

Step Write Up



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Quality

“The quality goes in before the name goes on”

Does that quality slogan sound familiar to you? It’s one I remember hearing quite often. How about “Quality is job 1” or “Quality you can feel”? Quality slogans have become a noticeable part of advertising. People look for and appreciate quality in the products they buy. Companies are proud of the fact that they can produce quality items.

Step Industries earned ISO 9001:2000 certification several years ago and we are proud of that fact. A Quality Management System encompassing everything we do as a business requires a serious commitment on the part of everyone. Together we are continually looking for ways to improve our quality and increase our customer’s satisfaction.

So, just how does the quality go in before the name goes on? Who actually puts the quality in there anyway? We all do. All of Step Industries employees are responsible for doing their part in the quality process. In fact, employees are the only way the quality can go in.

At Step Industries we recognize our employees to be our greatest asset. Without our employees nothing gets done, but with our employees it can all get done. Then, add in our ISO Quality Management System and not only does it all get done, but it all gets done exceedingly well.

Sam W.

HR/Quality/Safety



Outstanding Employees

Jessica R. and Lindsey P. Both ladies have good job skills and good attitudes. Their quality and productivity have been great. They also work well together as a team and try to do the best they can.

Gerry W. His coworkers in the East IPA say that he always works hard and makes good use of his time. Gerry has a good attitude and is a great, pleasant person to work with.

Brandon M. His coworkers appreciate the good effort he makes each day. Brandon is polite, easy to work with and always looking for ways to help someone out.

Mike C. He is dedicated and works together with the team to meet the daily production goal. Mike has been training for a Key Person position and has been doing a great job.



Statement of Purpose

Step Industries provides transitional employment to people recovering from addiction to alcohol and other drugs. These opportunities are intended to relieve the stress of unemployment, promote self sufficiency, and help prepare the recovering person for further vocational growth.

Although we are a nonprofit corporation, we are primarily supported through the sale of our services. Thus customer satisfaction is essential to our ongoing success.

We offer a safe, supportive work experience. We choose to work together in an environment of respect, cooperation, and trust.

Employee Goals Benefit Customers

Q. How will your goals benefit Step and its customers?

- A. *By staying dedicated to my program I will stay dedicated to my co-workers. This will help us to work together better.*
- A. *Taking more pride in my work.*
- A. *By continuing to try, our efforts increase which can help our teamwork.*
- A. *To maintain my patience in learning to work with people at all levels of recovery.*
- A. *Always trying to maintain a positive environment and be a positive role model.*
- A. *Being more consistent to help the job get done on time.*
- B. *Staying sober and positive keeps me coming to work and gets jobs done.*
- A. *By staying clean and sober, I keep working hard and will have good attendance to get jobs done.*
- A. *Furthering my education and experience helps my performance.*
- A. *By providing them with reliable, dependable, quality service.*
- A. *By working as hard as I can to gain a good work reference, the customer can benefit from my speed and quality.*
- A. *Promoting better attitudes will help make a better work environment.*

Happy Birthday!

Neenah

Jessica R.	12/05	Michael C.	12/13
Sherrie W.	12/15	Sarah M.	12/19
Daniel S.	12/29	Rodney H.	01/06
Julie H.	01/07	Maxine N.	01/09
Doug V.	01/16	Daniel R.	01/22
Lindsey P.	01/29	Gary W.	01/31

Happy Anniversary!

Milwaukee

Natasha B. 01/16/07

Neenah

Tom C. 12/06/06
Chad G. 12/07/07
Rosie N. 12/12/02

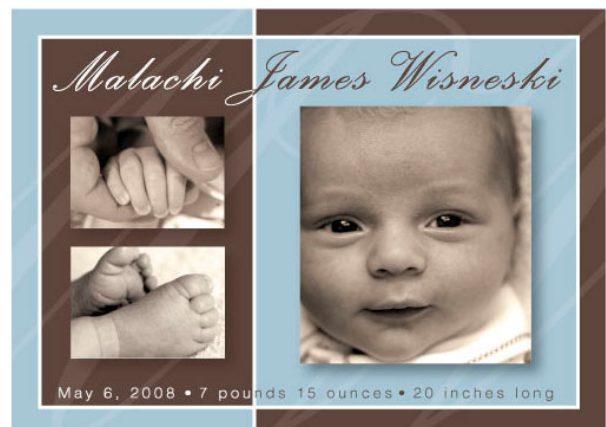
NON-ALCOHOLIC HOLIDAY PUNCH

½c. sugar
1 ½ c. water
¼ tsp. cloves
¼ tsp. cinnamon
1/8 tsp. nutmeg
1/8 tsp. salt (optional)
4 c. cranberry juice
2 c. pineapple juice

In 3 quart saucepan, combine ingredients and bring to a boil.
Add fruit juices. Serve

Newsworthy Notes

Congratulations go out to Sam Wisneski and his family on the birth of his grandson, Malachi James Wisneski. Isn't he precious?



