in the 2019 Formula Sun Grand Prix. There are currently five Senior Design Capstone teams working in union with the Bridger Solar Team on this project. Faculty and staff from the university are providing mentorship, as well.

The project director for the Bridger Solar Team, Levi Allery, contacted Jeremiah Souza, Marketing Assistant, to inquire whether or not Robroy Enclosures offered educational discounts on their products. Upon learning more about the Bridger Solar Team's impressive project and the alternative renewable energy application of which a Robroy enclosure would be a part, the Company provided a DSW2016HPL enclosure to house the team's lithium-ion battery management system and a screw cover kit that would meet their stringent specifications.

Many thanks are extended to each Robroy Enclosures Associate for his/her part in providing this equipment, especially Jeremiah Souza, Darcie Hallock, Mimi Miles, Jen Ullery, Buck Moody, Keisha Coon, Kathy Tissue, Mike Carstens, Ken Main and Tiny Mitchell. This project just may "outshine" the Flux Capacitor.

### New Hires

Gary Quirk recently joined Robroy Enclosures with more than 30 years of experience in the electrical industry. Gary worked for several enclosure companies, serving as a regional sales manager and a national sales manager. Most recently, Gary was the sales manager for an international thermal controls products manufacturer.



Gary Quirk - Market Development Manager/Western US Region

Mimi Miles brings with her more than 20 years of experience in marketing for the computer software and information technology industries. After leading marketing teams within Compuware Corporation and

Dassault Systèmes, Mimi spent the past five years transforming corporate marketing functions as an independent consultant.



Mimi Miles - Marketing Manager

"Robroy Enclosures has established aggressive goals for growth as we move into the next decade of our evolution. Mimi Miles and Gary Quirk are essential hires to help our team expand both of our non-metallic enclosure brands, Stahlin and AttaBox, in targeted verticals. Both Mimi and Gary will help lead the charge to achieve these goals through direct sales, lead generation and field enablement programs," stated Jeff Seagle, Robroy Enclosures President.

### Another Successful Show



The audience participation performance Rocky Horror Show. Photo credit to Ryan Videtich, Zoe Mapes and Tyler Willmer.



On the evening of October 31st, Halloween, Jeremiah Souza took his final bow as Brad Majors in Ionia Community Theater's (ICT) *Rocky Horror Show*. This stage adaptation of the cult classic film turned out to be a fun, yet challenging task. What other show provides an actor with the opportunity to sing in an audience participation, squirt gun induced rainstorm and sing and dance in 5" heels?

No stranger to the stage, Jeremiah has participated in over 20 productions with notable roles as Daddy Warbucks in *Annie*, Prince Christopher in *Cinderella*, and Shrek in *Shrek the Musical*. "My favorite part of performing is being able to tell a story to the audience through my character," stated Jeremiah.

You will be able to catch Jeremiah in his next role as Emmitt Forest in ICT's production of *Legally Blonde the Musical* next March.

### AttaBox Fishing



When you want expert sales and product training there is no better place to go to than to the manufacturer. In August, Robroy Enclosures had the pleasure of hosting agents and distributors at an AttaBox Boot Camp.

Following a day and a half training session, guests relaxed and enjoyed their remaining time in Michigan on a lake, a big lake - Lake Michigan. The group, led by Robroy Enclosures own "expert charter fisherman" Jeremiah Souza, came just shy of catching their daily limit. To celebrate their catch, and all they had learned, the group feasted on a grilled fish dinner right at the marina.



# Halloween is for Kids

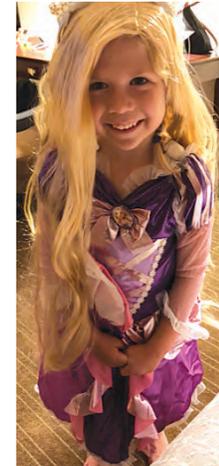
Enclosure Division Associates submitted photos of their children, grandchildren and a granddog in their Halloween attire. Creativity flows through Belding at Halloween and who has more fun...the kids dressing up or their folks helping with their costumes?



Alexis, Alyssa and friends, Christina Ayers children



Cindy Stowell's granddaughter, Cara



Jeff Seagle's granddaughter, Parker



Darcie Hallock's son, Blake



Ellie, Jeff Seagle's granddaughter



Charlie and Kinzie, Cindy Stowell's grandchildren



Jaycie and Jacoby Gasper, Carol Houghtaling's grandchildren



Mason, Tyler, Ella and Evan, Trisha Wetzel's children



Debbie Hannah's granddaughters, Amelia and Kara



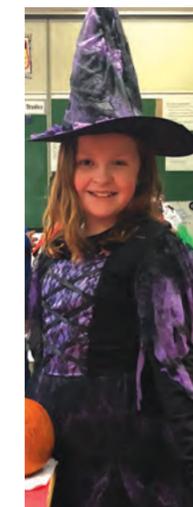
Debbie Hannah's granddog, Jackson



Kathy Tissue's sons, Dillon and Cody



Darcie Hallock's daughter and granddaughter, Morgan and Vayda



Keisha Coon's daughter, Kayli



## Holiday Cranberry Jalapeno Dip

Author Lindsey Maestas with Sparrows + Lily

### Ingredients

- 12 oz fresh, uncooked cranberries
- 1/4 cup green onion
- 1-2 fresh jalapeño peppers
- 2 Tbsp. cilantro (optional)
- 3/4 Cup sugar
- 1 Tbsp. lemon juice
- 1/8 tsp. salt
- 16 oz. cream cheese (whipped)

### Instructions

Use hand food chopper to chop cranberries. (This process is a bit time consuming, but it is best to not use a food processor to chop these as the cranberries liquefy too much.)

Chop green onion, jalapeño peppers and cilantro.

In a medium-sized bowl, add chopped cranberries, green onion, cilantro and jalapeños.

Add sugar, lemon juice and salt on top of cranberry mixture and stir gently until blended.

Cover with plastic wrap and place in refrigerator overnight.

Take cranberry mixture out of the refrigerator and stir all ingredients together. Strain out all liquid using a colander with small holes.

Whip softened cream cheese with hand mixer until smooth (about 2 minutes) and spread cream cheese over bottom of a pie plate or 9x9 dish.

Pour cranberry mixture on top of cream cheese and keep in refrigerator until ready to serve.

Use a spoon to spread over Ritz crackers and enjoy!

## SERVICE AWARDS



Dean Childs      Bob Geiger      Ron Dinkins      Danny Wright      Kathy Johnson

### Enclosure Divison

Dean Childs . . . . . 30 years  
 Bob Geiger . . . . . 10 years  
 Carol Houghtaling . . . . . 2 years  
 Brandon Starkweather . . . . . 2 years

### Raceway Division

Ron Dinkins . . . . . 25 years  
 Danny Wright . . . . . 15 Years  
 Kathy Johnson . . . . . 10 years

## BENEFITS BULLETIN BOARD

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- Create a unique username and password
- Add or update mobile number and email address
- Monitor NetBenefits® account monthly
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### Fidelity MyVoice<sup>SM</sup> is: Simple - Seamless - Secure

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