

# **NEWS RELEASE**

FOR IMMEDIATE RELEASE: May 28, 2007 Contact: Leonard A. Bedell 713.991.0450 Dennis Winkler 713.259.0195

### A&M Kingsville Alumnus Named Director/Shareholder of Mobil Steel

(HOUSTON, TX) -- Leonard A. Bedell, president and chief executive officer of Mobil Steel International, Inc. for the past year, recently was named to Mobil Steel's board of directors and joined the company's ownership as a shareholder. Bedell is a graduate of Texas A&M University-Kingsville, an active member of the A&M-Kingsville College of Business Advisory Board, and a past board member and president of the A&M-Kingsville Javelina Alumni Association.

Mobil Steel's board and shareholders recognized Bedell for his efforts in improving the company's production efficiencies, contract procurement and financial strength, as well as customer service and vendor partnerships. Bedell has focused on initiatives to enable Mobil Steel's personnel to improve operational efficiencies, customer delivery schedules, and vendor partner relationships.

"We have focused on our personnel and providing resources necessary to improve our goal of meeting and exceeding our customers' required scheduling and quality of product," Bedell said. Mobil Steel recently added substantial employee benefits, providing 401(K) and profit sharing plans and improved insurance, to retain and recruit key personnel.

"The continued growth of our business and improved employee benefits allows us to attract talented employees and retain our experienced personnel," Bedell said. "We believe our business environment and Mobil Steel's improved capabilities provide the momentum to expand our customer base and to meet and exceed our customers' requirements."

Mobil Steel completed the certification of the <u>American Institute of Steel Construction</u> (AISC) during 2006. The AISC is the preeminent certification standard for the steel fabrication industry. "We are extremely proud of the significant efforts of our employees to complete this rigorous certification during a period of time when we were extremely busy," Bedell noted.

Mobil Steel's general manager, Mark Scott, rejoined Mobil Steel in 2006 after several leadership stints at major steel fabrication and erection companies. Richard W. Friel, who has 40 years in the manufacturing and fabrication industry and more than a decade at Mobil Steel leading operations and business development, was named senior vice president. In April, Alan Stanley joined Mobil Steel as quality assurance and quality control manager for the steel fabrication business.

Bedell brings more than 30 years of management experience to Mobil Steel, including significant expertise in construction and production management disciplines. In addition to being an adept corporate leader, Bedell, an Accounting major from A&M-

Kingsville and a licensed Certified Public Accountant (CPA), has experience in deal structuring, negotiations and acquisitions. He is accomplished in steering troubled companies through successful business turnarounds. Bedell's experience in implementing initiatives to accelerate revenue enhancement, profitability, and cost containment, as well as product and services marketing, facilitated Mobil Steel's emergence in 2006 as a growing steel fabricator. Mobil Steel helps meet owner and contractor requirements for projects in the petroleum, petrochemical, power generation and other industrial and commercial industries.

"In an ever-changing economic environment, Mobil Steel has demonstrated that we can meet the production requirements of our customers with continuously improved quality and ontime delivery," Bedell said. "Our employees and vendor partners have created a momentum that will propel Mobil Steel into a successful future."

Mobil Steel's South Wayside facility in Houston has production capacity of 1,100 tons per month in its 80,000 square feet of plant facilities under roof. The 8.5-acre site is conveniently located within major freeway access to the refining and petrochemical industry in South Texas.

Mobil Steel is a certified member of the <u>American Institute of Steel Construction</u>, <u>Associated Builders and Contractors</u>, <u>Associated General Contractors</u>, and the <u>American Welding Society</u>. As a member of these organizations, Mobil Steel qualifies to appear on essential industrial and commercial bid lists within the industry.

Bedell, who lives in Houston, is a native of South Texas and remains active in Texas A&M-Kingsville university affairs and alumni activities. In addition to actively participating on the College of Business Advisory Board, he is a member of the President's Circle and a lifetime Century Club member of the Javelina Alumni Association.



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE: May 28, 2007 Contact: Leonard Bedell 713.991.0450

Leonard Bedell 713.991.0450 Dennis Winkler 713.259.0195

## **Mobil Steel Earns AISC Quality Certification**

(HOUSTON, TX) – <u>Mobil Steel International, Inc.</u> recently achieved quality certification recognition, another major milestone as it forges to the front of the steel fabrication business along the U.S. Gulf Coast.

Following a three-month rigorous audit process, the <u>American Institute of Steel</u> <u>Construction</u> certified Mobil Steel as having the personnel, organization, experience, capability and commitment to meet the requirements of the <u>AISC Quality Certification</u> program. Mobil Steel is one of only seven companies in greater Houston with the quality certification designation.

"AISC's quality certification is recognition of the commitment and expertise of our employees," said Leonard A. Bedell, president and chief executive officer of Mobil Steel. "We have been improving the company's production efficiencies, contract procurement and financial strength, as well as customer service and vendor partnerships.

"It is gratifying when outside organizations recognize that effort," Bedell added. "We are now among the elite in our industry; only a handful of companies in the greater Houston area can claim the distinction of quality certification from AISC."

The AISC quality certification audit was a comprehensive evaluation that took three months to complete. It involved surveys, interviews and inspections with management, supervisors and personnel in the shop. "Although it took considerable time, preparation for a successful audit and the audit process itself provided solid learnings. We have been able to incorporate these learnings into our processes and procedures which will make us a more effective and efficient supplier to our business partners," Bedell said.