Freshening Things UP

Every so often things should get freshened up. Like getting a new hair cut, painting a room or changing part of my fitness routine; they all help keep me energized. The “newness” of change can really tweak my perspective in a positive direction. The room can feel more inviting or cozy when freshly painted but this too will dwindle. In a few years it will need an updated look again.

How does this relate to Step Industries? We use our websites and brochures for marketing purposes. We need to keep updating and keeping things fresh so we can stay motivated. Years ago we were so excited when we finished our website. We had finally become part of the web; this is a big deal at Step Industries as we are always behind the times when it comes to the latest technology.

We were also very excited to have a professional photographer come in and take pictures so we could create a new brochure. At one time, our brochure was very fresh and new. As time has passed, these marketing

tools had become outdated and dull and no longer what we needed to get our message across. So we decided to polish our image. We hired Schmidt Communications to help give new energy to our message. We hired Image Studios to take pictures for the new brochure and website. We worked with Henjum Creative and Skyline Technologies to do the layout and put it all together.

The combination of these organizations and the cooperation of our exceptional employees/models has given our website and brochure the fresh look we were hoping for. When you get a minute please take a look at **www.stepindustries.com**.

Michelle Devine Giese

Vice President

Rising to the Challenge

For a long time we've had one primary customer in Neenah, and handling their needs has become second nature. With new customers, we're learning more about different types of packaging methods, equipment, shipping and all new terminology. Our ISO procedures also help a great deal by ensuring that we cover specific details in our training on new jobs. We want to rise to the occasion with all customers, but know that it is really important to make good first impressions with new customers.

As we work with more customers, we're starting to learn better questions to ask on the front end of projects. It's providing a great deal of experience and allows us to offer better service to everyone. It's also exciting to get more customers with different types of work. Not only does it give me new experience, it allows our crews to have more experience in different industries.

That's something that they may be able to take with them to help them down the road.

It's also great to see crews rise to meet the challenges that new types of jobs have provided. We had two jobs recently where we struggled with our efficiencies for the first several days, but the crew didn't give up. They made some changes with the setup and flow of the job, and before they knew it, they were exceeding everyone's expectations. This is happening more and more. I look forward to everyone rising to the challenge with new jobs and customers as we expand our capabilities. I'm confident that as we continue to meet those challenges, we will continue to be provided with more opportunities.

Dan Haak

Neenah Operations Manager

Employee Spotlight: Gary W. Neenah Plant

To really write “my story” would take pages and pages, covering 32 years of insanity. That’s the only word that really describes my affair with alcohol. And it was like an affair; indulging myself with what I could, whenever I could, and trying to keep it secret. Like most affairs, the truth eventually comes out, destroying not only your life, but the lives of those closest to you.

In October of 2007, I checked myself into the Mooring Program after serving 33 days for my third DUI. My family moved back to Florida, but with the support of my parents, brother and sister, I got through the loneliness, the anger, the sadness and the utter disbelief of what I had done with my life. That disbelief is now understanding.

In February of this year, my oldest daughter got married in Jamaica. I was not able to attend, but wrote her this poem, which puts everything in perspective for me.

DREAMS

*Not all dreams were meant to come true.
This I’ve come to know.
But one sure did, the first time I saw you,
My love began to grow.*

*When I met your Mom, and fell in love,
The two of us as one,
We dreamt of the day, we both could say,
A new life had just begun.*

*The ninth of June will always be
When love brightened up our world.
The day that God blessed our lives
With the birth of our little girl.*

*“Little Pinecone” I said, as I kissed your forehead
“This is your Daddy, my love will always be true.”
Yet in future years, I filled you with tears,
When addiction stole me from you.*

*In all these years of tears and fears,
Of thinking of only me,
I hurt the ones that meant the most,
My life, my family.*

*In recovery they teach you, one day at a time,
By honesty, forgiveness and love,
To yourself, your family, your neighbors and friends,
Through the spirit of God above.*

*One dream that I’ve had, since the day I became “Dad”
Was to stand by my sweet little child.
To give her away, to the man of her dreams,
Side by side as we walk down the aisle.*

*That will not be, thanks only to me.
No one else is guilty or to blame.
I hope you understand, that to be a better man,
It takes time to forgive my shame.*

*Physically not there, doesn’t mean I don’t care,
And I hope you believe that is true.
I’ll be right by your side, with the tropical tide
As you and Brian say your “I do’s.”*

*One thing needs to be said, as your journey begins,
Something I’ve learned from the hurt that I’ve caused.
With honesty, faith, conversation and trust,
True love can never be lost.*

