

# THE CONVEYOR CHRONICLES



West River Conveyors & Machinery Newsletter

Quarter II 2015

## West River Conveyors is Presented the Advanced Manufacturing Award

West River Conveyors & Machinery Company was awarded the Advanced Manufacturing Award for 2015 by the Southwest Virginia Technology Council in June at the annual gala, tech expo, and awards ceremony held at the Higher Education Center in Abingdon, VA. The award recognizes overall achievements in advanced manufacturing in our region. This accomplishment displays the innovative culture and superior work of our employees and management team at West River. We are very honored to have been chosen as the recipients.



*Vice President of International Sales/Inside Sales, Peter Savage, represents West River in receiving the award.*



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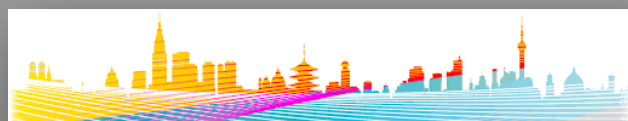
# West River Enters into Virginia's VALET Program

*Written by Jessica Savage, Marketing Manager*

The Virginia Economic Development Partnership (VEDP) is a state organization with programs available to assist Virginia companies in finding new international markets for their products and services. Having used VEDP resources previously,

West River has been able to meet new potential international customers and partners through their participation in the organization's trade mission trips. Most recently, however, West River was selected as one of twelve companies from the state of Virginia to enter into the VALET program for the class of January 2015. The award-winning VALET program's goal is to accelerate a Virginia company's international strategy through planning, expert guidance and export expense reimbursement. VALET offers a powerful combination of capital resources provided by the state and other private-sector partners to help Virginia companies with international sales plan development, increasing international sales and entry into new international markets. The intended results of the VALET program are to increase volume of sales of Virginia exports as well as the number of Virginia exporters.

The process of being chosen to participate in the two-year business acceleration program is highly selective. Pete Savage, VALET program representative for West River explains "the application process was extensive. Much information had to be provided to the state to see if West River met the criteria to be chosen as one of the twelve companies. The application focused on historical sales growth, motivation, and financial stability. We are thrilled to have been chosen for this reputable program that will likely give us much more leverage in the international arena." West River's work with the VALET program has already proven successful as international markets have been identified and strategic goals set. Over the next two years, West River will work closely with consultants from the VALET program to accomplish the tasks set up during the program orientation meeting. Pete adds "It has been a great opportunity for us to be involved with VEDP. The resources have been useful and we've already met many new international customers through the trade mission trip that we attended in late 2013. This program is an excellent experience for us and something new that we've never done before."





# West River Sets Sights on New Industries, Opening Up Conveyor Market in the West



*Written by Jessica Savage, Marketing Manager*

Recently, West River has opened up new markets. Moving North and West, West River has picked up business in both Canada and the Western United States, including manufacturing complete conveyor systems for the Potash, Trona and Salt mining industries. "Having primarily served the Coal industry for the past thirty years, it has been a real step outside the box to begin working with other mining industries. We've learned with hard work, superior products,

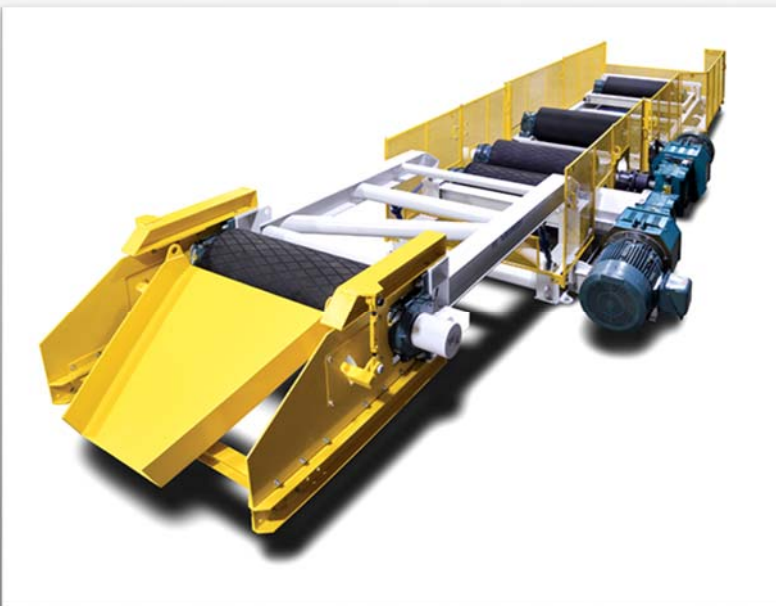
customer service and being available 24/7, we've been able to open markets we've never served before" said Joe Street, VP Sales for West River Conveyors. Recently, West River hired an Underground Sales Manager, Russ James, to handle conveyor sales West of the Mississippi River. This move has helped



**Order headed to a salt company in New York**

West River gain market share in the conveyor manufacturing market in the Western United States. Pete Savage, VP International Sales, added "we've recently quoted new major conveyor projects in Canada that will likely turn into new business. We are excited to move into the Potash mining industry in Saskatchewan."

Pictured to the left is an alignment-free Dual 150HP Conveyor and Take-Up Unit in a bolt-together design with complete area guarding. This conveyor is pictured with a chute



at the end, designed specifically to the customer's dimensions and was shipped to a Trona mine in Green River, Wyoming.

# West River Conveyors Supports our Region's Economy by Standing Up to the EPA

Vice-President of Sales & Co-Owner, Joe Street speaks at the Power Up Virginia Tour headed by Americans for Prosperity in June. The events, consisting of several speakers whose concern that recent and future EPA regulations will harm our nation's economy, were held at Bluefield College in Bluefield, VA on June 16th and the Southwest Virginia Higher Education Center in Abingdon, VA on June 19th.

