

YourTube

Technology Motion Knowledge

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Aleksandr Uvarov,
president of the
Russian Ski
Jumping and
Nordic Combined
Federation

**8 Annual Company meeting
charts course for 2014**

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Reception at Houston
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SPORTS AND BUSINESS: A MUTUAL INTEREST



French author André Maurois once said, "Business is a combination of war and sport." There is a hunger for victory, passion and winners and losers ... who sometimes change places. After completing their sports careers, many athletes use their inherent gifts of discipline, willpower and drive to achieve success in the world of business.

Similarly, business professionals are drawn to sports. According to the latest issue of Forbes, Russia's wealthiest individual, Alisher Usmanov, owns 29 percent of London's Arsenal Football Club. Paul Allen, co-founder of Microsoft with Bill Gates, owns the NBA's Portland Trailblazers and the NFL's Seattle Seahawks. Mikhail Prokhorov funds the Russian biathlon and also owns the Brooklyn Nets NBA basketball team and TMK Chairman Dmitry Pumpyanskiy heads the board of trustees for the Russian Ski-Jumping and Nordic Combined Federation.

Inspired by the recent winter Olympics in Sochi, this edition of YourTube is dedicated to the synergy between sports and business. ■

YourTube
Technology Motion Knowledge

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»» HYDRO DE-SCALER INSTALLED AT SINARSKY

A hydro de-scaler unit was installed at the Sinarsky Pipe Plant in Pipe Mill No. 3. The unit removes scale from tubular billets after they leave the walking beam furnace. The de-scaler improves the exterior surface quality of produced pipe, and increases service life of the rollers on the piercing and stretch reducing mills. ■

»» ORSKY MACHINERY PLANT INSTALLS NEW DIE PRESS FOR CLOSE-TOLERANCE FORGING

The Orsky Machinery Plant installed a new press designed for close-tolerance die forging to produce drill-pipe joint parts. It will be used with the joint annealing line to create a unified processing chain. Integration of this new press enables TMK to increase the number of drill pipe joint parts that are forged to 150,000 sets annually, while improving quality and reducing manufacturing costs. ■



»» TMK EXHIBITS IN AUSTRALIA

In February, TMK participated in the Australasian Oil & Gas Exhibition & Conference 2014 (AOG), the largest oil and gas industry event in Australia. The event took place in Western Australia, which produces nine percent of the global supply of liquefied natural gas. The exhibition and conference attracted more than 500 exhibitors from 20 countries and drew 15,000 visitors. ■

»» TMK IPSCO CHAIRMAN PRESENTS AT AMERICAN METAL MARKET IN HOUSTON

TMK IPSCO Chairman Piotr Galitzine addressed more than 480 participants at the Seventh Annual American Metal Market (AMM) Steel Tube and Pipe conference in Houston in March. Galitzine provided an update on the health of the tube and pipe industry from the perspective of TMK and TMK IPSCO. In the presentation, Galitzine integrated forecasts from several sources, concluding that in 2013 the increase in world tube and pipe production will amount to 1.7% year-over-year, rising to 3.5% year-over-year in 2014. ■

»» SINARSKY REDESIGNS ITS POINTING MACHINE

The Sinarsky Pipe Plant began pre-commissioning work to put the redesigned AVS-63 pointing machine into service. This is the final step in comprehensive efforts to manufacture pipe up to 24 meters long, a first for Russia. The redesign included lengthening the mechanical section, and installing a new hydraulic power unit and digital controller. ■

»» SEVERSKY CEO NAMED "PERSON OF THE YEAR"

Mikhail Zuyev, CEO of Seversky Tube Works, won Business Quarterly's "2013 Person of the Year," a regional honor bestowed by the Urals business community. Nominees were evaluated based on results generated and personal involvement in developing the industry. ■





» TMK HOSTS INVESTORS ON BARCLAY'S SPRING OILFIELD TOUR

More than 50 investors and financial analysts met with TMK executives at the company's R&D Center in Houston as part of Barclay's Spring Oilfield Tour in March. The program is run by Barclays' Oil Services, Equipment and Drilling Equity Research Group.

The investors met with nine companies during their two-day visit to Houston, including National Oilwell Varco, Halliburton, Baker Hughes and other industry leaders. At the TMK IPSCO visit, Chairman Piotr Galitzine, President and CEO Dave Mitch and others discussed TMK's diversified business model and solid industry fundamentals. They also provided company insights on both the U.S. and Russian oil and gas markets. ■

» TMK IPSCO CHAIRMAN ADDRESSES MIT ENERGY CLUB

Piotr Galitzine, chairman of the American Division of TMK, recently met with the Massachusetts Institute of Technology (MIT) Energy Club and the MIT Energy Initiative to discuss TMK and global energy trends. During his presentation, Galitzine discussed the hydrocarbon production, new developments in horizontal shale drilling, the emergence of the United States as an LNG exporter, and the oil sands and their strategic importance to the world. Following his presentation, he conducted an enthusiastic question-and-answer period with students. ■

