



GENERALCARBIDE®

REDEFINING POSSIBLE™



Premo J. Pappafava

EXCELLENCE AWARD

Recognizing the Accomplishments of Family-Owned Manufacturers

General Carbide Corporation is pleased to announce the establishment of the Premo J. Pappafava Excellence Award, named in memory of its founder. The first award was presented at the 2013 Pittsburgh Business Times Manufacturer of the Year event.

This honor will be given to multigenerational, family-owned manufacturers for their excellence, innovation, ethics and philanthropy — the foundation upon which Premo built his life.

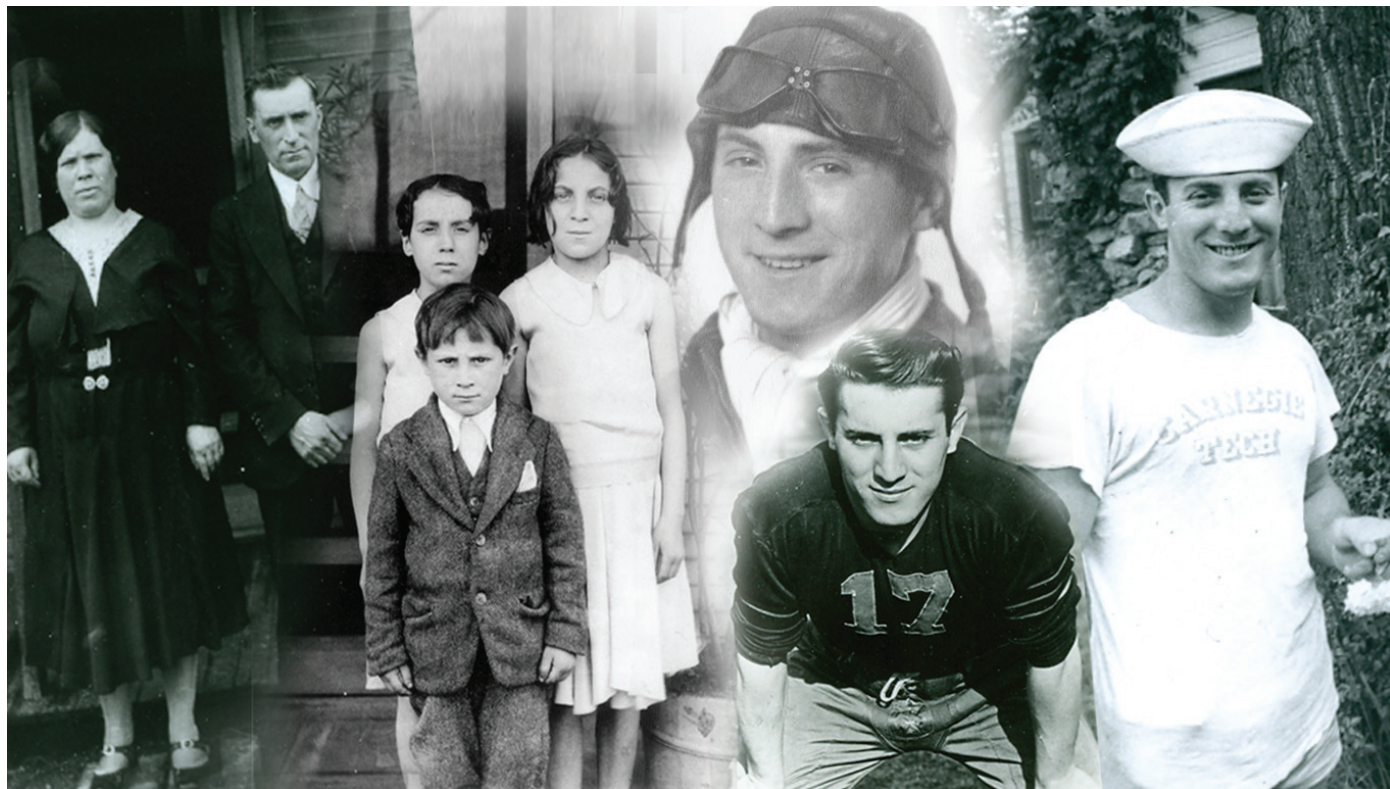
From his humble beginnings, the Carnegie Tech graduate established General Carbide in 1968. The family owned company continues to thrive today under the leadership of Premo's eldest daughter, Mona Pappafava-Ray. Premo showed all who had the honor of knowing him that it is possible to consistently do well and make a difference. That legacy is the essence of this enduring tribute.

