

Gold Metal Recyclers

October 2010

Highlights

- Message from Kenny and Neil
- Safety Suggestions
- Gold Metal Listed in the Top 20 Private Companies in the City of Dallas
- Gold Metal goes Art Deco
- Meet One of our Customers
- Meet a Couple Members of our Family

Message from Kenny and Neil

Gold Metal Recyclers and Dallas, Texas.

It is impossible to discuss Gold Metal Recyclers and the Goldbergs without reflecting on the history and relationships of the family, the company, and the City of Dallas. Family patriarch and matriarch, Bob and Lois Goldberg, were born in Dallas in 1927 and Corsicana, Texas, in 1928, respectively. They graduated from Forest Avenue High School (now James Madison High School). Their three children, including Gold Metal principals Kenny and Neil Goldberg, attended Hillcrest High School. Six of their grandchildren attended various DISD schools.

Since its founding in 1976, Gold Metal Recyclers has employed hundreds of Dallasites, traded with thousands of Dallasites, and recycled millions of tons of scrap metal, thereby saving natural resources for the environment and stimulating the local economy by millions of dollars. GMR has supported and/or sponsored The Dallas Chamber of Commerce, The Dallas Black Chamber of Commerce, ICDC, The Dallas Black Dance Theater, and a reading initiative for Mayor Tom Leppert's wife, Laura Leppert. Gold Metal has discussed joint recycling opportunities with the City of Dallas, as we have sponsored recycling and mentoring programs and provided scholarships to DISD schools and its students. Last Spring, Gold Metal co-sponsored the *Dallas Hope for Haiti* Concert at Paul Quinn College. Most recently, Gold Metal resurrected and underwrote the 2010 4th of July Fireworks Show at Fair Park, which was a huge success!

We are proud of our company's history and the family we have grown to be. We feel fulfilled with the many accomplishments we've made in Dallas and are excited for the endless possibilities ahead.

Gold Metal, The Goldbergs, The City of Dallas: A bright and beautiful past, present, and future! Join us in celebrating a partnership that creates a positive movement for this great, dynamic city in which we all live.

Kenny and Neil

Gold Metal Group

Spectrum Metal Recycling

308 Hughes Street
Houston, Texas 77023
Phone: 713-923-4888

Gold Auto Parts Recyclers

3301 South Lamar Street
Dallas, Texas 75215
Phone: 214-941-1531

Liberty Recycling

4100 East Hwy. 90
Liberty, Texas 77575
Phone: 936-336-4152

Homestead Metals

235 FM 371 (Walnut Bend Rd.)
Gainesville, Texas 76240
Phone: 940-668-0391

Lone Star Metals

1401 East Stella
Fort Worth, Texas 76104
Phone: 817-534-7161

National Metal Recycling

3906 4th Street, NW
Albuquerque, NM 87107
Phone: 505-344-1777

DFW Aluminum Can Bank

Various Locations
Please call our office for more information

Safety Suggestions

“I Could Have Saved a Life That Day....”

I could have saved a life that day,
But I chose to look the other way.
It wasn't that I didn't care;
I had the time, and I was there.

But I didn't want to seem the fool,
Or argue over a safety rule.
I knew he had done the job before.
If I called it wrong, he might get sore.

The chances didn't seem that bad.
I've done the same; he knew I had.
So I shook my head and walked on by.
He knew the risks as well as I.

He took the chance; I closed an eye.
And with that act, I let him die.
I could have saved a life that day,
But I chose to look the other way.

Now every time I see his wife,
I'll know I should have saved his life.
That guilt is something I must bear,
But it isn't something you need to share.

If you see a risk that others take,
That puts their health or life at stake,
The question asked or things you say
Could help them live another day.

If you see a risk and walk away,
Then hope you never have to say:
I could have saved a life that day,
But I chose to look the other way.

—Don Merrell
July 13, 2010



Gold Metal Listed in the Top 20 Largest Private Companies in the City of Dallas

The Dallas Business Journal recently named Gold Metal Recyclers the thirty-fifth largest privately held company in North Texas. These findings were based on 2008/2009 revenue and total number of employees. The Dallas Business Journal also interviewed Kenny and Neil Goldberg about Gold Metal's survival strategies during the economic recession. The following blurb is taken from the article.