» ABU DHABI SERVICE AND SUPPORT CENTER EARNS CERTIFICATION

Threading and Mechanical Key Premium LLC, TMK's Abu Dhabi-based service and support center, earned certification from the Abu Dhabi Company for Offshore Oil Operations (ADCO) to supply oilfield and gas field services. TMK can now compete in ADCO projects as a premium threaded connection contractor and a pipe product repairs service provider. This certification advances the TMK/ADCO partnership on premium product deliveries. ■

» TMK-ARTROM TEAMS WITH RENAULT-NISSAN

TMK-ARTROM was recently designated as an authorized seamless pipe provider to a major automobile manufacturer, the Renault-Nissan Alliance – a first for a TMK plant. TMK-ARTROM's pipe product will be used in the instrument panel support structure for the Alliance's Dacia-Renault vehicles. ■

» TMK WINS MULTI-YEAR CONTRACTS FROM SHELL

TMK IPSCO signed and began implementing two three-year contracts to supply OCTG pipe and line pipe for Shell's onshore and offshore projects. Five TMK IPSCO plants are involved in manufacturing the OCTG pipe under this contract – Ambridge and Koppel (Pa), Wilder (Ky), Blytheville (Ark) and Baytown (Texas). At present, both welded and seamless OCTG pipe are being shipped, including those with DQX-threaded connections in the TMK UP™ premium family. Line pipe that meets Shell specifications will be manufactured at TMK's Volzhsky and Sinarsky Pipe Plants in Russia. ■





»» MODERNIZATION CONTINUES AT TMK INOX

TMK INOX, a joint venture between TMK and the ROSNANO state corporation, continued equipment upgrades for producing stainless steel pipe.

Unlike anything that exists at Russian production facilities, the gas-fired continuous furnace uses a new method of heat treating pipe in a shielding atmosphere of high-purity oxygen. This prevents external oxidation sources from affecting processes occurring on the pipe's surface. This results in a brighter product with no oxide scale. The furnace can heat treat pipe ranging in diameter from eight to 60 millimeters, with a wall thickness between 0.5 and five millimeters and a length of up to 30 meters.

The new coil slitting line works with metal coils weighing up to 30 metric tons, with a width up to 1,600 millimeters and a thickness up to six millimeters. The unit meets EU standards and cuts at a high speed of up to 200 meters per minute.

The new equipment allows TMK INOX to annually produce 8,000 metric tons of stainless steel pipe, ranging in diameter from eight to 114 millimeters. This pipe will be used in the automotive, food, power and construction industries. ■

»» KUWAIT OIL COMPANY CERTIFIES TAGMET

Kuwait Oil Company (KOC), one of the largest oil and gas producers in the Middle East, certified TAGMET as an approved supplier of several lines of premium threaded connections. This certification allows TMK to compete in KOC projects requiring premium pipe. ■



TMK IPSCO EMPLOYEES SUPPORT THEIR COMMUNITIES

TMK IPSCO employees continually demonstrate the company's values of innovation, people, safety and sustainability, customer focus and outstanding quality. Nowhere is this clearer than in the area of people – supporting our communities. Regardless of a facility's manufacturing capabilities, or the number of employees who work in a location, TMK IPSCO employees invest their time, talent and money to make a real difference.

The Blytheville, Ark., facility is just one example. Throughout the year they hold numerous public relations meetings where they initiate employee involvement, plan, and organize company events. Among the many activities they took part in last year, they judged the TOPS scholarship program for Arkansas Northeastern College, participated in the Read a Book Program for a local kindergarten class and donated more than 200 man hours to painting elementary buildings and the gymnasium. They also sponsored the 2013 Pinewood Derby, participated in the annual Relay for Life (a walk-a-thon fund raiser for the American Cancer Society), and raised \$1,000 for St. Jude Children's Research Hospital. In addition, the Blytheville site has employees who are active members of The Blytheville Emergency Squad – a nonprofit, multi-disciplinary, all volunteer Search and Rescue and Heavy Rescue Team that services Mississippi County and the "boot heel" of Missouri.



2013 "Relay for Life" walk-a-thon in Blytheville, Ark.

In December, The Brookfield, Ohio, facility helped bring the spirit of giving to its community during the last holiday season. Toys, clothing and non-perishable food items were collected by employees and given to Brookfield residents. In addition, to assist with food costs of a free holiday dinner for the community, Brookfield's donation committee presented a check to the Brookfield Police Department and made an additional donation to the Second Harvest Food Bank. Also, five Brookfield High School students' wish lists were "adopted" by TMK IPSCO Brookfield – the students' parents provided their wish lists and TMK IPSCO Brookfield fulfilled and delivered them in time for Christmas.

In Houston, employees participated in the Operation Stocking Stuffer Toy Drive. TMK IPSCO, the Houston Fire Department and KPRC Channel 2 News teamed up to bring toys to underprivileged children during the holiday season. Overall, there was a very good turnout and the toy drive was a big success as it resulted in five large boxes filled with toys and a donation by TMK IPSCO. These actions allowed between 50 and 75 families in the greater Houston area to have a nicer holiday season.

