



Message from the CEO

Louis Atkin



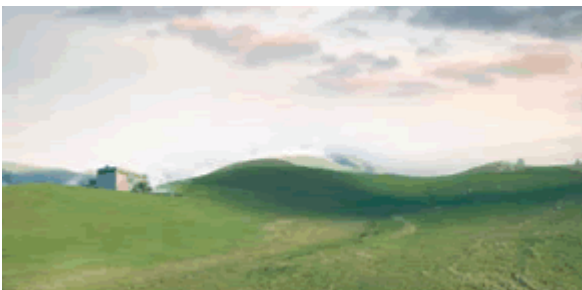
Started by my grandfather over 90 years ago in his backyard, Genesee Scrap grew and thrived because of the hard work and dedication of my family. My grandfather and dad, his brothers and sisters worked as hard or harder than anyone who worked at the scrap yard. It's that work ethic and acceptance of responsibility which remains as our central value today. We will not promise more than we can deliver. Performance is key. All of our efforts inside the business reach far back into our family legacy. What remains, what we believe in, is building on that spirit within our company to serve our customers and community.

Looking back, this industry has changed so much. For the first sixty years of the 20th century, family businesses made up the "junk business". Peddlers spent their days rummaging through the city for rags or appliances, cast iron bathtubs and sinks, discarded parts from vehicles or production scrap from factories. First by push cart and bicycle, then horse and wagon and later by truck, they were the first "**green movement**" to recognize and mine the city's value in renewable resources.

The peddlers sold these resources to junk businesses. And, in return, those businesses processed those resources to further enhance their value. American markets eager to buy the newly segregated and packaged scrap discovered an inexpensive, energy saving resource. Scrap steel replaced mined ore. Many of the blast furnaces of old were retired for the mini-mills of today with 100% scrap feedstock.



Today, much of the steel required for autos, appliances, superstructures in buildings and factories, and the infrastructures of our cities, utilize this recycling value chain. In our homes as well, the utilities that provide water and gas service use iron and copper pipes and wires. Everyday we use brass plumbing fixtures and our homes use aluminum siding, gutters and doors. All of these products can be recycled and are fundamental to the industrialization of America.



Save our planet means recycling appliances and autos rather than carving new mines out of our landscape. Preserve our natural resources means safeguarding iron ores and metals like copper, aluminum, nickel and zinc. Conserve energy means manufacturing new steel from recycled resources and bank enough energy to light cities.

We can save the environment and save money: But can the family junk business be saved or is it a relic to be cast onto the junk pile? National and multi-national corporations set the new standard. Junk as scrap goes global, and trades on national and international commodity exchanges. It's truly a multi-national product with market value measured in billions of dollars. The influencers on those markets are as varied as the scrap products traded.



Message from the CEO

Louis Atkin



Today, the prices we pay for new products are influenced by many factors: a political crisis, changes in weather, mining strikes, shipping availability, trucking rates, fuel costs, energy rates, fund investments in commodity complexes, or leveraged buy-out's, roll-up's and business takeover's. These and other national and international factors influence the prices paid by every home owner, remodeler, contractor, and corporate manufacturer for the new products they buy and the scrap they sell.

So how do we compete as a family scrap business in this international marketplace? We know our capabilities and rely on our history... a history that defines who we are. We have over 150 years of combined industry experience. Our business is to understand and deliver the value of recycling in and outside of your business, organization or household. Our promise is to bring you better value. Help you understand how the global changes in our industry affect your business at a local level. Recycling in America can still incorporate the family values of the past and sustain a secure and environmentally friendly future for all of us.

Louis Atkin

Louis Atkin

"We are what we repeatedly do. Excellence, then is not an act, but a habit."

-Aristotle