

VP DETAILS

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A Newsletter for Varco Pruden Builders™ & Employees

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Varco Pruden Launches Utility Built™

New Micro-building Product Strengthens Company Product Offering

Varco Pruden (VP) has announced the latest addition to its extensive line of steel building products. In conjunction with Parkline, Inc., VP is launching Utility Built™, a new product designed specifically for the micro-building market.

Ideal for building applications including field and job site offices, emergency generator enclosures, instrument spaces, motor control stations, HVAC penthouses, pump houses, wastewater treatment spaces, solar electric stations and security guard houses, Utility Built structures have endless possibilities for use.

Made to order as complete building kits, each Utility Built structure includes several design and manufacturing advantages. The self-supporting structures feature durable panels, making them low-maintenance and long-lasting. The structures are available as gabled or single-sloped (stand-alone or as a lean-to addition) and offered in a selection of colors and options.

The field assembly process is fast, simple and significantly lowers labor costs. With no cranes or heavy equipment required for quick erection and placement, and no pre-set anchor bolts needed, Utility Built buildings are easy to install.

“We believe these buildings enhance our offering and strengthen our position as a leader in the industry,” said Craig Edwards, director of marketing for VP. “These multipurpose enclosures are cost-competitive and easy to install – making them the perfect solution for VP Builders™ looking for small, specialized structures. The addition of Utility Built to our product line provides builders with more products and gives them a competitive advantage in their local markets.”

The Utility Built sales brochure, Builder Benefits Bulletin, applicable quote forms and a 28-page specifications booklet are available on www.vpmarketinginfo.com under the “Sales Tools” section in the “Utility Built Buildings” folder. For order process support, email utilitybuilt@vp.com or contact Ronnie Whittington at 304-586-7299.



Utility Built™ buildings are small, multipurpose buildings.

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**Hall of Fame
Entries due
December 12!**

Varco Pruden Expanding Window Offer in Next VP Command Release

VP Builders will have more window options as part of the next update to VP Command scheduled for early November.

Builders and contractors are well aware of the age-old energy conundrum presented by windows. Despite the fact that building occupants benefit from the daylight and views provided by windows, they often lack the thermal performance most buildings require.

To address this issue, VP is growing its collection of windows with the addition of more design options and features. The next VP Command release will include a significant expansion of VP’s window product offering.

WinTech, the company’s window product supplier, produces cost-effective windows for the steel construction industry.



The new window solutions will feature more architectural configurations, more material options, more aesthetic qualities, various tint options, unique accessories and a variety of finishes that support energy-efficiency without sacrificing design value. Other beneficial features include a low-e glass coating option, which reduces the emissivity of the glass surface of a window and improves insulating properties. Low-e glass plays an important role in the overall performance of a window and can significantly affect the overall heating, lighting and cooling costs of a building.

WinTech offers a complete line of thermally broken and non-thermal aluminum windows designed to work specifically for pre-engineered steel buildings as well as vinyl windows designed to fit with all types of wall panels.

The window products offered by WinTech for VP’s metal building specifications are:

- 2500 Series – A premium 2-1/2” thermally broken window available in slider, fixed, single-hung and projected

configurations; this system is self-framing for regular, architectural and insulated foam panels; this product is available in standard white or bronze polyester paint and in multiple glazing options



WinTech windows are cost-effective with more architectural features.

- S250 – A top-of-the-line window that allows for all of the versatility of the 2500 Series window, but gives the option of higher performance ratings and custom finish capability

- C225 – WinTech’s most cost-effective metal building product on the market; the C225 window series is a non-thermal aluminum window that is available in slider, fixed and single-hung configurations. Available options include interchangeable fins that allow for self-framing installation into most regular and architectural wall panels. Straight fins allow for installation into a framed opening with no additional flashing needed. This product is available in white or bronze polyester paint or in economical mill finish, and single or insulated glass

- MB70 – WinTech’s first vinyl window is designed to fit all types of wall panel configurations and offer the best thermal performance of any commercially rated window on the market, with specific U values as low as .29. This product is available in slider, single-hung or fixed configurations. Steel reinforced fins allow for self-framing installation into both standard and architectural wall panels. Straight fins allow for installation into a framed opening with no additional flashing needed. MB70 is available in white or adobe finish with multiple glazing options for optimal energy performance.