These are just a few instances of TMK IPSCO employees supporting their communities; many more took place throughout 2013. They clearly illustrate a can-do attitude and a willingness to make our communities better places. ■

2013 RESULTS IN RECORD-SETTING YEAR FOR TMK PRODUCT SHIPMENTS

In 2013, TMK shipped more than 4.3 million tonnes of pipe to consumers, which is a 2.2 percent increase above 2012 and an all-time high for the company. This includes OCTG, line pipe and other large-diameter pipe products. Overall, TMK shipped 8.3 percent more welded product in 2013 than it did in 2012.



OVERALL HIGHLIGHTS

- OCTG shipments rose 7.3 percent due to increased demand for premium threaded pipe, which is designed to operate under challenging conditions and has higher added value. Now, OCTG products account for 42.6 percent of total company shipments.
- Seamless pipe deliveries in fourth quarter 2013 rose 14 percent over the previous quarter due to a boost in demand from oil and gas companies. This end-of-year spike allowed seamless pipe deliveries to close the year only 1.9 percent less than 2012.

»» QUANTITY OF PIPE PRODUCT SHIPPED (TONNES IN THOUSANDS)

Product	2013	2012	Change
Welded pipe	1,864	1,722	8.3%
Seamless pipe	2,449	2,497	-1.9%
Total	4,313	4,218	2.2%

»» FINANCIAL RESULTS (USD IN MILLIONS)

	2013	2012	Change
EARNINGS	6,432	6,688	-4%
NET PROFIT	215	278	-23%
ADJUSTED EBITDA	952	1,028	-7%
PROFITABILITY BASED ON ADJUSTED EBITDA	15%	15%	

DIVISIONAL RESULTS

- Russia — TMK's Russian division pipe shipments rose almost 4 percent, allowing the company to maintain its leading position with a market share of 25.2 percent. One notable success for the Russian division was the 30.5 percent increase in deliveries of premium threaded connection pipe, which was used for the first time in hydrofracking operations. There was a 21.4 percent increase in welded line pipe deliveries, while large-diameter and seamless industrial pipe rose by 4.5 percent and 2 percent, respectively. Deliveries of OCTG seamless pipe held steady thanks to a fourth quarter demand boost from oil and gas companies.
- America — TMK IPSCO shipped 1.17 million tonnes of pipe, a 7.2 percent increase over 2012 and a new divisional record. Another record was set for premium threaded pipe deliveries, which rose 24.4 percent over 2012. Quantities of welded and seamless OCTG pipe deliveries also rose by 22.3 percent and 10.6 percent, respectively.
- Europe — The European pipe market continued to contract throughout the year. Since 2008, the volume of pipe product consumed in EU countries has decreased by more than 50 percent. This is due to rising competition from cheaper products supplied by China, Ukraine, India and other countries, where the cost of inputs, materials and electrical power, as well as environmental fees, are significantly lower than in Europe. Despite these adverse factors, TMK's European division finished the year with a 2.6 percent increase in product deliveries.

2014 FORECAST

The company expects an increase of the pipe market in Russia mainly due to higher consumption of oil and gas pipe grades. In particular, as results of horizontal drilling growth and further development of unconventional oil and gas reserves, the company expects increasing demand for high quality TMK Ultra Premium (TMK UP) connections, uniquely designed to meet specific drilling applications.

In the Americas, TMK expects further improvements in drilling speeds and horizontal lengths throughout 2014, as well as in the percentage of horizontal and directional rigs relative to total rig count, which as of the end of 2013, amounted to 75 percent of total rig count. Both trends, combined with the recent uptick in average rig count, point toward slight gains in OCTG consumption during 2014. Given the preliminary decision of the U.S. Department of Commerce concerning the OCTG trade case, the company does not anticipate an improvement in OCTG prices during 2014.

The environment in the European pipe market, which is going through a lasting recession, will remain largely unchanged in 2014 compared to 2013.

TMK remains cautiously optimistic for 2014 and predicts modest growth in product shipments. In Russia, oil and gas companies will continue to drive demand with their plans to expand hydrocarbon production. Demand for OCTG in the American market will remain at last year's levels due to active development of oil and gas fields in West Texas and in the Midcontinent. In addition, high demand for line pipe is expected due to continued construction of pipeline infrastructure within the U.S. ■

Premium
connections
were a notable
success in 2013





ANNUAL COMPANY MANAGEMENT MEETING CHARTS COURSE FOR 2014

T MK's annual management meeting gives company leaders the opportunity to review progress and set collective goals regarding TMK services, enterprises and operations. The 2014 meeting recently took place in Moscow, gathering managers from TMK and Trade House. Plant managers from the Russian, European and Middle East divisions participated via video conference. TMK Board Chairman Dmitry Pumpyanskiy declared this year the "Year of Enhancing Human Capital."

2013 REVIEW

The chairman opened the meeting with a disappointing fact: financial and economic indicators projected for 2013 were not reached. Product shipments are also below projections, according to last year's results. However, in absolute numbers, these are still new records for TMK.

"These are impressive accomplishments. Both by division and by individual enterprise, the shipment numbers achieved surpass past years' results," said Mr. Pumpyanskiy.

