



G.A. FERRIS was born in Bay City, Mich. He holds an associate degree in industrial management from Henry Ford Community College and has also studied industrial management at Wayne State University. In 1935 he joined Ford motor Co. in the Rouge manufacturing area. Between 1950-1960, he held a succession of management posts in the Steel Div., culminating in the appointment as general manager in 1968, his current position.

President's Message 1975

Beginning a new year with a recital of a litany of our industry's problems, some new, most long standing, is contrary to my generally optimistic nature. The mere mention of them, I know, also risks bor-

GEORGE A. FERRIS

ASSOCIATION OF IRON AND STEEL ENGINEERS

ing and irritating you, since you are enmeshed daily in the struggle to cope with them. However, I will do so briefly to make a point.

Shortages and rapidly escalating costs of both raw materials and energy supply were a very real problem throughout 1974 and remained so at year's end. Coping with increasing governmental controls and intervention at local, state and federal levels in such areas as employee health and safety, environmental control and equal employment continues to occupy a substantial amount of our time and resources.

Capacity limitations, badly-needed expansions and the return on investment required to finance them remain major challenges to all of us. This list is obviously far from all-inclusive but should suffice for this purpose.

In recent years, I believe, we have made some progress in communication in these problem areas with elected and appointed governmental officials locally and nationally. As a result of our efforts, both ours stockholders and the public in general are better informed about the importance, challenges, problems and

goals of our industry. Despite our progress, much more obviously needs to be done in this regard.

In the coming year, I would like to enlist your help in restoring the faith of the public in industrial America. Such a crusade is a large order for the AISE, but one in which we can all make a contribution. The steel industry's public image can and must be improved.

I do not believe industry deserves a "bad guy" image, but those of us that believe this must start proving it. Coping with this problem is not new, but I am suggesting a new starting point. Our image-builders must be the employees of the industry—all of them—regardless of the color of their shirts. This combined effort must satisfy our customers, investors and the American public that our paramount corporate goal is to be good citizens.

If you share these thoughts, let's make our Association in 1975 the vehicle for imparting both specific ideas and new approaches toward improved communications. I am sure the benefits to the steel industry and its many components will be far-reaching.