“Expanding our window product offering allows us to provide better value and more sustainable options to VP Builders,” said Ross Braithwait, vice president of sales for Varco Pruden.

Upcoming Webinars and Training Opportunities for VP Builders

Location	Dates	Course	Instructor
Seattle, WA	November 11-13	Product, VP Command Levels 1 & 2	Stephen Hudak
Memphis, TN	December 2-4	Product, VP Command Levels 1 & 2	Stephen Hudak & Greg Williamson
Sturbridge, MA	December 9-11	Product, VP Command Levels 1 & 2	Greg Williamson
Baltimore, MD	January 13-15	Product, VP Command Levels 1 & 2	Stephen Hudak

Builders Receive Discount on Big Ass Fans® through New Program

VP Builders™ are invited to participate in a new discount program offered by Big Ass Fans®. The large fan manufacturers' Preferred Customer Program offers VP Builders significant price and service benefits on all commercial and industrial items. The discount level is currently 10%.

Headquartered in Lexington, Ky., Big Ass Fans designs, engineers and manufactures high-volume low-speed ceiling fans for industrial, commercial and agricultural applications.

Big Ass Fans products move air throughout open spaces, creating more comfortable work spaces, improving productivity and lowering HVAC costs. Big Ass Fans has more than 20 LEED accredited design team members on staff ready to assist builders during any stage of the design process – from initial designs to final installation. The combination of product ingenuity and excellent customer service is a perfect fit with VP's custom-engineered building solutions and the company's network of VP Builders.

"Offering this program has real advantages for our builders," said Ross Braithwait, vice president of sales and marketing. "The Big Ass Fans partnership provides excellent price and service benefits to make VP Builders more capable and competitive."

For full details on the new discount program or to take advantage of this offer, contact Kathleen Hause with Big Ass Fans:

Kathleen Hause, Big Ass Fans Representative
kathleen.hause@bigasssolutions.com

Don't Miss the 2015 Builder Meeting. Here are the Top 10 Reasons Why:

Our upcoming Builder Meeting features dynamic speakers, breakout sessions and discussions on topics including energy, technology, economic data, new and innovative tools designed to increase productivity, and more. With informative sessions designed specifically for metal construction, you will have several opportunities to learn about the latest industry trends, insights and innovative new technologies applicable to your business.

1. Make valuable connections: VP has nearly 1,000 builders in its network. Mingling before and after each session offers you a chance to meet new friends, partners and colleagues.

2. Discover the tools you need to make a difference: We didn't dub this year's theme "Building Innovative Solutions" for nothing. Guest speakers will share innovative ideas, helpful information and practical solutions to help motivate and prepare you to shape your business' future.

3. Get up to speed on economic trends: Hear the latest annual economic report and outlook for the year ahead.

4. Gain knowledge and insight on the latest trends and big ideas: Get the scoop on key topics with 45-minute educational workshops and hear success stories.

5. Learn about the latest innovations available to VP Builders: Hear directly from VP's executive team, interact with product experts and get hands-on time with products.

6. Connect with suppliers: Connect with our innovative suppliers and vendors face-to-face in a dedicated exhibit space and learn more about their solutions.

7. See and touch new technology: Get an in-depth, close-up look at VP's newest innovations designed specifically for the needs of contractors like you.

8. Gain insight into VP's new Marketing Optimization Program: VP's new program focuses on web development and search engine optimization for the future.

9. Experience the magic: Children will experience the magic of Disney during a special breakfast.

10. Enjoy the parks: Enjoy the many Walt Disney World® Resort theme parks including Magic Kingdom® Park, Disney's Animal Kingdom® Theme Park, Epcot® and Disney's Hollywood Studios®.

Make your reservations today at www.vpmarketinginfo.com.



VP's Forum for Business Development VP Builders™ learn how to position their company for success

As the construction industry continues to recover from the economic downturn, construction business owners are looking for ways to ensure they are prepared to win their share of available business.

In an effort to help builders enrich their knowledge and to teach them construction industry best practices, VP is holding a series of business development seminars for VP Builders™.