Metallurgical sector companies, including TMK, were adversely affected by external conditions such as a worsening economic situation and challenges in oil and gas production regions. The metallurgical overproduction crisis and falling product prices continue for this year. However, global demand for metal products is growing, including the share attributable to steel pipe. According to forecasts, this share will grow to 10 percent in 2014.

≡ For 2014 the company has once again set ambitious financial, economic and production goals



New equipment demands new thinking, approaches and skills

FOCUSED ON OIL AND GAS

Demand for oil and gas products remains stable. Those who have managed to retrofit and are ready to produce high-tech products and offer a new level of service will emerge victorious.

“To survive in this market, it is no longer sufficient to speak of just supplying pipe,” Chairman Pumpyanskiy said. “We have to focus on delivering them on-time, in the quantities required and customized to the particular well. We must also provide supervision of running pipe and well operation.”

TMK’s strategy fully accounts for these new market challenges:

- TMK’s Russian and American divisions have developed oilfield services.
- The technical sales group assigns salespeople to each partner and offers technical experts who anticipate customers’ future needs.
- TMK launched corporate product quality standards.
- The new “Efficiency, Customer and Quality” consumer satisfaction campaign has resulted in orders for 2014 and beyond. Partnership agreements have been signed with oil and gas companies, including Rosneft, LUKOIL, Surgutneftegaz, Gazprom Neft, Shell and others.



**Dmitry Pumpyanskiy,
Chairman of the Board of
Directors, TMK:**

“It’s important not just to advance the slogan that you value human capital, but also to create a system that employees can grasp: they should be joining a company that respects them and that they respect, a company where they came to work hard and remain for a long time.”

QUALITY AND THE HUMAN FACTOR

Chairman Pumpyanskiy declared 2014 as the “Year of Enhancing Human Capital.” With most of TMK’s investment program in new equipment and technologies nearly complete, focus is now turning toward integrating the production management and resource consumption processes with personnel qualification requirements.

“No matter how state-of-the-art our processes are, no matter how much money we’ve spent on new equipment, the human factor is still the most important,” he said. “Arranging for the appropriate educational training and increasing TMK personnel skill level and qualifications are an important subject. New equipment demands new thinking, approaches and skills from personnel at all levels.” ■



TMK IPSCO HOLDS ANNUAL LEADERSHIP SUMMIT

Each year, the American Division invites its leadership to a two-day event to build understanding and alignment of the organization's goals for the year. The theme of this year's event was Achieve...Exceed, which reflected TMK IPSCO Chairman Piotr Galitzine's, and President and CEO Dave Mitch's emphasis on meeting and beating the division's goals for the year. Chairman Galitzine's keynote speech, entitled "Buckle up, upshift, mash it to the floor..." set the tone of driving hard to meet our goals.

Chairman Pumpyanskiy addressed the group through video, assessing the company's performance in 2013 and goals for the current year. "I would like to point out our achievements in the performance of plants and organization of the production process – those responsible for that can be proud of their work. Some of the operations, including the North American Division, and some plants of the Russian Division have achieved record-high shipments," he said.

"The best production performance was demonstrated by the American Division in general, as well as in shipments of welded pipe in the American Division, seamless pipe at Ambridge, and premium connections in the American

Division and across TMK at large. However, EBITDA performance was disappointing. A fairly strong fourth quarter failed to offset earlier underperformance, caused by large imports of pipe into the U.S. in the first quarters of the year and the refocus of American consumers on cheaper products, such as semi-premium rather than premium connections and cheaper steel grades," the chairman added.

TMK President and CEO Dave Mitch made clear his expectation that the group work together and support each other to achieve and exceed its planned results. "This is the TMK IPSCO leadership that must lead our company to success," he said.

Each Vice President presented his organization's goals for the year, and discussed the key performance indicators by which it would be measured.

In conclusion, Dave Mitch mapped out a series of performance reviews for each unit over the year to keep on track. "We need to lead, we need to communicate to prevent surprises, and we need to continually find ways to Achieve... Exceed," he concluded. ■



DAVE MITCH
PRESIDENT & CEO OF TMK IPSCO

"We need to lead, we need to communicate to prevent surprises, and we need to continually find ways to Achieve... Exceed"

LIVING OUR VALUES WINNERS HONORED AT LEADERSHIP SUMMIT DINNER

Living
our
Values



Awards in the Living our Values program were presented at a dinner during the company's 2014 Leadership Summit. In his introductory remarks, President and CEO Dave Mitch called it the "first annual" awards event, emphasizing that the program reflected the values of the company and therefore, will be continued indefinitely. He also noted that all the nominations were valuable, and that although choosing between 2013's nominees was challenging, the executive team expects future decisions to be even harder because employees are better aware of the Living our Values program and will be submitting many strong applications this year.

Throughout last year, the management team reviewed each quarter's Living our Values nominations and selected the strongest as finalists, regardless of category. At the beginning of 2014, they chose the top submission in each value as category winners. Finally, they voted on the best overall example of Living our Values in 2013. Awards were presented in the five Living our Values categories of Innovation, People, Safety and Sustainability, Customer Focus and Outstanding Quality.