The following pages are excerpts from a speech given by Mona Pappafava-Ray at the inaugural event in December, 2013.



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He was born in tiny Shirkieville, Indiana, to immigrant parents, John and Ida, in 1926. His family moved shortly thereafter to an even smaller town — Lowber PA — for coal mining opportunities. As a young man, my dad worked in a coal mine. (Yes, I am a coal miner's daughter!) He then went into the Air Force. When the war was over, he attended and graduated from Carnegie Tech in Chemical Engineering. While there, he played football as a halfback and fullback, and bused tables at night to help pay for his education.

After school “Pappy,” as he was called, ended up working for a pigment factory in New York. When he left the company, he drove home with four bald tires on his car and no money in his pocket. He told this story over and over to my sister and me, ending it by saying, “It was at that point I said to myself, ‘I will never be broke again,’” and he never was.



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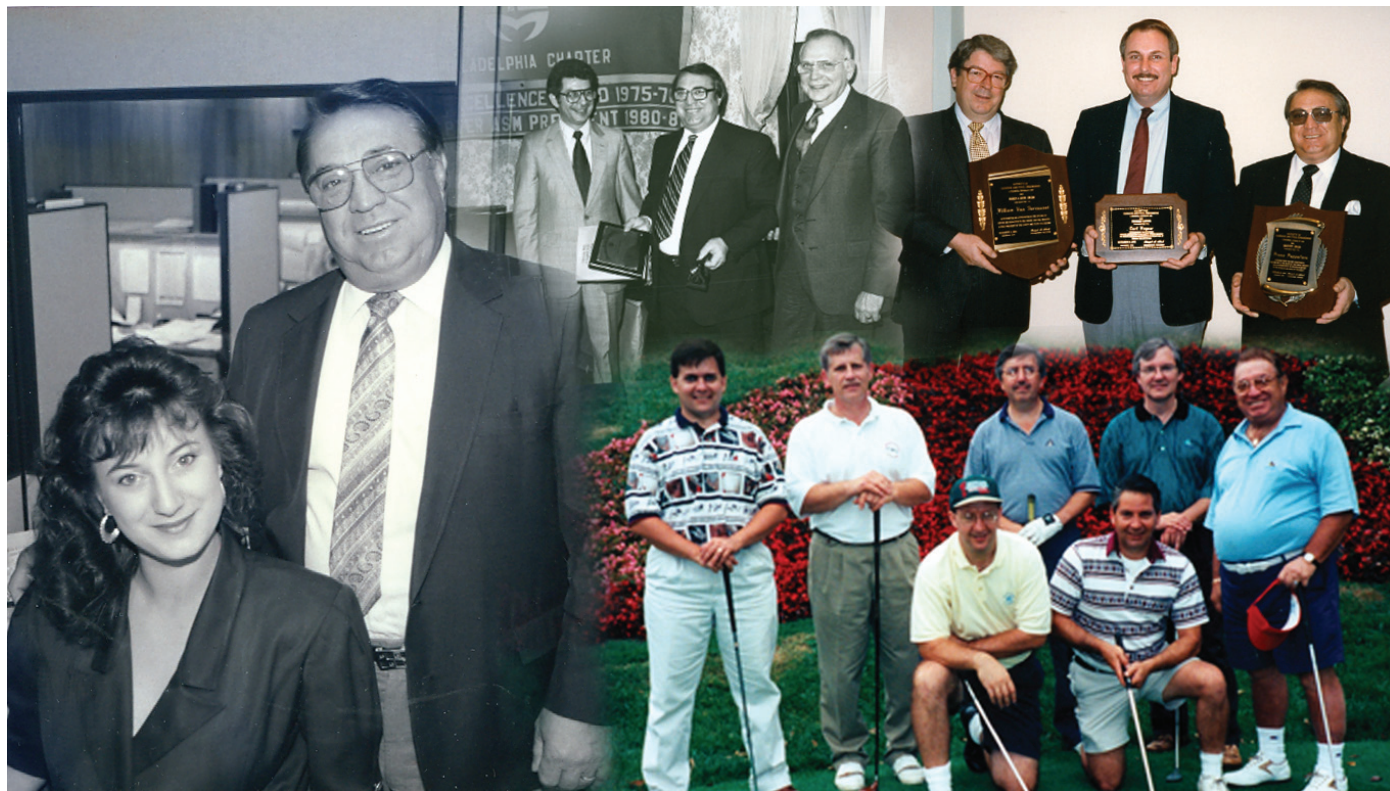
From there, he got a job with Teledyne Firth Sterling and was promoted to Foreign Operations Manager before he started General Carbide.