*So Jenna and Brian, believe what I say,
Through my own life, I’ve learned what to do.
I know now, that actions speak louder than words,
And dreams really can come true.*

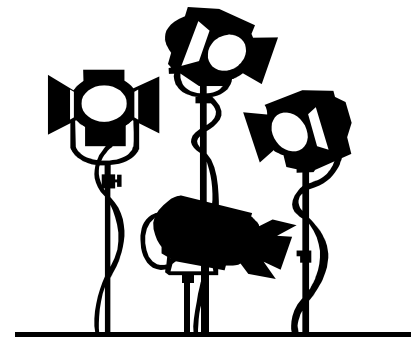
All My Love

Dad

Thanks to Step Industries, I have been able to take that first, and scariest step, back to being a productive member of society. I’ve always had the philosophy that you can do anything if you put your mind to it. But your mind must be clear.

Now, with just over a year of sobriety, the support of my family, and all the great friends I have made working at Step, it’s sure getting clearer—one day at a time.

God Bless



The Necessity of Change

I am reminded of a past employee as I read the other articles for this month's edition. Cheryl was one of our success stories as a transitional employee, then promoted to a supervisor on staff. She would get frustrated with our employees, our customers and me because "things" would rarely go as planned, or at least as she expected. The crew would change, the customer would change their mind and then I would manage to throw a curve ball her way from time to time. I would tell her "change is normal, natural and necessary" and Cheryl would add "and nasty" to the list.

Recovery requires some nasty pain before an addict can summon the willingness to change. Painful business conditions are pushing Step Industries to change. For example, I am amazed at our recent sales, marketing and promotional work—way above anything we have done in the past.

So, a kick in the butt can be a good thing.

Hugh Holly
CEO

Marketing News

Our new marketing campaign was launched in September. Four hundred mailers were sent to companies in the Fox Valley and Milwaukee. Over two thousand phone calls have been made since the mailing, following up on the brochures, reminding local companies of the services Step Industries can offer. We have generated a flurry of activity by reintroducing Step. I have met with over thirty companies; gaining two new customers and several potential prospects.

Rejuvenating our marketing program was a long process, but it was time well spent. The changes were needed and have resulted in new business. Our future success will

depend on continued change, hard work and a little luck.

In our work life as well as our personal life change is always needed. It is rare that this change will come easily, but it is always worth the effort.

Cheryl Fritz
Business Development Manager

Miniature Spinach Frittatas by Michelle Devine Giese

Vegetable cooking spray
1/2 (10 oz.) frozen chopped spinach, thawed and squeezed
3/4 C part skim ricotta cheese
1/2 C grated parmesan cheese (2 oz.)
1/2 C chopped mushrooms
2 Tbs. chopped onion
1/4 tsp. Oregano
1/4 tsp. Pepper
1/8 tsp. Salt
1 egg

Preheat oven to 375°. Spray muffin cups with vegetable spray. Set aside. In medium bowl, combine spinach, ricotta, parmesan, mushrooms, onion, oregano, salt & pepper with a wooden spoon. Beat in the egg (I use a food processor for mine.)

Spoon a healthy 2 tablespoons of mixture into each of the prepared muffin cups. Bake for 15-20 minutes, until firm but still moist. Unmold frittatas, arrange and serve warm.

For a twist, add a cherry tomato halfway through cooking time or add a 1/2 cup of chopped sun dried tomato to the mix.

A great healthy breakfast that can be made ahead and reheated in the morning for overnight guests.

Musings by Neenah Employees

*I was told by an “Old Timer” once—
“Quit asking yourself the why’s and start asking
how you’re going to get through the why’s in life.”*

Imagine an old man in his gravely voice saying that.

*What do you think? Stop asking yourself why this,
and why that happens and start asking yourself how you’re
going to get through tough times in life. Not why it happens.*

*After all, when you ask yourself why,
it all comes down to your very own actions, thoughts and foolish desires.*

*Pretty centered, isn’t it?
I thought so, also, at one time.*

Step back and think for a minute how you’re going to change your life from this point on.

Christopher G.

Broken

If you asked me right now
About the way that I feel

I would tell you I feel broken
An YES, that’s for real

I mean, one second I’m up
The next second I’m down

I walk around with a smile
Just to cover up my frown

I can’t seem to laugh
I can’t even cry

There’s nothing I find funny
And my tears have all run dry

I keep hearing the word BURDEN
And my heart’s grown wary

I feel myself slipping
An it’s this load that I carry

I can’t make it stop
No matter how hard I try

I’m pleading for help
Because I don’t want to die

Everything’s inside out
An my heart’s begun to dampen

Oh, I’ve struggled so hard
So that this wouldn’t happen

But if you asked me right now
About the way that I feel

I’d tell you that I’m BROKEN
An my walls have been resealed...

By Chris G. & Charlie W.

STEP WRITE UP

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