In presenting the overall award, Chairman Piotr Galitzine said, "What you have heard here are summaries of the work of more than 200 people over the course of a year. What you did not hear about was the work of dozens of others whose nominations were not selected but still represented solid contributions to the company. They are all valued. Values are important – they represent who we are as a company. I'm about to announce the winner of this program, but in a broader sense all the nominees are winners because they all live the values of our company and contribute to its success."

THE AWARDS WERE PRESENTED TO:

Innovation: Ryan Broussard, R&D Center

Ryan Broussard designed and developed the TMK BPN connection within a year of joining the company. The result was more than \$6 million in sales in the last four months of 2013.

People: Tonya Stallings and the All-Volunteer Blytheville Public Relations Committee

The team was involved in a wide range of community activities over the year, resulting in higher community awareness and employee satisfaction. Here are just some of things they did in the community last year:

- Read-a-Book Program – they read to local kindergarten classes once a month
- Participated in Relay for Life for the American Cancer Society, where they won an award for their participation and raised \$2,500 from employees
- Sponsored the Pine Wood Derby – another American Cancer Society program, and won second place
- Hosted the local St. Jude telethon
- Sponsored T-shirts for the annual chili cook-off for the United Way, winning the award for showmanship

Safety and Sustainability: John Osborn, Catoosa

At Catoosa, driving safety with front-line employees contributed to reduction of recordable injuries by 77%.

Customer Focus: Sam Smolak, Mark Crawford, Kirk Eberhart, Jonathan Galbraith, Murray Giesbrecht, Kyle Leonard, Greg Lynd and Mark Patton

In response to a QBR Challenge, "Rally Round ERW" produced and shipped record levels in the 4th Quarter.

Outstanding Quality: Kent Li, Michael Panzeri, Tom Edwards, Frank Corona, Ed Kuhn, Michael Hvostal, Timothy Tomaino, Ken Alexander, Rick Bender, Gary Nutter and John Burkard

The team reduced the inside diameter slivers scrap rate from 1.8% in 2012 to 1.1% in 2013 – a 40% reduction. This not only improved quality, it saved about \$3.8 million – all with a zero dollar investment.

OVERALL WINNER:

» RYAN BROUSSARD, R&D CENTER ■



TMK IPSCO HOSTS GALA RECEPTION AT HOUSTON MUSEUM



The Age of Impressionism: Great French Paintings from the Sterling and Francine Clark Art Institute, an exhibit at the Museum of Fine Arts, Houston (MFAH), has been greeted with rave reviews and record-breaking attendance since its opening in December.

“As lead corporate sponsor, we are gratified that the event is being met with such success,” said Piotr Galitzine, chairman of TMK IPSCO. More than 50,000 people have seen the event in Houston so far. In fact, the exhibition is meeting with such success it has been extended to May 4.

In an additional show of support, more than 150 end users, customers and vendors of TMK IPSCO met at the Museum of Fine Arts, Houston, to celebrate the American Division’s first anniversary as a supporting member of the Houston business community.

The reception, with the theme of Arts & Innovation, included a private viewing of the exhibit, showcasing the Clark’s renowned holdings of French Impressionist paintings.

Guests were greeted by TMK Chairman Dmitry Pumpyanskiy and TMK IPSCO Chairman Piotr Galitzine. Toasting the group, Chairman Pumpyanskiy said, “As a new member of the Houston community, we think it is right to support the cultural life here. As a global leader in providing pipe to the oil and gas industry, it is an honor for us to be part of this world-class exhibition.” He also pointed out that the company’s sponsorship includes an educational program which is bringing almost 1,000 children, who otherwise might not have an opportunity to experience world-class art directly, and their teachers to the museum. The children actually sit on the floor, sketching in front of the master works.

“We are delighted to have TMK and TMK IPSCO help make this possible,” said Gary Tinterow, director of the MFAH. “We look forward to a continuing relationship, enriching our community.”

Guests sipped champagne, listened to chamber music and enjoyed paintings by artists such as Édouard Manet, Edgar Degas, Claude Monet, Pierre-Auguste Renoir and others. At the end of the evening, guests received a copy of the exhibition catalog in appreciation of their partnership with TMK IPSCO. ■





THE WINTER OLYMPICS: TO SEE IT ALL

Among the thousands of fans at the Sochi venues were representatives of TMK, participating in the “You’re on My Team” corporate program. Employees recognized as high performing were awarded with packages to attend the Olympics for a week.

During their stay, groups of U.S. employees attended the opening ceremonies as well as the individual and pairs figure skating, biathlon, speed skating and men’s and women’s hockey competitions. One group met with TMK Chairman Dmitry Pumpyanskiy and his family during its last night in Sochi.

Each morning, employees from across the company gathered together to share their impressions of the previous day and make plans. Everyone noted the extraordinary atmosphere of friendship pervading the Sochi Olympics.

EMPLOYEE IMPRESSIONS FROM AROUND THE WORLD:

“The transportation logistics at the Olympics simply astonished us,” said Aleksey Bobylev, chairman of the TAGMET trade union committee. “There were a huge number of buses, which came every three minutes. The roads were empty, with no traffic jams. In a word, the transportation organizers earned an ‘A.’”