When he began the company in 1968, he offered 7 grades of carbide materials in a building that has been expanded four times. Those 7 grades are now 50, and our company's products are sold worldwide in over 30 countries.



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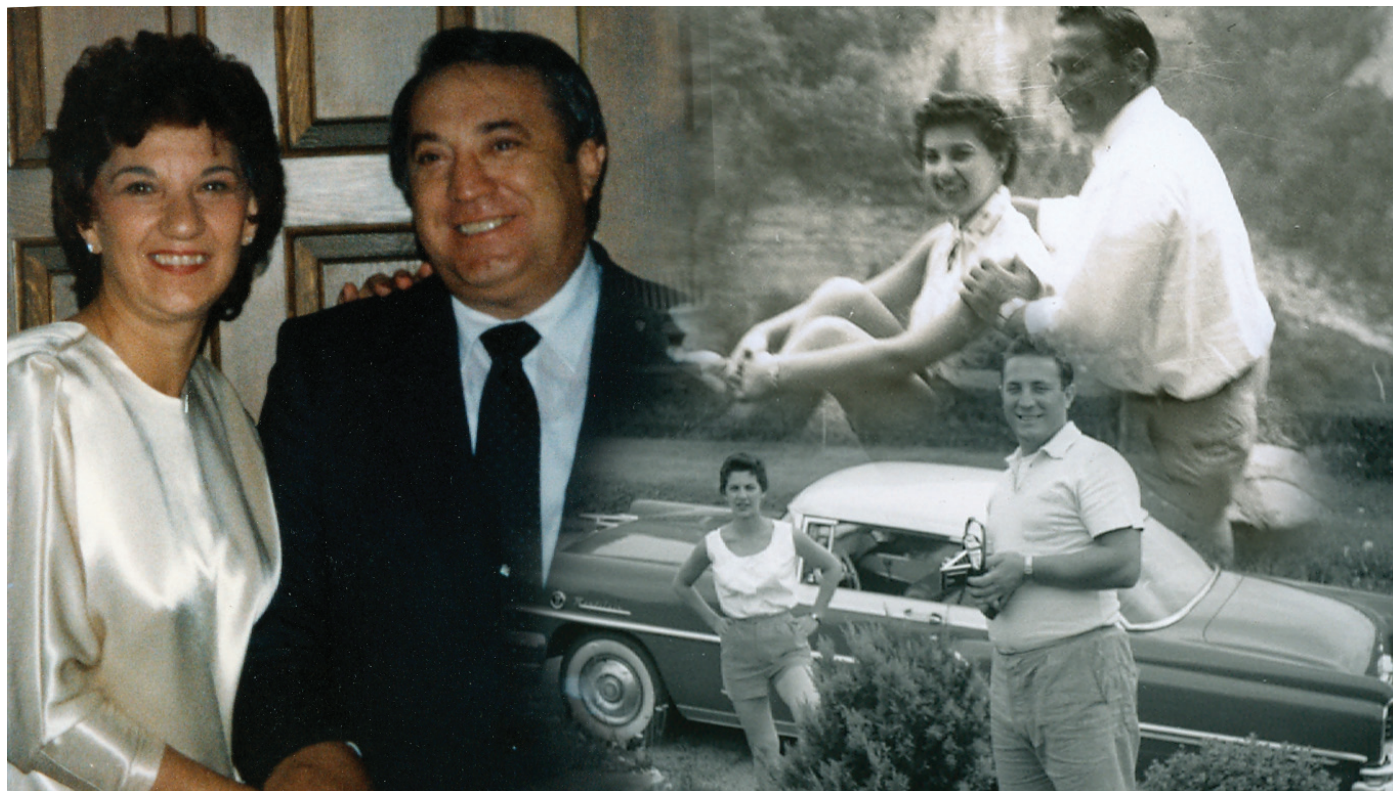
If that were the whole story, it would be truly amazing, but what I've told you so far is incomplete. Although we never actually spoke about it, I know Dad never confused what he accomplished with who he truly was. He gave back to his community in large ways, and in small unspoken ways. There is a floor at Seton Hill University named after him, and many philanthropic awards among his possessions. More than anything else, there is a long line of individuals who found the world a better place to live in because of his help.