Joe spoke in depth about the damaging effects that the EPA's policies will have on the region and nation's economy. His message was that "although protecting the environment and human health is a cause that we all support, doing it without scientific fact and based solely on ideology is wrong." He stressed that the EPA's broad, overreaching rules and regulations are "working to regulate industries out of existence." Joe, having been born and raised in the Virginia coalfields, has seen the benefits that a strong coal industry can offer. Joe is passionate in his work to protect the mining industry across the United States. Given the opportunity, he is always willing to speak on behalf of the United States mining industry.





# West River Exhibited at Penton's 2015 Coal Prep Show in Lexington, Kentucky April 27-29

Coal Prep is the only annual trade show and conference in the U.S. dedicated to coal preparation and processing. This show, which includes attendees from all over the world, focuses on sharing the most effective coal preparation techniques and processing plant technologies. West River representatives Joe Street and Pete Savage were there to represent West River and talk to customers about product and service offerings.



**BEAT THE HEAT** - Whether you're working or playing outside in the summer, anybody not accustomed to the heat is at risk for a heat-related illness. Take steps to protect yourself:

- Wear appropriate clothing, including a wide-brimmed hat
- Take frequent water breaks
- Apply sunscreen with an SPF of at least 15
- Never leave kids or pets unattended in a vehicle

**WATER SAFETY** - More than one in five drowning victims are children 14-years-old and younger, and most incidents happen when a child falls into a pool or is left alone in the bathtub. Keep your kids safe in the water:

- Enroll children over the age of three in swimming lessons
- Don't rely on lifeguards to watch over your children
- Never leave your child unattended



# Employee News



*West River Sales Representative, Richard Calfee and his wife, Freda welcome new grandson, Ezekiel Galan Moore. Richard's daughter, Staci, and husband Trey are the proud parents of "Zek", born on April 24, 2015.*



*West River employee, Josh Evans and new bride, Kelly, celebrated their wedding on June 20th at William P. Harris Park in Council, VA.*

*Best Wishes!*



*West River employee, Phillip McGlothlin and wife, Sagan, welcomed new baby boy, Kade Lane Jennings McGlothlin on July 15, 2015. He entered the world at 7 lbs., 13 oz. and 20.5 in. long.*

*Congratulations!!*



**EMPLOYEES**—Submit your news, stories and pictures to Jessica Vanover at [jvanover@westriverconveyors.com](mailto:jvanover@westriverconveyors.com) to be included in the next quarterly newsletter!



# New Strategic Partnerships Helping to Push West River Conveyors To The Next Level

*Written by Jessica Savage, Marketing Manager*

West River Conveyors recently established two new partnerships that will help the business move to the next level. In June, West River signed a deal to partner with the Belcon-Regis Group out of Chicago, Illinois. This group, specializing in distribution of conveyor components and products primarily serving steel mills, power plants, and quarries, will be a distributor of custom West River take-up units. Joe Street, VP Sales, said “this was a very strategic move for us. We’ve never sold our take-up units to these types of operations so this opportunity is quite significant.” Several sales have already resulted from this partnership.

COBRA, a group specializing in manufacturing and distributing conveyor components for the material handling industry is one partnership established to help us distribute conveyor belt. West River has recently become an exclusive distributor of Depreux Firemaster PVG conveyor belt. This belt, known for its long service life, is MSHA-approved and available in many different size belt widths. The advantages this type of belt has over competitors include higher mechanical corrosion resistance, more robust carcass, excellent fastener holding ability, can be mechanically spliced into both plied and solid woven belting or hot/cold vulcanized, and can be used with smaller drum diameters.



West River is thrilled to partner with these two reputable companies to provide excellent customer service and superior products to both customer bases.



**Tina Clevinger**  
**Office Manager**

## Employee Spotlight

### Tina Clevinger, Office Manager

With 33 years experience working for West River Conveyors, Tina is an invaluable asset to the West River Conveyors management team. With a welcoming smile and wealth of knowledge, Tina works with all accounting related functions, inside sales, shipping and pretty much everything else West River! Our company is known for outstanding customer service and superior quality products, thanks to the dedication of employees like Tina.

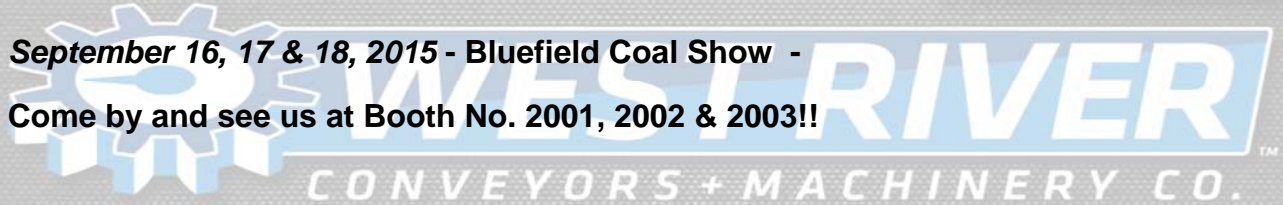
# Upcoming Events!!

**August 25, 26, 2015 - Illinois Mining Institute Annual Meeting— West River will be available at Booth No. 10.**



**September 16, 17 & 18, 2015 - Bluefield Coal Show -**

**Come by and see us at Booth No. 2001, 2002 & 2003!!**



## Contact Us

**West River Conveyors is a leader in mining conveyor equipment. Please contact us today and let us quote to your specifications.**

### **West River Conveyors**

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