For 34-year old Gold Metal Recyclers, the decision to stay the course two years ago despite a slowdown in sales paid off. The company, which buys and recycles thousands of tons of scrap metal every year, has a customer base that ranges from individuals to large manufacturing and recycling companies.

"We decided to stay in this market for our customers," said President Kenny Goldberg. "Some of our competition chose another road. When we came out the other side, we were a lot stronger for it and our market share increased."

Goldberg attributes the surge to gaining market share through three acquisitions and rising commodity prices. Gold Metal now has large recycling yards in Houston and in Dallas with smaller operations in Gainesville, Albuquerque, N.M., and Fort Worth.

The company has come through each recession stronger than it went in, but this was the toughest one yet, said Neil Goldberg, vice president, who co-founded the company with his brother. For the first time ever, Gold Metal Recyclers had to cut from its 200-plus employee staff.

"It was very gut-wrenching and sickening," he said. "We spend more time with the people we work with than we do with our families."

Today, Gold Metal has 289 local employees and 365 companywide.

Gold Metal Recyclers listed as one of the top five companies in North Texas with the largest revenue increase from 2008 to 2009. There was a 99.6% gain in revenue during this difficult economic time.

Dallas Business Journal

Gold Metal goes Art Deco



Bob Goldberg, the designer, and Alford Ford, the artist, have created several innovative sculptures that are currently showcased on South Lamar Street. All sculptures are manufactured in-house by utilizing the recyclable material at Gold Metal. Stop by and take a look at our new collection!



Meet One of our Customers

John Padian, owner of JP Transmissions, has been a customer of Gold Metal for over twenty years. John started his business by stripping transmissions himself one by one and began turning a profit early on. His business has grown so much over the years that John recently moved into a larger property to allow for expansion. JP Transmissions and Gold Metal have joined forces to melt aluminum in an environmentally friendly furnace, provided by Gold Metal. "We are excited about this new venture with our good friend and colleague", says Gold Metal President, Kenny Goldberg.

John's history with Gold Metal started twenty years ago when he started selling aluminum to Gold Metal. Over the years, John has become more than just business colleagues with Kenny and Neil. They have developed a mutually beneficial friendship through many years of partnering in business. John says, "It's refreshing to work with people like Kenny and Neil. Kenny has offered me a lot of business related advice over the years, and I am grateful for our friendship." Gold Metal thanks John for being an honest and reliable partner for so many years and looks forward to all of the exciting opportunities ahead.



**John Padian, President, JP Transmissions (center)
with Kenny and Neil Goldberg**

Meet a Couple Members of our Family

Since joining Gold Metal in 2006, **Carolyn Ray** has helped the office in countless manners. Whether greeting others on the phone, managing price list distribution, or servicing customers daily, she always maintains that warm, welcoming way about her. Carolyn wears many hats at Gold Metal while making customer service a number one priority. Carolyn says she enjoys the relaxed environment and being surrounded by good people at Gold Metal. "Gold Metal is like family—they're always there if you need the help. They treat you like a person, not a number, and they will always take the time to listen and help in times of need." Everyone at Gold Metal thanks Carolyn for the positive outlook and professionalism she has brought to the company.

Gabe Escobar joined Gold Metal in 2004 as a cashier. After spending some time with dealer support, Gabe transitioned into the truck scale/dispatch role and has maintained that role for a few years now. Recently, Gabe has become a new trainee in nonferrous grading and buying. Gabe says he loves the fast pace environment at Gold Metal and how you come across something new everyday. "I am lucky to work with my real family everyday, and to have Gold Metal as my extended family is a bonus," said Gabe.

Gold Metal thanks Gabe for being a great team member and appreciates his strong work ethic.



Email Lindsay@goldmetal.com with anything you would like to see in upcoming issues. Please visit our website at www.goldmetal.com to learn more about us!



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