



DAVID H. SAMSON •

ASSOCIATION OF IRON AND STEEL ENGINEERS

which previously used steel in a variety of forms. It is the responsibility of all people in the steel industry to aggressively promote the use of steel, and to develop the necessary production techniques to meet changing market demands. Steel must clearly demonstrate the best value to compete effectively.

In addition to the threat from other materials, the North American steel industry faces a competitive challenge from the level of technology and productivity which has been achieved by the steel industry in other parts of the world.

These challenges are being vigorously addressed by the steel industry and the AISE can be most effective by providing technology assistance.

The AISE enjoys a unique position. About half of the 11,000 members are from the steel industry and the balance from the suppliers of services and equipment to the industry. This membership ratio and the international structure of the Association can provide the industry with technical assistance through the exchange of ideas, the collection and dissemination of information, the preparation of technical reports and data compilation to insure the best application of modern technology to steel.

As President for 1985, I intend to direct my major effort to strengthen the Applied Engineering activities for which the AISE has long been known.

I look forward to a productive year, and I ask for your assistance to develop and strengthen the AISE and Applied Engineering activities related to the AISE so that we can better serve a renewed and revitalized steel industry, and meet the challenges of today and tomorrow.

David H. Samson

DAVID H. SAMSON, Vice President—Engineering, Dofasco, Inc., Hamilton, Ont., Canada, received his primary and secondary education in Scotland and went on to receive a higher national certificate—mechanical. He did postgraduate work in metallurgy at McMaster University in Canada. His career with Dofasco began in 1948 as a draftsman. He rose through various positions in the engineering department and was appointed to his present position in 1973.

President's Message 1985

I am honored to be President of the Association of Iron and Steel Engineers. I am also most positive about the future of the steel industry. The industry today faces a number of serious issues which have developed in the last decade. With the skills and knowledge now available, and the technical interaction which is a major strength of the steel industry, I am confident that we can successfully address the problems.

A major challenge to steel is the increasing use of alternate materials—other metals, plastics, fabric, laminates, wood, concrete, paper—in applications