



METAL FORMS CORPORATION
SINCE 1909

Form To Finish™

A PUBLICATION FOR MFC DEALERS

SPRING 2020

MEL'S METTLE NEW GAME...OLD PLAYBOOK



I looked hard and long but, unfortunately, my old Gutenberg never churned-out a book of rules governing the chaos now staring us straight in the eye. There is not a person, business, organization or government entity not adversely affected by COVID-19. All of a sudden, all the “know it all” talking heads have no answers. Yup, all those social, political and sports pundits have no clue what game strategy to recommend going forward.

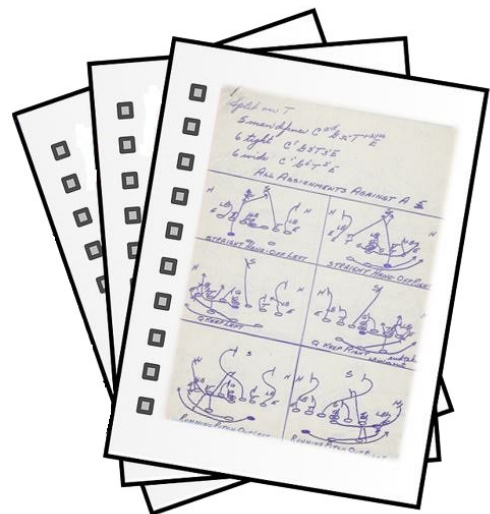
Bear with me as I use some sports analogies to explain our current dilemma. The sporting world is full of examples where totally new playing concepts are invented to befuddle the opponent. In basketball, there was the “full-court press” and “the four corners”. In football, there was the “west coast offense”, the “wildcat” and the “zone-read”. Even in that ancient sport of boxing, a guy by the name of Muhammad Ali confused ring opponents with “Rope a Dope”.

For a while, it was difficult to compete and win against these masterfully devised new game plans. In time, however, strategies were devised to neutralize and eventually outwit the opponent. More often or not, the counter game plans were created and written by veteran coaches and players.

Ok, it took me a while, but the objective of this “Mel’s Mettle” is to emphasize that MFC has the talent, resources and tenacity to defeat this new and invisible opponent. A look back at our 120 year history reveals many examples of resilience and ingenuity. In the case of every crisis, MFC recoiled and then revised the playbook to defeat monster opponents that arrived in the name of "WORLD WARS I & II", "STOCK MARKET CRASH", “DEPRESSION”, "STRIKE" and "FIRE". This is to say nothing about all the personal tragedies and losses experienced by every tier of MFC employee.

There is no better time to share a letter sent to my boss (Tom Miller) by a friend (Bruce Foerster) after the 100 year celebration at MFC. The reproduction of this letter to meant to be shared with all MFC employees as well as all MFC customers, vendors and associates (*see page. 3*).

After reading this letter, and relying on history as being an accurate barometer, be assured that MFC will create a winning playbook both now and in the future.





METAL FORMS CORPORATION
SINCE 1909



Steel Forms



Plastic Forms



Concrete Finishers



Wheelbarrows

OVERCOMING ADVERSITY



DEPRESSION:

The depression of the early 1930's hit late at MFC. Construction of public buildings and roads created a strong business atmosphere amidst the financial woes started by the 1929 stock market crash.

FIRE:

On May 15 1963, MFC experienced a serious 3-alarm fire that destroyed a good part of its manufacturing and office facilities. MFC operations resumed the very next day with management operating "off-site" (working remotely!) at a house next door while fabrication continued in the open air with no roof overhead.



LITIGATION:

Two legal battles were fought in the mid 1980's. The first involved a brutal "bare knuckle" labor dispute at the Milwaukee headquarters followed by a "METAFORM" trademark transgression in New York. Both legal threats were fiercely resisted and resulted in favorable verdicts for MFC.

- | | |
|-----------------|---|
| Tom Miller | Chief Executive Officer
temiller@metalforms.com |
| Tim Fox | President
tfox@metalforms.com |
| Dan Block | Executive Vice President
dblock@metalforms.com |
| Lynn Kuykendall | Sr. Account Executive
lynnk@metalforms.com |
| Tanya Proby | Account Executive
tanya@metalforms.com |
| Matt Michel | National Accounts Manager
mlmichel@metalforms.com |
| Alex Topczewski | National Accounts Representative
alex@metalforms.com |
| Ryan Timms | Dealer Sales Manager
rtimms@metalforms.com |
| Chris Grandt | Dealer Sales Manager
cgrandt@metalforms.com |

3334 NORTH BOOTH STREET - MILWAUKEE, WISCONSIN 53212
U.S.A. Phone: 414-964-4550 / Fax: 414-964-4503
Email: info@metalforms.com / Web: www.metalforms.com



Mr. Thomas E. Miller
President
Metal Forms Corporation
3333 North Booth Street
Milwaukee, Wisconsin 53212

12 October 2009

Dear Tom,

Last Saturday afternoon's celebration of Metal Forms Corporation's (MFC) 100th Anniversary at The Bavarian Inn - Heidelberg Park - was an event that I shall remember for the rest of my life.

No one save you, your father and his father can truly know all the ups and downs, failures and disappointments, successes and triumphs and joy that come with owning and leading a closely-held company over a 100-year continuum that saw the Great Depression, numerous recessions and the Panic of September 2008; two world wars, Korea, Vietnam, two Iraq's, Afghanistan and countless other armed conflicts; organized labor discontent and union intimidation; changing technology; and personal exultation and tragic loss.

Through it all, and despite all manner of adversity, MFC manufactured and shipped product, hired promising employees and terminated those who could not meet high standards, created new products and dropped obsolete ones, met payroll and paid fringe benefits. Surely this record of accomplishment touched the lives of thousands, almost always with a light but sure hand.

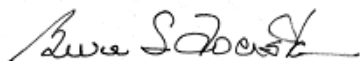
How can one explain the phenomenon of a successful and enduring "small business?" In my experience, quite simply: enlightened and inspirational leadership by example.

Watching the way you handled yourself on stage in front of your employees told me all I needed to know. When a leader puts the interests of his people in front of his own, his people will walk through walls and go to no end to produce a first rate product. Great leaders of small business have courage, entrepreneurial spirit, integrity, caring for others and humility. Equally important, success at work starts with success at home.

You exemplify all of these traits, and I am truly lucky to call you a friend.

Congratulations on an extraordinary achievement; thank you and Judy for your warm hospitality on Friday evening; and best of luck as you and your team enter the second century of a uniquely American success story.

Warmest personal regards,



Bruce S. Foerster





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MFC TEAM SALUTE TO MFC EMPLOYEES

We sincerely appreciate everyone's dedication in helping MFC stay the course during these challenging times. We understand that the company is only as strong as its employees and MFC has GREAT employees! Maintaining a positive, can-do attitude goes a long way in keeping our work environment as upbeat as possible.

Common sense, not fear, will continue to be our guide as we ride out this storm. We continue to monitor actions taken by state and federal governments as they relate to this situation. We have also reached out to a large portion of our dealers and vendors who have shared that they are taking a similar course of action as we are and maintaining operations. That also serves as inspiration to 'stay the course'.

Again, thank you all for stepping up during this time of uncertainty.

Tom, Tim and Dan

