

INSIDE SALES, OUTSIDE EXPECTATIONS

My Story at Electralloy

By Stephanie Gatesman



Some of you might know me as “Stephanie... inside sales at Electralloy,” but let me formally introduce myself. My name is Stephanie Gatesman, and I work at Electralloy as an Inside Sales Technician. On the surface, “Inside Sales” might sound like a desk job, but in the world of melting, casting, forging, and alloy production, it’s anything but. Here, I’m on the front line of making sure customer requirements are clear and met, bridging the gap between our production floor and the customers who rely on our steel for critical applications.

Electralloy is a specialty steel manufacturer producing high-quality alloys for industries where precision, reliability, and consistency are essential. Our products go into aerospace, space, defense, automotive, and energy applications, among others, where accuracy, dependability, and repeatability are necessary. In many industrial towns, a steel mill can feel distant and impersonal. In Oil City, PA, Electralloy is part of the community. We’re neighbors, not just employers. Many of our employees are second or third-generation steelworkers. Their fathers or grandfathers may have worked in the same areas or operated the same equipment. This continuity creates a culture rich with what we call hard-earned knowledge that can’t be taught in textbooks or replicated in newer facilities.

Working in Inside Sales has given me a unique perspective on how this culture impacts the quality of our products. On any given day, I’m not just taking orders or answering emails. I’m reviewing specifications, checking inventory, monitoring production schedules, and often liaising with the plant floor to ensure that what we promise matches what we deliver. Mistakes are not an

option, because our clients depend on precise tolerances and the highest standards of metallurgy. Over time, I’ve learned not only our product lines, but also how to match the right alloy to meet specific customer needs for their unique applications.

One of the things I’ve learned over the past two years is just how much continuous improvement drives everything we do at Electralloy. Continuous improvement isn’t a slogan pinned on a wall, it’s a way of working. It’s an opportunity to learn. In every department, from production to sales we’re involved in evaluating processes, identifying inefficiencies, and improving how work gets done. Employees are encouraged to propose changes, even small ones. One seemingly minor adjustment on the mill floor can translate to huge gains in efficiency or reductions in waste. Seeing these improvements unfold in real time, and knowing that your input can make a difference, is incredibly rewarding.

Safety is another cornerstone of our culture. Working with molten metal, heavy machinery, and complex alloys carries inherent risks. At Electralloy, safety isn’t just about following rules; it’s about building habits, being vigilant, and supporting one another. Every employee understands that quality and safety go hand in hand. Our commitment to safety reinforces our commitment to quality, and that reinforces our reputation in the industry.

Beyond processes and technical expertise, what makes Electralloy special is the people. Our workforce is tight-knit, shaped by decades of shared experience. In an industry often characterized by turnover and temporary labor, we have employees who have spent their entire careers here. This creates continuity, accountability, and a collective pride in our work. I’ve learned so much simply by asking questions and listening to the stories of seasoned technicians, operators, and engineers. Their insights often inform how I approach my own work, from troubleshooting a production issue to explaining complex specifications to a customer.

I’ve also seen firsthand how Electralloy adapts to evolving customer needs and market demands. The steel industry is constantly changing, with new alloy requirements, regulatory standards, and technological advances. Staying ahead requires not just experience, but also innovation. We continuously test new methods, refine processes, and explore alternative materials to meet demanding specifications. Customer feedback plays a significant role in this cycle. By listening closely and responding quickly, we ensure that our products remain reliable, durable, and relevant.

Employee development is another area where Electralloy stands out. Training isn’t a one-time event; it’s ongoing. From learning new software systems to understanding advanced metallurgical techniques, every employee is encouraged to grow. I’ve personally benefited from hands-on training and mentorship programs that have enabled me to expand my knowledge far beyond what I expected when I started. This culture of learning keeps us competitive and ensures that our workforce remains capable, confident, and engaged.

Over the past two years, I’ve also had the chance to witness how small improvements lead to significant gains. One example

comes from inventory management. By paying closer attention to patterns in customer orders and material usage, we were able to make adjustments that reduced downtime and helped improve delivery performance. These might seem like small changes, but for customers who rely on timely delivery for critical applications, the impact is substantial. Seeing these results reinforces the importance of continuous improvement at every level of the company.

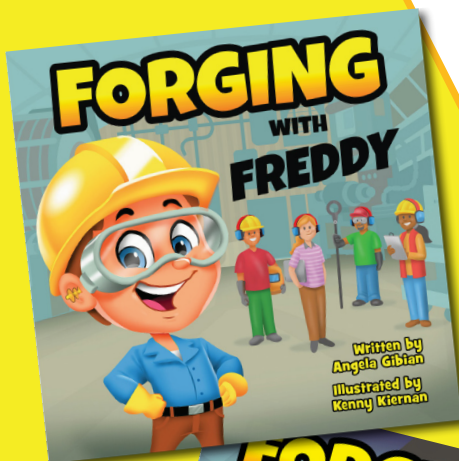
Being a woman in this industry has also been a learning experience in the best way. I've gained confidence by asking questions, doing the homework, and building trust through consistency. The more I've learned the process and the "why" behind what we do, the easier it's become to speak up, support customers, and work across departments.

Ultimately, working at Electralloy has shown me that success in this industry is achieved with a combination of technical

expertise, operational excellence, strong relationships, both inside and outside the company and the foundation to take risks. It's about knowing your product, understanding your customer, and constantly striving to achieve and grow. It's also about being part of a team that values experience, encourages innovation, seeks input and never loses the commitment to quality.

Looking ahead, I see Electralloy continuing to grow and adapt, meeting new challenges with the same dedication that has defined the company for 90 years and counting. I'm proud to be part of that journey, contributing my skills and learning every day from colleagues who embody the best of the steel industry and uphold our standards. At Electralloy, *The Metal Makes The Difference*.

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