“I was amazed by the atmosphere in the Olympic Park,” said Irina Mamonova, crane operator and World Cup competitor at the Sinarsky plant. “Friendliness and that famous Olympic spirit prevail everywhere. The fans in the stands greet their own athletes and their rivals with the same warmth.”

“Sochi was an excellent trip. I am extremely glad that I went. It was definitely a once in a lifetime opportunity,” said Steve Lawrence, assistant plant manager at Camanche. “Our TMK hosts did an excellent job not only in coordinating the events but also getting tickets to other events besides the ones we were scheduled to attend. The mountain cluster was quite amazing. It was as if an entire city was built for the Olympics. The views were fantastic. My trip couldn’t have ended any better. Our hosts were able to get us tickets to the U.S. vs. Russia Men’s Hockey game. The arena was electric. The game was amazing. There was so much build-up and the game didn’t let down on any of the hype.”

Aleksey Selivanov, senior manager for general and special-purpose pipe handling at TMK Trade House, served as a volunteer at the Sochi Olympics. “I worked in the mountains at the ski jumping and Alpine combined competition. Our task was to manage press center operations and assist the journalists,” said Selivanov. “Before doing

this, I didn’t know a lot about volunteerism, however, the three weeks that I spent at the Olympics as a volunteer turned out to be one of my best vacations ever.”

“Russia has a lot to be proud of in what they accomplished in presenting these Winter Games,” said Michael DeLine, Blytheville plant manager. “The hotel, the opening ceremonies, event tickets and food and, of course, the people, were all first-class.” ■



THE FUTURE OF RUSSIA'S "FLYING SKIERS"

THE POWER OF EXPECTATION



YourTube: In the history of Russian sports, why does ski jumping have so few impressive achievements?

Aleksandr Uvarov: It is wrong to say we have had no successes whatsoever. There have been impressive achievements: Nikolai Kiselev – silver medalist at the 1956 Olympic Games; Vladimir Belousov – 1968 Olympic champion; Garry Napalkov – two-time world champion in 1972; and Valeriy Stolyarov – bronze medalist in the 1998 Olympic Games. For a country like ours, 45 years without Olympic medals in ski jumping and 15 years in Nordic combined, that is a tragedy. The lack of such awards attests to a decline in the sport and the loss of a national sports tradition.

Ski jumping is an extreme sport that requires special conditions to practice and improve. This is expensive and usually only afforded to stable, wealthy people and countries. This factor has determined how ski jumping and Nordic combined have developed in Russia. Periods of stable development in our country have always resulted in advancement of the sport.

Construction of modern-day infrastructure for the sport is underway. We have done more in the past five years than we did in the past three decades. Today, we have three world-class ski-jumping facilities in Sochi, Tchaikovskiy and Nizhny Tagil.

YT: In Russia, how popular are the sports the Federation oversees compared to other winter sports? Do "flying skiers" and Nordic combined skiers hold any interest for spectators in between Olympics?

AU: Popularity and interest require nurturing. Over the past year and a half, 10 international competitions have been held in our country, including two qualifying

TMK is a major supporter of the Russian Ski Jumping and Nordic Combined Federation. These beautiful and extreme sports date back to Soviet times. Aleksandr Uvarov, president of the Russian Ski Jumping and Nordic Combined Federation, sat down with YourTube to discuss future prospects for Russia's "flying skiers."

preliminaries for the World Cup, two Grand Prix and four Continental Cups. In September 2013, the Grand Prix in Nizhny Tagil drew 6,000 spectators. Once we create the appropriate infrastructure for spectators, the audience will grow and popularity for the sport will increase.

YT: Ski jumping and Nordic combined are very expensive sports. How do things currently stand with professional athlete training centers in Russia?

AU: We have created major facilities, but if state-of-the-art children's centers are not also built around them, these major facilities will not flourish. We are betting on refurbishing existing training ski-jump ramps. Work is actively underway in St. Petersburg, Sakhalin, Karelia, Magadan and Murmansk. In Ufa and Tatarstan, they are considering major renovation projects. It will take at least five to six years to implement these projects.

YT: Is government support for "flying skiers" growing?

AU: Following Sochi, Russia's president identified three sports strategies: developing children's sports schools, creating sports infrastructure and training coaching staffs. These strategies are critical to the future of ski jumping and Nordic combined. Coaching is the most important. Without a coach, sports facilities will be empty, children will not receive training and future athletes will have to be retrained as they enter adulthood. This limits our talent pool, impacting our ability to create a national team and compete internationally.

To be among the elite, a world-class sports standard must be established in Russia. We have to create world-class ski-jump facilities to draw international competitions. Once we have done that, then we can focus on applying this standard to every beginning athlete.



YT: In other words, a functional system is already being created for training "flying skiers" and Nordic combined skiers from a young age?

AU: These tasks must be undertaken through government, community and business involvement. The financial component is significant: sponsorship support makes up 30 to 90 percent of the funding needed to train our national teams, depending on the sport.