The seminar, designed specifically for construction professionals, includes two-half days and one full-day session.

During this event, VP Builders are introduced to business strategies and marketing approaches that will help them to retain and grow their customer base. Agenda topics include:

- Identifying Rational Buying Motives
- Lead Production – 3 Ways to Success
- Qualifying Opportunities
- Plus other essential topics designed for VP Builders and directly related to the general construction business

During the seminar, attendees have the opportunity to discuss specific market issues and work on mastering the skills needed to use these proven techniques. By the conclusion of the *Forum for Business Development*, participants are prepared to return to their markets ready to develop their strategy for profitability and growth in the local construction market.

Two *Forum for Business Development* seminars were held in October in the Eastern and Central regions. And two more are scheduled for 2015 in the Northern and Western regions. One seminar is January 13-15, 2015 in Toledo, OH, and the other is April 21 – 23, 2015 in Seattle, WA.

If you are a construction business owner or involved in construction sales and marketing for your company, you will not want to miss this valuable opportunity. To register for a seminar in your region, contact your district manager.

Events are planned for each region. Builders are encouraged to check regional registration for specific dates and locations. Seating is limited to the first 30 paid registrations. Cost to attend is \$795 for the first attendee and \$495 per each additional attendee from the same company.

About Michael Carpenter

Michael Carpenter is well-known throughout the building industry for his “common sense” approach to business development. For more than 30 years, Carpenter has been a recognized expert for construction sales and marketing. Both as a trainer and business consultant, he has built his reputation by providing practical solutions for business management and growth.



Hall of Fame Awards Deadline Approaching

If you have a project that deserves recognition, submit it now for the 2015 Varco Pruden Hall of Fame Contest.

The contest is an annual competition that recognizes top projects by VP Builders™ that display innovation and excellence through the integration of VP building systems, products, architectural appearance, end use and design.

“The Hall of Fame awards provide an extraordinary opportunity to celebrate and recognize exceptional work by VP Builders,” said Doug Yancey, advertising manager and Hall of Fame coordinator. “Varco Pruden is proud to partner with the best builders in the industry. This is our opportunity to recognize publicly their outstanding work,” said Yancey.

Builders are encouraged to take photos of projects and fill out the forms with as much information as possible. Photography is a key factor in the judging process for the Hall of Fame competition and project details help judges see the complexity of the buildings.

If you would like to participate in the contest, enter your projects before December 12, 2014. Hall of Fame entry forms are available on www.vpmarketinginfo.com.

New Sales Team Additions

Randy Spears Joins VP's Corporate Account Team



Spears

Randy Spears has been appointed as corporate account manager for the Southeastern United States, which includes Florida, Georgia, Alabama, North Carolina, South Carolina and Virginia. In his new role, Spears will develop relationships with major corporate clients to connect with the company's builder network. He will report to Ross Braithwait, vice president of sales and marketing.

"We are pleased to add Randy to the corporate account team," said Braithwait. "He's a proven leader who brings a wealth of experience in the metal construction industry, previously serving as a design engineer, quote engineer, regional engineering manager, district sales manager and most recently vice president of business development for a regional metal building manufacturer."

"VP is undoubtedly the leader in its field, with great builders and talent," said Spears. "I look forward to joining this new team and helping the company evolve its business with existing and prospective new builders," he continued.

Spears brings more than 30 years of industry experience. He holds a Bachelor of Science degree in civil engineering and a Master of Business Administration degree from the University of Alabama at Birmingham.

VP Appoints New District Manager – Dan Stephens

VP has recently named Dan Stephens as a district manager in the Western region. In his newly appointed position, Stephens will be responsible for VP's sales efforts, recruitment and development, territory management and top-line business growth. His territory includes northern California, southern Oregon, northwestern Nevada and Hawaii.



Stephens

Stephens is replacing Joe Readd, who has taken on a new role as sales service representative for the Western region. Stephens will be based in California and report directly to Greg Bava, regional sales manager.

"Dan's expertise in metal construction will be valuable to our company, our business and our builders," said Bava.

"With his experience, Dan is well-positioned to ensure success and growth for VP. I have no doubt that business will continue to flourish under his leadership."