Dad always adhered to the highest ethical standards in business and in his personal life. He also treated everyone with dignity and compassion. That style created bonds with his workers that were stronger than the typical relationship between an employer and employees.



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Some would say it was the success of General Carbide that allowed him to be so giving, but those people never knew my father. I can remember living in a tiny house in Herminie, PA, when my mom and dad invested everything they had into General Carbide. At the same time, a new church was being built in town, and Dad was on the fundraising committee.

One night, with almost no food in the house, my dad came home and told my mom that no money had come into the business, and they would have to ask my grandfather for money to buy groceries — something my father said he would never do. Moments later, Dad got a call from the church telling him he sold the winning lottery ticket and had won \$200. We were all so excited that night to go grocery shopping and get a little toy. Times were tough, but my family's Sunday contributions never waned. And when the church was built, my dad purchased the statue of the Virgin Mary that still stands there today.

Well, we said goodbye to our father in January of 2002 with a sendoff so large it caused the City of Greensburg to bring in traffic cops to handle his funeral procession. Quite a tribute to life well-lived and man well-loved.



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I could tell stories forever, and as I steer the ship of our family company, they guide me and remind me of what it is to truly be a success.

As Alan said earlier, manufacturers today must adapt quickly to new technologies. For a multi-generational company, it is a balancing act between working in a fast-paced and ever-changing environment and sticking to the principles that made the business a success. Statistics show how difficult it is to keep a family business strong. Only about 30% survive into the next generation, 12% are still viable by the third, and a paltry 3% make it to the fourth generation.

As we work hard to keep our company strong and growing, we've had to address the ever-changing landscape through strategic planning every quarter, executing our plans in 90-day sprints. We continually invest in new technologies and are using distributed management techniques to ensure that everyone in the organization is playing in the game rather than sitting on the bench. Our motto is "WE CAN."



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Today, as we celebrate 44 years in business, it is my hope, and my job every day, to make sure all the lessons my father taught me are applied to further the success of our company, the lives of our employees and the well-being of the community at-large.

Thank you to the Pittsburgh Business Times for honoring family-owned manufacturers, and thank you, Dad, for your life's lessons.