Support from Federation trustees, such as that of TMK and Chairman Dmitry Pumpyanskiy, is also important. That support builds trust and public recognition, which adds to our gravitas and accountability. Every athlete is accountable to TMK employees. This expectation travels to the athletes and transforms into achieving results in the sport. This achievement rallies fan support, including TMK personnel, which has a favorable effect on those employees' workplace atmosphere. This healthy cooperation with business removes commercialism from the sport and gives it a secure future. ■

THE 2014 OLYMPIC TORCH CATCHES A FIREBIRD FEATHER

A key symbol of the Olympic Games is the Olympic torch. YourTube sat down with globally renowned industrial designer Vladimir Pirozhkov to discuss his work in creating the 2014 Olympic torch.

YourTube: What were the determining factors in choosing the metal for the Olympic torch?

Vladimir Pirozhkov: We didn't want to make a plastic torch. While we knew it had to be lightweight, Russia is a powerful country, so the torch had to "be something." This is a torch for the winter Olympics; summer torches are much lighter and require less protection from various factors. Our winters are cold. The quality of the flame in our torch is much higher than, say, that of the London torch. Our mission was to make a powerful, dense flame. That is why the opening from which the burning gas escapes is set at an angle. When the fire comes out of this opening, it looks like a flag, with a big plume that is easy to see at night, and in winter our nights are very long. This fire must be safe for the torch bearer. That is why the torch is fairly large, 95 centimeters long. Objectively, the right choice for the metal was aluminum. Of course, we would have loved to make the torch from titanium, but that would have been quite expensive. The right choice for the metal was aluminum based on its structural rigidity. Inside the torch, you will find a special curved canister that was argon welded. Brass, steel, refractory metals and tungsten were all used. In the end, our torch weighed 3 pounds, 11 ounces, making it lighter than both the Vancouver and Torino torches.

YT: Which previous Olympic Games had the most interesting torches?

VP: The solid-cast torch for the 2006 Winter Olympics in Torino was very interesting. It was tested in a wind tunnel. The famous design firm Pininfarina created it. We challenged ourselves to make not just a pipe, but a romantic object. We came upon the idea of using a Firebird feather for the torch's design. In the myth of the firebird, superhuman effort was required to catch a firebird feather. We thought this would be very symbolic for a sporting event.

YT: Although the flame in our torch is quite powerful, it did occasionally go out.

VP: Torches have gone out during all of the Olympic torch relays. In fact, usually about five percent of the torches manufactured for the Olympic Games go out. For the 2014 Games, less than one percent of the torches produced, virtually all of which were used during the torch relay, went out. This is practically a world record. ■

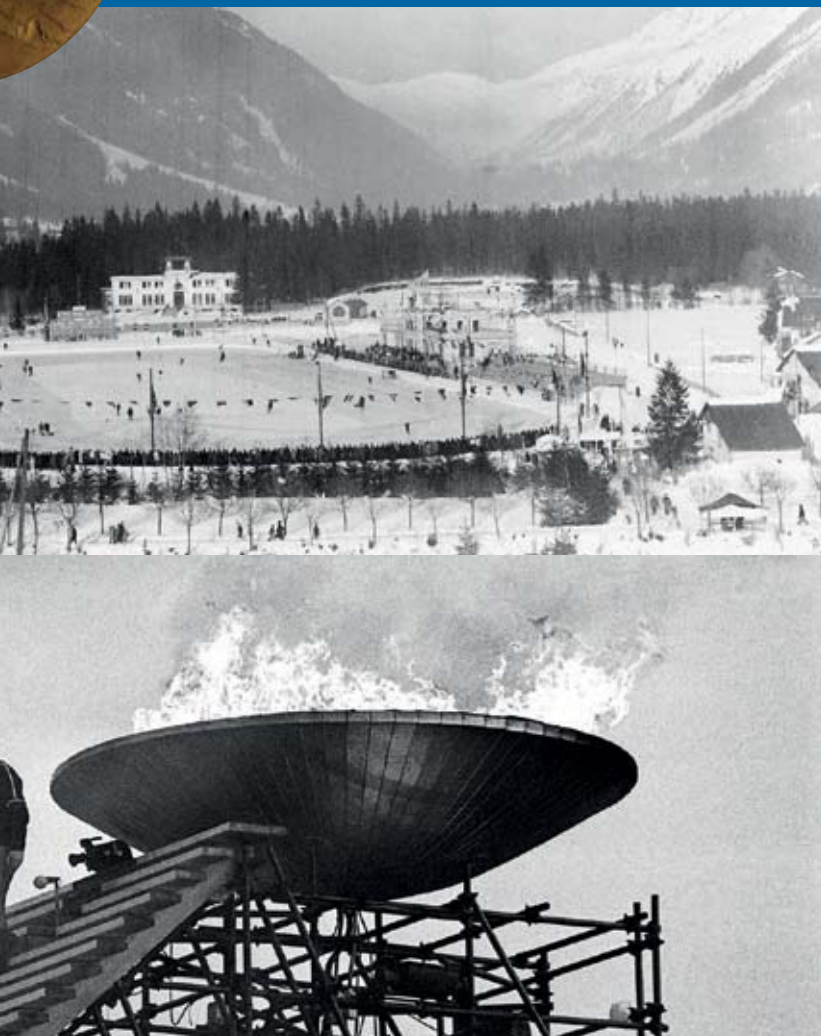
»» Designer Vladimir Pirozhkov
and the Olympic Torch



VISION OF A FRENCH BARON LEADS TO BIRTH OF THE WINTER OLYMPICS

On January 25, 1924 in Chamonix, France, French Prime Minister Gaston Vidal addressed 293 athletes and 10,000 spectators at the opening of International Winter Sports Week, which became known as the first Winter Olympic Games.

