

Spiral Stair Today

The Iron Shop

July/August 2002

Vol. 3 / No. 4

The Iron Shop Sponsors ARCA Stock Car Driver

The Iron Shop is a proud sponsor of Automobile Racing Club of America (ARCA) racecar driver Steve Senerchia. Senerchia, who is in his ninth year of racing, started with street stock class racing, then moved up into late models and is now an ARCA racer. He races a 1999 Chevrolet Monte Carlo.

From a very young age, Senerchia knew that racing was his passion. "My father sparked my interest in the sport by taking me to Wall Stadium in Wall, New Jersey to watch open wheel, modified, street and pro racing. I knew back then that I wanted to race cars," explains Senerchia. "It was just a matter of when and where I would do it."



Pictured above is Steve Senerchia racing his 1999 Chevrolet Monte Carlo at Nashville Superspeedway.

In 1992 Senerchia bought his first street stock car, a 1978 Chevy Malibu. "I raced that car for two years at Wall Stadium. I guess you could say my dream came true." After that, he decided to travel to Connecticut, the Carolinas, and a dozen other tracks up and down the East Coast. "I began to realize that I could drive well enough to move up, so I did. I began to race late model stock cars." Senerchia raced Myrtle Beach Speedway with the likes of Dale Earnhardt, Jr. However, after seven months, he went back home to New Jersey because of a blown engine and a wrecked car. He needed to regroup.

Once regrouping at home, Senerchia purchased a 1995 Grand Prix, an Old Busch North Car, from

Winston Cup racer Jimmy Spencer, and began to race again. By 1999, Steve was back racing an open-wheeled modified with a NASCAR modified series Chevrolet Cavalier. He switched back to open modified during the 2000-2001 season. Today, he is racing a 1999 Monte Carlo in the ARCA Series.

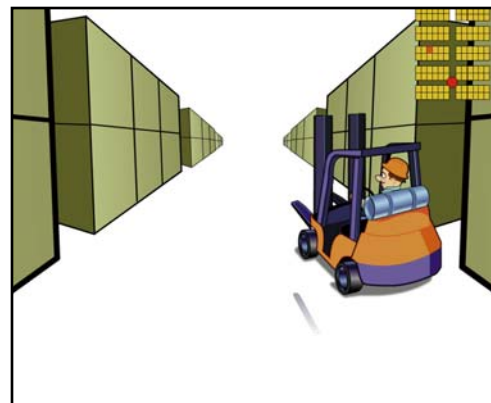
Senerchia's future plans include moving into the big leagues with help from The Iron Shop as his main sponsor. "I really hope to advance into the Busch Series or the Craftsman Truck Series someday. I already have my Busch license from my days in South Carolina."

While not racing, Senerchia owns his own business, Anchor Developers, where he builds boat docks. In addition, he likes to boat, surf, bicycle and spending time at the beach. Originally from Ocean, New Jersey, he now resides in Brick, New Jersey.

The Iron Shop Updates its Website

The Iron Shop, recently updated its website to include letters and photos from satisfied customers, an arcade game, and a section about its sponsorship of stock car racer Steve Senerchia. By going to www.TheIronShop.com, visitors can view all of the new changes.

"We never stop updating our website and we are always thinking of new ways to improve it," says Michele Lynn Cohen, director of marketing for The Iron Shop. "We like to keep it fresh. The last time the site was completely revamped was in January



Pictured above is a screen shot of the "Forklift Game" still under development on The Iron Shop's website.

2001."

The new sections and information added to the site make it more personal and fun. The section on Steve Senerchia gives visitors a peek into his life and keeps them abreast of his racing.

The arcade game, Forklift Maze, which is almost complete, has visitors driving through a virtual warehouse to pick out their spiral stair and get it back to the loading dock. The game sounds easy until drivers realize there are many obstacles to get around, pathways are blocked and there is only so much time to get through the maze. In addition, there is a foreman that just won't leave the forklift driver alone. Make him happy, and drivers get to post their score with the other top forklift drivers.

In addition, customers are encouraged to send The Iron Shop photos and stories of their stair installation experience for the new section that is dedicated to them.

For more information regarding how to submit a letter to The Iron Shop, call 1-800-523-7427, ext. NL.

Questions Answered

I am purchasing a spiral stair for my ocean front property, are there any special considerations I need to consider when deciding which stair to purchase?

Yes! For ocean, lake, and other waterfront environments, and for any ocean-area setting, The Iron Shop recommends its popular hot-dipped galvanized metal and all-aluminum stair kits. The company also recommends its Victorian One® spiral stair kits for this type of application because they are constructed from cast aluminum and feature stainless steel hardware. These attractive stair kits are designed to withstand the rugged elements of salt, sand, wind, and rain without rusting. For more information, or to purchase a spiral stair kit from The Iron Shop, call 1-800-527-7427, ext. NL.

Spiral Stair Today: written by Joanna Barley and designed by Michele Lynn Cohen.

Distributed bi-monthly by The Iron Shop for its customers. If there is a topic you would like to see featured in *Spiral Stair Today*, please contact Joanna Barley at 1-800-523-7427 x156 or joanna@TheIronShop.com

THE IRON SHOP®

The Leading Manufacturer of Spiral Stair Kits®

©2002 The Iron Shop