

THE CONVEYOR CHRONICLES



West River Conveyors & Machinery Newsletter

Quarter IV 2015

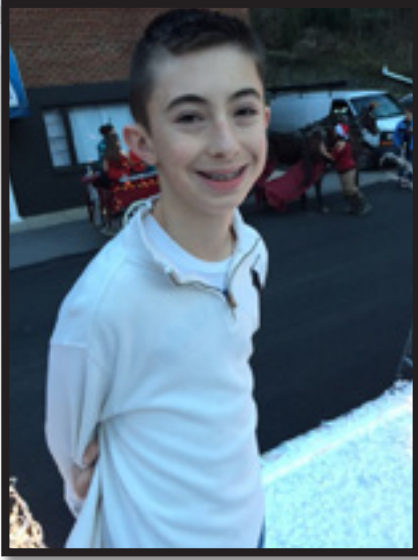
West River Partners With Applied Industrial Technologies in Canada to Sell Conveyor Equipment

Recently, West River Conveyors partnered with Applied Industrial Technologies in Canada to sell conveyor equipment into the Canadian mining market. The partnership, which began a few months ago, has turned into some new business already. Applied, who already has an existing customer base in Canada, sold a custom-designed belt storage unit to one of their customers. This storage unit, totally custom to an underground potash operation, was designed with heavy-duty steel to



withstand the most demanding underground conditions. Constructed for a 48" belt in a double decker design, the unit featured 14 pulleys with the capability of storing approximately 435 feet of live belt. Working with Applied and their customer, West River engineers designed a unit to solve their current issue. The belt storage unit was designed to mount to the roof of the mine and included safety guarding around the pulleys. Disassembled and shipped to the customer's facility, the unit is set to be installed in a few weeks. West River engineer Jason Coleman said "The storage unit is extremely custom and extremely heavy-duty. The design features a hydraulic cylinder unmatched by our competitors. We are so proud of this massive piece of equipment and look forward to the installation." West River is proud to partner with Applied to sell more of this type of equipment throughout Canada. Joe Street, VP Sales for West River said "We couldn't have found a better group to work with than the folks at Applied. When offering superior products through a company that also has superior products, the opportunities are endless."

EMPLOYEE NEWS



HAPPY BIRTHDAY, GAVIN!!

Gavin Roulett, son of West River Account Manager, Kenneth Roulett, turned 13 on October 16th! Gavin is also the grandson of JB Roulett, West River President and Co-Owner, and his wife, Judy. Gavin is in the 6th grade and enjoys basketball and soccer. He celebrated his birthday by having a party with family and friends.

EMPLOYEES—Submit your news, stories and pictures to Jessica Vanover at jvanover@westriverconveyors.com to be included in the next quarterly newsletter!

Retiree Recognized

Don Marshall, long-time employee of West River sister company, Royal Machine Works, retired on October 30, 2015 with 32 years of service. Don began work with Royal Machine Works on May 1, 1983 as a truck driver where he worked until his retirement. Don's loyalty and dependability will always be appreciated and remembered. He was recently honored at the company Christmas party with a plaque for his dedication to our organization.

Best Wishes, Don! Congratulations on your retirement!



Pictured from left: Joe Street (VP of Sales/Co-Owner) presents Don Marshall with his plaque.

health & wellness

Flu Vaccinations

On Site Flu Shot Clinic

Employees of West River recently participated in an on-site flu shot clinic provided by Randall Cole, Clinical Pharmacist (pictured right), and Family Drug Pharmacy in Vansant, VA. West River would like to encourage any employees that were unable to participate to stop by your local drug store or see your family doctor to obtain a flu vaccination.



Why should people get vaccinated against the flu?

Influenza is a serious disease that can lead to hospitalization and sometimes even death. Every flu season is different, and influenza infection can affect people differently. Even healthy people can get very sick from the flu and spread it to others. According to the Centers for Disease Control & Prevention, over a period of 31 seasons between 1976 and 2007, estimates of flu-associated deaths in the United States range from a low of about 3,000 to a high of about 49,000 people. During recent flu seasons, between 80% and 90% of flu related deaths have occurred in people 65 years and older. "Flu season" in the United States can begin as early as October and last as late as May.

During this time, flu viruses are circulating at higher levels in the U.S. population. An annual seasonal flu vaccine (either the flu shot or the nasal spray flu vaccine) is the best way to reduce the chances that you will get seasonal flu and spread it to others. When more people get vaccinated against the flu, less flu can spread through that community.

For more information on the flu (influenza) vaccination, visit <http://www.cdc.gov/flu/protect/keyfacts.htm>.





