

Q4 NEWSLETTER

Making the Planet Better Together

THE POWER OF 1% BETTER – BOB ALVAREZ

Sometimes, we're led to believe that big breakthroughs are the only things that matter. But I've come to realize that it's the small, steady steps forward—the 1% improvements—that truly make a difference over time. Committing to just 1% better isn't overwhelming. It's practical, honest, and genuinely achievable. With each small change, we lay the groundwork for something much greater than what any of us could accomplish in one leap.

Maybe one day, that 1% comes from making a daily task a little easier—streamlining how we process invoices, or finding a way to load trucks more efficiently. Other days, it looks like clearer communication, or tweaking the way we handle an inspection. Sometimes, it's simply offering support to a teammate before it's even asked for.

On their own, these actions might seem modest. But together, over time, they build real momentum. That's how we grow—not just as a company, but as people who care about their work and each other. This isn't just a philosophy; it's something we can practice every day:

- Operations: Improving a checklist to prevent mistakes or reduce unnecessary costs like repairs.
- Customer Service: Reaching out once more to show our clients that they matter, and that by choosing us, they're choosing people who genuinely care.
- Leadership: Asking questions and being genuinely curious helping us understand, connect, and solve problems together.
- Everyone: Communicating openly to save time, prevent confusion, and build trust company-wide.



We shouldn't chase perfection. Let's focus on moving forward, little by little, with honesty and intention. So I encourage you to ask yourself:

- Where could I make a 1% improvement this week?
- How might I support someone else in reaching their own 1%?

If each of us commits to these incremental gains—offering genuine effort, staying curious, helping one another, I believe we'll look back and see not just change, but true transformation.

Let's shape our future, one percent at a time. Thank you for being part of this journey.



COUNTING MY BLESSINGS – BRUCE SHAPIRO

While driving into work, I often see men from a church group at the same intersection who are asking for donations. These men pass out a small piece of paper with a scripture and on the back is printed that they have been incarcerated for drugs or other crimes and are recovering. When the traffic flow allows, I hand him a little something and hope that it helps. Recently, the traffic allowed me to stop beside one man. I asked him how he was doing, and his answer was, “I’m blessed.”

On the rest of the drive, I let that sink in. And since then, I can’t help but feel how blessed I have been in my lifetime.

- Although I lost my father at a very young age, I was blessed to have him long enough to have learned from him.
- I was truly blessed when at 27, my mother had faith in me to run the family business.
- I was blessed with the attitude of optimism that has sustained me all these years through the ups and downs of the metal industry.
- From the beginning of that journey, I have been blessed with a team who cares about the company and each other.
- I am blessed that what I was taught by my parents to “treat everyone the way you want to be treated” is the way to live.
- I have been blessed to fail many times and the ability to recover many times too.
- I am blessed to appreciate that life is both painful and joyful.
- I was blessed with a son who I am very proud of.
- I am blessed with the love and support of my wife Liz who has taught me so much about gratitude and how to express my feelings.
- I am blessed with a loving family.
- I am blessed to be able to help others who are less fortunate than me.
- I am blessed to still have friendships from when I was in grade school and many new ones.
- I am blessed with the many business relationships that have turned into cherished friendships.
- And finally, I feel blessed that a stranger, who has so much less than most everyone, could teach me what being blessed really is.

Thank you for all you do every day. Each of you are a blessing and continue to inspire me.

Be well. Be safe. Be blessed.



How Everyday Conversations Shape Sustainability

It has been years since most of us last sat in a classroom, but learning is a lifelong process. With the rise of AI and the constant release of new scientific findings, continuous learning has become more important than ever. Staying informed and practicing media literacy are not just helpful, it's a responsibility we all share.

Environmental issues and sustainability are not new topics, but they are finally receiving some of the attention they deserve. Science continues to evolve, offering updated guidance on best practices. In past newsletters, I've shared tips on identifying greenwashing and the dangers it poses. But misinformation around sustainability goes far beyond misleading product labels. It spreads through rumors, unverified claims, and comments from non-professionals.

Since sustainability has historically been a grassroots movement, we must share accurate information with our families, friends, and online communities. Environmental communication is often overlooked, yet it is one of the most powerful tools at our disposal. Facts and figures are important, but if we can't communicate them clearly, the message is lost and progress stalls.



We are in the sustainability industry and expected to field questions about recycling. As environmental stewards, it is important to take advantage of any window of interest. It's our job to provide answers that are both informative and easy to understand.

Two key principles of environmental communication are being concise and positive. Over the years, I have practiced my responses to test what is effective and resonates with the person I am talking with. I find that having a set answer often allows me to convey meaningful points. Here are a few of the questions I hear most often and how I typically answer them:

Q: Doesn't it all go to the landfill anyway?

A: When people think that way, bins tend to become contaminated with non-recyclable items and get diverted to the landfill because trash content outweighs the recycled materials. Keep in mind that recycling exists because it has value, recyclers WANT your material, but contamination can ruin entire batches, so proper sorting makes a big difference.