Efforts to organize ice and snow competitions had taken place for several years. Pierre de Frédy, the Baron de Coubertin, helped make it possible.



Baron de Coubertin's proposal to hold winter sports competitions on par with the Summer Olympics had been rejected year after year. The official reason was that the ancient Greeks had not engaged in winter sports. Actually, Sweden, Norway and Finland were organizing the Nordic Games and didn't want any competition. Sports unions also opposed, fearing the Winter Olympics would be a promotion for mountain ski resorts.

The Baron suggested that the Winter Olympics be held for the first time in 1912, but World War I intervened in those efforts. Prior to the 1924 Olympic Games, he arranged the winter sports week in Chamonix, France, but the town was only halfheartedly committed. That changed once French Prime Minister Vidal agreed to take part in the opening ceremony.

International Winter Sports Week lasted two weeks. Athletes from 17 countries competed in skating, skiing and ski jumping. Norway won the most awards, followed by Finland. The U.S. finished fourth. The USSR and Germany did not participate.

Although unprofitable, the competition attracted many spectators. Understanding that the main client for these games was the public, the International Olympic Committee (IOC) ran the ski trails through populated areas to draw larger audiences. Well after the fact, the IOC deemed it proper to refer to this competition as the first Winter Olympic Games. It decided to hold the second Winter Games in 1928 in St. Moritz, Switzerland, and a tradition was born.

GROWTH OF THE GAMES

Historically, the Winter and Summer Games have been held in the same year. In 1994, they shifted by two years. Country participation in the Winter Games grew exponentially – 25 countries in the second Olympic Games to 82 countries at the 2010 Games in Vancouver. The number of spectators has risen, too: 30,000 in 1924 to 300,000 in 2010.

The number of sports included in the Winter Games has also increased. In 1924, athletes competed in cross-country skiing, ski jumping, speed skating, Nordic combined (trail and jump), hockey and four-person bobsled. Biathlon became an Olympic sport in 1960. Skeleton heats were held in 1928 as part of the Olympic Games, but did not appear again until 20 years later, and then again in 2002. In 1992, freestyle skiing was added to the list of Olympic sports. ■

Pierre de Frédy, Baron de Coubertin, France

A sports and public figure, historian, man of letters, athlete

President of the International Olympic Committee (IOC): 1896-1916, 1919-25; honorary president until his death

FROM VANCOUVER TO SOCHI: VERTICAL CLIMB TO VICTORY

The most indelible impressions from Sochi 2014 came from how well the Olympics were organized. Beyond the financial, many organizational, artistic and intellectual resources were spent to achieve Sochi success.

By many assessments, the opening and closing of the Games were the best in history. Despite the International Olympic Committee's mandate that Winter Olympics ceremonies must be more modest than the Summer Games, show producers astonished the world. The Russian delegation entered the Opening Ceremony to a remix of a popular Russian song, which many viewed as unseemly bravado. Four years ago in Vancouver, Russia's results were disastrous, placing 11th in the team overall medal count, with only three gold medals. Few could have imagined that four years later anything could be significantly turned around.

However, those four years were critical. By 2010, the Olympic facilities in Sochi were already under construction, and the national team had to be created. The best coaches from around the world were recruited. Russian professional athletes who had gone abroad returned. Organizational support and funding were ideal.

"About \$168.3 million was allocated to train our team for the 2014 Games," said Yuri Nagornykh, the Russian Federation deputy ministry of sports, who was in charge of the 2014 Winter Games. "We haven't had a team development system like this in our country for the past 20 years."

Fan support also played a huge role. "The fans in Sochi were incredible. The adrenaline was through the roof," said Olympic silver medalist and speed-skater Olga Fatkulina. "Russian fans shouted so loud that we couldn't hear our coach's instructions during the race."

To some extent, results of athletes from countries hosting the Olympics are relatively predictable. The opportunity to study the venues in minute detail is a significant factor. The flag bearer of the Russian national team, two-time Olympic champion and bobsledder Aleksandr Zubkov, made about 300 runs in Sochi compared to just a few dozen by his competitors. Russia's three Olympic gold medals in the bobsled, luge and skeleton confirm that it is a key advantage to be able to train on your home track prior to the Games.

In the end, Russia won 33 medals in 10 Olympic sports. For the first time in history, it captured gold in four of those sports – bobsled, short track, snowboard and skeleton. It was a four-year journey in the making that proved historic. ■



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