West River Conveyors offers hydraulic powered belt storage units and those that can be used in conjunction with constant tension winches. Belt storage units are available in any belt width and allow for multiple belt storage capacities from 40-50 feet up to 400-800 feet and larger. Pictured above, a belt storage unit leaving West River headed to its Canadian destination.

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
8936 Dismal River Road
Oakwood, VA 24631

(276) 259-5353 or toll free 1-800-332-2781

westriver@westriverconveyors.com

Visit us on the web at www.westriverconveyors.com



Company Representatives Seek Business in Colombia, South America Through VEDP's VALET Program

Company representatives Joe Street and Pete Savage recently traveled to Bogota, Colombia, South America for a week-long trip focused on generating further international business relationships. The trip, that ran from November 28-December 5 and was put together by the Virginia Economic Development Partnership, involved several companies from across the state of Virginia interested in increasing international sales. Joe and Pete met with 18 different potential customers and vendors throughout the week with hopes of building relationships that will eventually lead to business in Colombia. Pete Savage said “going to Colombia was very beneficial to the company because it gave us a layout of the land and presented us opportunity to gain perspective on the mining industry there. We got an idea of potential end users that we can sell our products to and also partners and/or distributors that we can do business with in the future. Overall, it was a very busy but worthwhile trip that should translate into some new opportunity for West River.”



Film Crew Onsite to Film For “World’s Greatest.....”



On Tuesday, December 8, a film crew from How 2 Media was onsite at West River to interview, film and understand more about what we do here at West River Conveyors. Recently, West River was contacted by the Producers of How 2 Media’s TV Show titled “World’s Greatest.....” to film video footage for a segment of their TV show about the world’s greatest destinations, products, and companies. West River was chosen from a pool of about three or four other conveyor manufacturing companies to be a part of the series. Jessica Savage, Marketing Manager for West River Conveyors and company liaison for the show, said “We are thrilled to have been chosen as the World’s Greatest conveyor manufacturer. We were pleased to have the opportunity to show off our fabrication shop, employee workmanship and talk about what a great company we have built here at West River Conveyors.” The show, which is broadcasted nationally on the ION network, is currently in its 9th season and is a half-hour show that focuses on telling “the story behind the story” according to their website. Their goal is to provide viewers with what they call “edutainment”, meaning that their show is not only educational and informative but also entertaining as well. Their goal is to provide viewers with an in-depth look at the products they know and the products they never knew existed. Jessica added “producers from the show indicated that the air date should happen sometime around February and we should be given the information well in advance of airing.” You can find the ION network on the most popular cable providers including Dish, DirecTV, Time Warner Cable, Comcast and more.



West River Chr

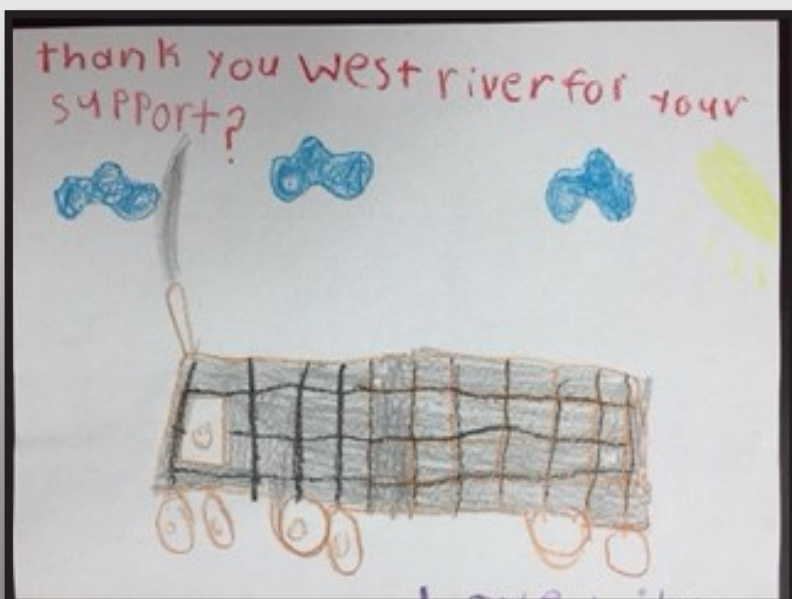
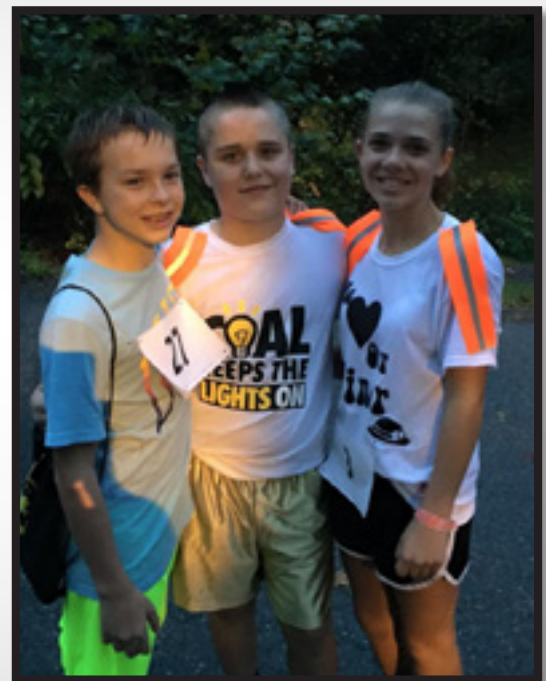