Q: What is the main thing people mess up when recycling?

A: Every recycling center I've visited points to the same problem, plastic film like grocery bags and shipping packaging. These are the top contaminants in residential recycling.

Q: How do I know what I can recycle then?

A: Start by checking your city or county's website, each community has its own list. As a general rule, keep it simple with glass, metal, and paper that are widely accepted. Most plastics can be recycled, but it helps to know which types are accepted locally.

I know some of these conversations seem extremely basic, but in my experience being prepared for these conversations makes a big difference. Each touchpoint matters, when someone learns the right answer, they're more likely to share that knowledge with their friends and family. Over time, these small exchanges build momentum, and that's how awareness grows into lasting sustainable habits.

I encourage you to think about the last time someone asked you a question about recycling or sustainability. How did you answer? Was your response clear, helpful, and easy to understand? The better we get at conveying sustainability information, the stronger our collective impact will be.

TRUCK DRIVER APPRECIATION - MICHAEL JENKINS

In September, we celebrated National Truck Driver Appreciation Week. We are thankful to those who keep America moving. Every mile driven, every load delivered, and every challenge overcome on the road makes a difference—not only to Shapiro but to families, businesses, and communities everywhere.

Our drivers work long hours, face unpredictable weather, navigate busy highways, and handle one of the most demanding jobs in the workforce. Without their dedication, none of what we do as a company would be possible.

It is always kind to recognize the service of truck drivers—whether it's a handshake, a kind word, or just an acknowledgment of the hard work they put in day after day. These small gestures go a long way in showing that their sacrifices are seen and valued.

To all of our drivers: thank you for your commitment, your professionalism, and your hard work. You are the backbone of this company and the heart of our industry.





Shapiro Benefits

FALL INTO BENEFITS SEASON

Open Enrollment is just around the corner—November 10–14—so now is the time to review your benefits and make any updates for the year ahead. Be on the lookout for an email about an upcoming Teams Benefits webinar, where we'll discuss what's new in 2026.

The second half of the yearly clothing allowance will be distributed to plant employees in October.

As the year comes to a close, it's a great time to review your 401k plan and make sure you're on track with your retirement goals.

Don't forget that all employees and their dependent family members have access to Personal Assistance Services (PAS)—a free, confidential life event resource to help with stress, major changes, childcare, eldercare, financial guidance, and more. You can scan the QR code below to learn more.

Please also take a moment to make sure your contact information is up to date in IPS so you don't miss important updates.

If you have any questions about benefits or wellness, HR is here to help. It's been a great year together, and we're excited to carry that momentum into 2026!



PACT

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Your Resource for Life's Questions



SCAN ME



CULTURE CORNER – LISA BURROWS

Fall fun is in full swing—Fantasy Football is heating up, and we're gearing up for our Pumpkin Carving Contest in October.

Winter holiday planning is also underway, so stay tuned for festive updates in the months ahead.

We're stepping into wellness with MoveSpring, our activity app that's more than just steps. It's a great way to join challenges, track your progress, and stay connected with your team.

And don't forget to recognize your coworkers on Whistle—those shout-outs really make a difference.

www.shapirometals.com



SAFETY FIRST

MANAGING STRESS BEFORE IT MANAGES YOU - FRED STELL SMITH

Stress at work can build up fast if it's not managed. The good news is, there are practical ways to lower its levels depending on whether it's mental, physical, or emotional stress. Here are some of the most effective approaches:

Quick fixes in the moment:

- Breathe deeply – Try a 4-7-8 Breathing Cycle (inhale 4, hold 7, exhale 8) calms your nervous system.
- Step away briefly – Even a 5-minute walk or stretch can reset your mind.
- Hydrate & refuel – Dehydration and blood sugar dips quietly increases stress.

Daily habits that help:

- Prioritize & plan – Make a short to-do list and focus on 2 or 3 key tasks instead of trying to do everything at once.
- Set boundaries – Avoid checking emails/messages nonstop. Batch responses if you can.
- Move your body – Stretching at your desk or a walk at lunch keeps stress hormones in check.
- Use micro-breaks – Look away from screens, roll your shoulders, or do a quick reset every hour.

Longer-term stress reducers:

- Communicate openly – If workload is overwhelming, let your manager or team know instead of bottling it up.
- Improve your workspace – A comfortable chair, good lighting, even a plant can reduce tension.
- Practice mindfulness – Short meditation, prayer, or journaling helps you process stress before it piles up.
- Stay connected – Talking with coworkers or friends (even sharing a laugh) is one of the best stress buffers.

The best approach usually combines instant relief (breathing, breaks) with long-term habits (boundaries, movement, mindset).

Remember, we're a family at Shapiro and your co-workers are part of that family. Check on resources with HR if you need some help. Stay safe, stay focused, have a positive mindset, follow some of the short- and long-term stress reducers, and together, we'll get it done.



TELL A JOKE

Why did the recycling bin break up with the trash can?
It found someone more sustainable!