Mobil Steel has focused on adding and improving personnel and providing resources necessary to meet and exceed customer needs, such as on-time delivery and quality of product. Mobil Steel recently added substantial employee benefits, including paid insurance and matching 401(K) and profit sharing plans, to help retain and recruit key personnel.

"The continued growth of our business allows us to retain our talented employees and attract experienced personnel. This enables Mobil Steel to meet and exceed our customers' requirements," Bedell said.

Mobil Steel's general manager, Mark Scott, rejoined Mobil Steel in 2006 after several leadership stints at major steel fabrication and erection companies. Richard W. Friel, who has 40 years in the manufacturing and fabrication industry and more than a decade at Mobil Steel leading operations and business development, was recently named senior vice president. In that

role he will focus on business development, job scheduling, contract administration, and generally meeting customer needs.

Bedell, who brings more than 30 years of management experience to Mobil Steel, including significant expertise in construction, production management, and financial disciplines, has steered troubled companies through business turnarounds. He has overseen Mobil Steel's emergence in the past year as a growing steel fabricator helping meet owner and contractor requirements for projects in the petroleum, petrochemical, power generation and other industrial and commercial industries.

"In an ever-changing economic environment, Mobil Steel has demonstrated that we can meet the production requirements of our customers with continuously improved quality and ontime delivery," Bedell said. "Our employees and vendor partners have created a momentum that will propel Mobil Steel into a successful future."

Mobil Steel's South Wayside facility in Houston has production capacity of 1,100 tons per month in its 80,000 square feet of plant facilities under roof. The 8.5-acre site is conveniently located within major freeway access to the refining and petrochemical industry in South Texas.

Mobil Steel is a member of the American Institute of Steel Construction, <u>Associated Builders and Contractors</u>, <u>Associated General Contractors</u>, and the <u>American Welding Society</u>. As a member of these organizations, Mobil Steel qualifies to appear on essential industrial and commercial bid lists within the industry.

###

Article Appear in Associated Builders & Contractors Houston publication *Build Houston Magazine* August/September Issue 2008

# NERVES OF MOBIL STEEL Flexibility in Steel Projects

As the economy hints at recession, energy prices soar, and raw materials costs rise – such as steel's 40 percent increase – companies are challenged to deliver value beyond pricing. <u>Mobil Steel International, Inc.</u>, the 40-year-old steel fabrication business, meets the challenge by embracing customers and vendors as partners, demonstrating a "can do" assurance and trust.

"The customer is our partner," explains Leonard A. Bedell, Mobil Steel's President and CEO. "We pride ourselves on serving their needs. Projects and customers change, however we remain true to customers and our core values: integrity, reliability, quality and flexibility."

### Flexible Operations

Mobil Steel builds and trains a team of employees with experience and skills to serve customers. General manager, Mark Scott, is an example of multi-skilled personnel who return to Mobil Steel and accelerate its development. Scott, a veteran manager in steel fabrication and erection is a certified welder who started as an apprentice welder at Mobil Steel. His vast knowledge helps operations better serve customers.

Following a failed ownership change ending in 2004, new management and investors directed the company's recovery with emphasis on commercial building. Mobil Steel fabricated steel for schools, hospitals, and office buildings. As the company rebuilt its management team and skilled staff, they responded to changing energy markets and begin fabrication for major projects in petrochemical, oil service and alternative fuels markets, such as ethanol, LNG, and biodiesel plants and related pipelines.

"We developed great relationships and improved our plant's skill set for doing commercial and industrial work," Bedell relayed. "We also reinforced relationships with returning customers in refining and petrochemical markets as they expanded. We now serve commercial, energy sectors, refining and chemical projects."

## Reliable Partner

Mobil Steel has capacity to deliver multiple projects – six bays with 80,000 feet under roof fabrication area sit on 8.5 acres. When other fabricators cannot meet schedules, Mobil Steel utilizes flexible capacity to meet customers' requirements.

"Even when not awarded a bid proposal on a new project, we let companies know we are there to back up their fabrication and scheduling needs. We want them to know that we have experience, talent and capacity to deliver on time, and that we are flexible," advocated Bedell.

"It works to our advantage. Several larger jobs in 2007 developed from jobs we initially were not awarded, generally due to scheduling or performance issues with fabricators selected. We secured future jobs by coming through for the respective projects' completion success."

Mobil Steel emphasizes long-term relationships. While others over-promise on delivery and capacity to perform, Mobil Steel strives to exceed expectations. Experienced employees forecast reasonable timetables, give accurate pricing and build a partnership to last.

"We are not going to promise a quick turnaround or cheap price to get business," mentioned Scott. "Our relationships are built on trust and credibility. We deliver on our promises."

#### Service & Quality

"We appreciate the trust that our employees, customers and vendor partners placed in us when we were going through tough times," states Bedell. "We are loyal to those who believed in us and wanted Mobil Steel to succeed. Our vendors, bankers, investors and dedicated employees provided ingredients for a successful transition. We see opportunity to secure more work through loyal relationships and stronger customer base."

Mobil Steel repays that trust through community and business service. Employees volunteer with community clubs and little league, contribute to local charities and actively support ABC-Houston's industry development and training. Mobil Steel employees and managers sacrifice additional time and effort to be quality certified by <a href="Memory American Institute of Steel">American Institute of Steel</a> Contractors (AISC).

"We owe our customers extra value. We provide quality and reliable service job-after-job," Bedell stated. "Mobil Steel is proud to be one of few Houston area fabricators that have gone the extra step to meet stringent <u>AISC certification</u>.

"Just like our logo, the AISC quality logo is a mark of excellence in the steel fabrication business," Bedell emphasized.