stmas Party 2015



West River Sponsors 1st Annual Coal Run 5K, Supporting Local Elementary Students

In October, West River supported local elementary school students by sponsoring the 1st Annual Coal Run 5K at Harman Trail. Despite the rainy weather, 90 participants ran in honor of our area's deep rooted coal mining history. The proceeds went to the Riverview Elementary Athletic Department to buy new gym and exercise equipment. Many students from the school colored pictures and thank you notes and sent them to West River shortly after the event. West River is very pleased to be able to give back to the local community.



West River & Employees Help Bring Joy to Kids this Holiday Season



Recently, West River Conveyors and employees teamed up with Buchanan County Social Services to bring a little joy to local children during the holidays. Jessica Vanover, who coordinated the project, commented, “During tough economic times, West River is happy to be able to give back to local families.”

Gifts purchased by West River and employees include coats, jackets, shoes, clothing and toys. Some of the children will even receive scooters, skateboards and helmets. West River wants to recognize all the employees who participated in this project! Pictured above, from left: Gary Spurlock, Ryan Lester, Bobby Lester, Bobby Hale and Jeff Sparks.



EMPLOYEE SPOTLIGHT



This quarter's Employee Spotlight features Richard Calfee, West River Sales Representative and Account Manager for Western KY, WV, IN, OH, NY and IL. Richard joined West River in 2008 and possesses a wealth of industry knowledge with 33+ years of experience in mining and mining equipment.

Although Richard spends most of his time on the road these days, traveling to meet with customers, he still dreams of the glory days on the basketball court! Richard played as a forward on the all-state basketball team in West Virginia in 1978.

When asked about his proudest moment at West River, Richard responded "The first sale I made. I thought it would never come". Richard says that he is very thankful to work for a company that is known for its customer service and is always ready and available to assist the customer – no matter what time or day it is. He explains that throughout his career he has learned to always treat people the way he would want to be treated, to be honest and to never give up. Richard enjoys spending his free time with his wife Freda and new grandson, Ezekiel.

Underground Visit



It is always nice to visit underground mines where West River Conveyors heavy-duty drives are installed. Recently, Joe Street and Russ James visited one of our customers in the Western United States and were able to view WRC products in action.

SAFETY

TIPS FOR DRIVING IN SNOW

- Accelerate and decelerate slowly. Applying the gas slowly to accelerate is the best method for regaining traction and avoiding skids. Don't try to get moving in a hurry.
- Drive slowly. Everything takes longer on snow-covered roads. Accelerating, stopping, turning – nothing happens as quickly as on dry pavement.
- The normal dry pavement following distance of three to four seconds should be increased to eight to ten seconds. This increased margin of safety will provide the longer distance needed if you have to stop.
- Know your brakes. Whether you have antilock brakes or not, the best way to stop is threshold breaking. Keep the heel of your foot on the floor and use the ball of your foot to apply firm, steady pressure on the brake pedal.
- Don't stop if you can avoid it. There's a big difference in the amount of inertia it takes to start moving from a full stop versus how much it takes to get moving while still rolling. If you can slow down enough to keep rolling until a traffic light changes, do it.
- Don't power up hills. Applying extra gas on snow-covered roads just starts your wheels spinning. Try to get a little inertia going before you reach the hill and let that inertia carry you to the top. As you reach the crest of the hill, reduce your speed and proceed down hill as slowly as possible.
- Don't stop going up a hill. There's nothing worse than trying to get moving up a hill on an icy road. Get some inertia going on a flat roadway before you take on the hill.

West River Employees Become First Aid/CPR/AED Certified

In October, four West River employees attended a training course given by the American Red Cross in Bristol, VA. The class focused on first aid, CPR and AED (defibrillator) use. By completing this course, the employees earned a two-year certificate in the above mentioned subjects. West River thanks these employees for showing dedication to safety and the health of their fellow workers.



From left: Mark Cantrell, Breck Stiltner, Pete Savage, Josh Evans