What do you call a paper airplane that can't fly?
Stationary!

Knock, knock.
Who's there?
Hatch.
Hatch who?
Bless you!

What is a recycling bin's favorite type of music?
Heavy metal!

Why was the Italian chef given an award?
Because he pasta test!

Why did the scarecrow win an award?
Because he was outstanding in his field!



MICHAEL KOLB

The Room We Leave

By Judy Ferraro and Michael Kolb

When speaking with Michael, I asked what he would tell people who are driving around his truck on the highway and loved his response. "The room we leave is not for you to fill up." Such great advice for those people on the road who don't understand how important it is to drive responsibly around trucks. Due to the size and weight of trucks, they require more space and need more notice when other vehicles squeeze in front of them.

Michael has been with Shapiro for a year now but has been driving a truck for 25 years and he estimates he's covered over three million miles. He never leaves home without his phone, blue tooth and wallet. After all those years, his words of wisdom to other truck drivers is to "never be in a hurry and pay attention to your surroundings."

While on the road, Michael likes to listen to podcasts, True Crime and Scale are his favorites. His on-the-road preferred snacks are beef jerky and peanuts. His favorite food stops over the years have been in Gulf Shores, Alabama where he enjoyed all fresh fish like tuna, mahi mahi and grouper.

A Road Warrior story that Michael wanted to share was from before working for Shapiro where he was driving back to St. Louis from Kansas City where he saw an SUV in front of him swerving. About five miles down the road, something had happened to the SUV. Michael saw the vehicle rolling into the medium, flipping three to four times and then Michael saw a baby seat, with the baby still inside, fly out of the back window. The driver flew out through the windshield and the passenger was still inside when the SUV finally stopped. The baby landed on the highway. Michael jumped out of his truck and was able to grab the car seat, put it on the side of the road and call 911.

Michael tended to the baby, without moving him, and stayed at the scene until assistance came which seemed like days, but in reality was about 20 minutes. Sadly, the driver and passenger, the baby's mom and dad, did not survive the accident.

The stories of our drivers never cease to amaze me. Truck drivers see a lot in their profession and are often in a position to help others.



When Michael is driving, he often sees places along the road that he later goes back to, like amusement parks. He is the coach of his daughters softball team, and they went to one of the parks on his list for a softball tournament. Safety is important to Michael. "It is important that before hitting the road, that I make sure all my lights are working and that the tires have been checked. I've seen a lot of accidents along the way caused by bad tires."

After 25 years of driving, Michael is used to things not going as planned. He estimates that about 70% of the time, he expects to make adjustments. "I've been hauling scrap for 17 years, there are all sorts of delays, and I take them case by case."

When Michael isn't working, he spends time with his wife of 20 years and his four children, two boys and two girls. His oldest son is at Montana State, a 17-year-old son is a senior in high school, a 14-year-old daughter is a freshman and another daughter is in 7th grade. He coaches softball for three teams, and his focus is more on, "creating better athletes than trophies." He added, "At Shapiro, I have quality of life time with my family." Coaching is a passion for Michael.

When he's not coaching, he also likes to fish, hunt for deer and turkey and to travel with his family to the ocean for vacations. They especially like Florida's east coast, Hawaii and Alabama.



SHAPIRO BIRTHDAYS

SEPTEMBER

Kenneth Lutz - 6th
Tim Ridderbos - 7th
Sydney Owen - 9th
Joseph Ballard - 10th
Felipe Rivera Hernandez - 14th
Kimberly Wesley - 15th
Lisa Burrows - 22nd
Cesar Sanchez - 23rd

OCTOBER

Andre Hunt - 5th
Daniel McDonald - 6th
Thomas Carnley - 10th
Thomas Rieffer - 17th
Tim Richardson - 19th
Don Osborne - 25th
David Joyce - 7th
Thomas Herrera - 28th

NOVEMBER

Thomas Viviano - 1st
Larry Walters - 1st
Johnny Wimbley - 5th
Chad Froelker - 4th
Luis Martinez - 5th
Kelvin Moreno - 9th
Steve Hickman - 11th
Teresa Smith - 11th
Ricky Slacks Jr. - 12th
James Hawkins - 15th
Terry Garrett - 17th
Louis Williams - 23rd
Ahmad Nikbeen - 29th

DECEMBER

Brayden Mitchell - 1st
Aaron Farley - 5th
Robert Zavala - 7th
Tim Shorter - 9th
Friday Allison - 10th
Daniel Calderon - 11th
Cody Burton - 14th
Robert Chriswell - 18th
Andrew Garza - 19th
Tim Weber - 29th
Jim Funkhouser - 30th



MARKETING MILESTONES

Q3

Website Stats

3,808 Companies Visited
30,155 Page views
166 Newsletter Signups

LinkedIn Stats

24,708 Impressions
95 New Followers

Market Insights

Total Opens:
5,769

Sustainability Insights

Total Opens:
1,254

Podcast Stats

2,680 Impressions
486 New Subscribers