Stephens has 15 years of experience as a district manager for a major building manufacturing company as well as industry experience with a general contractor.

"I am very excited to join Varco Pruden – an organization I've admired and respected for many years – and for the opportunity to be a part of such a remarkable group," said Stephens. "I look forward to developing long-lasting and mutually profitable relationships between VP and our builders."

Stephens graduated from California State University with a degree in construction management.

VP Appoints New District Manager – Alan Johnson



Johnson

Alan Johnson has been named as a district manager in the Central region. His territory includes the majority of the Colorado market as well as parts of Kansas, Nebraska, New Mexico, South Dakota and Wyoming. In this position, Johnson will be responsible for business development, builder support, sales, recruitment, territory management and regional business growth. Johnson will be based in Colorado and report to Mark Larson, regional sales manager.

Larson expressed: "Alan is a proven leader who brings deep industry experience to the role. I feel confident that he will make a meaningful business impact for our builders."

Johnson has more than 20 years of management and sales experience. Previously he served in the positions of general manager and vice president for a well-known design-build construction company.

"I am proud to join the VP family," said Johnson. "I look forward to being a part of the team and offering builders a high level of service."

Johnson graduated from Lyndon State College with a degree in business.

VP Commitment to Canadian Market Evidenced by Expanded Region

Varco Pruden recently completed a Regional Advisory Board for several VP Builders from Canada. The meeting was held in Madison, Wis. and included a plant tour of the Evansville, Wis. manufacturing plant.

During the meeting, VP announced the establishment of a separate service region focused on the Canadian market. Effective Nov. 1, 2014, all estimating support for the Canadian market will be located within the Canadian estimating group in Evansville under the leadership of Kent Mason. The newly formed estimating group will be directly managed by Michael Axthelm. Additional information and

an estimating contact list will be forwarded to all Canadian Builders for their use.

Future announcements will confirm the time-frame for all new order entry and processing resources to be available to the Canadian Support team in Evansville.

VP is committed to supporting its builders in Canada and pursuing growth in these key markets. This announcement reflects some of the specific actions to improve VP's presence in this strong building systems market.

Successful PAC and RAB Meetings Bring Builders, Ideas Together with VP

Varco Pruden's President's Advisory Council (PAC) meeting was held in New Orleans, La., Oct. 20 – 22, 2014. Discussions led by VP's senior management focused on product and technology innovation, sales and marketing. In attendance were the 18 builder members, elected during their Regional Advisory Board meetings, along with key management members from both VP and BlueScope.



Guillermo Garcia-Tunon introduces himself at the PAC meeting.

The agenda covered a broad range of topics including manufacturing, quality control and marketing, along with competitive issues and current market conditions.

In remarks made following the two-day meeting, Chuck Haslebacher, president of VP, expressed appreciation for the valuable input provided by PAC builders attending the meeting.

VP's Regional Advisory Board (RAB) meetings were held in recent months for the Central, Eastern, Northern and Canadian regions. Builders attended the meetings along with several senior leaders with VP.

Fifteen builders attended the Central Region RAB meeting,

which was held Sept. 10 – 12 in Winter Park, Colo; twenty builders attended the Eastern Region RAB, held Sept. 15 – 17 in Myrtle Beach, S.C; thirteen builders attended the Northern Region RAB, held June 9 – 12 in Pittsburgh, Pa; and twelve builders attended the Canadian Region RAB meeting, which was held Oct. 28 in Madison, Wis.

Topics discussed included safety, sales, marketing, manufacturing, research, logistics, engineering and estimating. Key highlights of the meeting included in-depth discussions and reviews of Conventional Steel Services, WideBay™ and Building Makeover.



PAC members and guests mingle at an evening event.

time. It's the one time a year where we can get together face-to-face with VP to focus on product development, emerging industry trends, new possibilities and plans for the future. When VP leaders and the RAB are in one room getting things accomplished together, the result is powerful."

Glen Harrell, president of Harrell Construction Co. and previous chair of the Eastern RAB, remarked, "The RAB meeting offers an intimate time for builders to communicate with senior leadership and discuss issues common to our successes. The meeting is a great investment of