



AIST
Leadership
CONFERENCE

16–18 November 2015 / Charleston, S.C., USA

In conjunction with the Southeast Member Chapter Annual Meeting

Leadership CONFERENCE



The *2015 AIST Leadership Conference* will be held 16–18 November 2015 in Charleston, S.C., USA. Attendance is by invitation only to all AIST Technology Committee officers, Member Chapter officers and board members. There are no registration fees for this event.

The primary objective of this annual conference is to enhance industry value through participation in AIST activities, and to help you grow as a leader in our association and in the steel industry. We will tackle strategic initiatives such as globalization, training, communication and recruiting challenges. In addition, we will develop personal skills with topics such as conflict management and finding opportunities during a crisis.

Member CHAPTERS



Technology Divisions and TECHNOLOGY COMMITTEES

- I** *Safety & Environment*
 - Safety & Health
 - Environmental
- II** *Cokemaking & Ironmaking*
 - Cokemaking
 - Ironmaking
- III** *Steelmaking*
 - Electric Steelmaking
 - Oxygen Steelmaking
 - Specialty Alloy & Foundry
- IV** *Refining & Casting*
 - Ladle & Secondary Refining
 - Continuous Casting
- V** *Rolling & Processing*
 - Hot Sheet Rolling
 - Cold Sheet Rolling
 - Galvanizing
 - Tinplate Mill Products
 - Plate Rolling
 - Rod & Bar Rolling
 - Pipe & Tube
 - Rolls
- VI** *Metallurgy*
 - Metallurgy — Steelmaking & Casting
 - Metallurgy — Processing, Products & Applications
- VII** *Energy & Control*
 - Energy & Utilities
 - Electrical Applications
 - Computer Applications
- VIII** *Plant Services & Reliability*
 - Project & Construction Management
 - Maintenance & Reliability
 - Lubrication & Hydraulics
 - Refractory Systems
- IX** *Material Movement & Transportation*
 - Material Handling
 - Cranes
 - Transportation & Logistics

Schedule OF EVENTS

Monday, 16 NOVEMBER

8 a.m.

Southeast Member Chapter Golf Outing (optional)
Patriots Point Links on Charleston Harbor

5–6:30 p.m.

Registration, Welcome Reception and
Vendor Displays

Tuesday, 17 NOVEMBER

7–8 a.m.

Registration and Breakfast

8–8:25 a.m.

Welcome by AIST Executive
Director, Agenda Review and
Attendee Introductions

8:25–9 a.m.

AIST State of the Association
Update

9–10 a.m.

Overview of Manufacturing
Economy

*Chris Kuehl, managing director,
Armada Corporate Intelligence*

10–10:15 a.m.

Refreshment Break

10:15–11 a.m.

Air-It-Out Discussion

11 a.m.–12:30 p.m.

Leadership Perspectives
Keynote Presentation

*Lourenco Goncalves, chief executive
officer, Cliffs Natural Resources Inc.*

12:30–1:45 p.m.

Lunch

1:45–3 p.m.

AIST Strategic Initiative Planning
Staff Reports

- Member Orientation Videos
- “My Profile” Web Update
- Online Steel Wheel
- AIST Study Tours
- AIST Road Show
- Electrical Engineering Grant
Group Breakouts

3–3:15 p.m.

Refreshment Break

3:15–5 p.m.

Strategic Initiative
Planning (cont.)

- Group Reports
- Plan Prioritization

5:30–6:30 p.m.

AIST Networking Reception and
Vendor Displays

6:30 p.m.

Dinner With Keynote Presentation

*Jason Curtis, maintenance and
engineering manager, Nucor
Steel-Berkeley*

Wednesday, 18 NOVEMBER

7–8 a.m.

Breakfast

8–10 a.m.

Leadership Training

*Eric Papp, consultant on behavior
change and performance*

- Three Values for Obtaining High
Levels of Effectiveness
- Increase in Self-Awareness

10 a.m.–Noon

AIST Executive Committee
Meeting (private)

10–10:15 a.m.

Refreshment Break

10:15 a.m.–Noon

Leadership Training

*Eric Papp, consultant on behavior
change and performance*

- Why We Don't Have Honest
Conversations
- Responsibility vs. Accountability
- Manage a Promise, Not a Person

Noon–1 p.m.

Lunch

1–2:30 p.m.

AIST Jeopardy

2:30–3 p.m.

Conference Summary

3–5 p.m.

AIST Board of Directors Meeting
(private)

Note: Dress code is business casual.



Session PRESENTERS



Dr. Chris Kuehl
managing director, Armada
Corporate Intelligence

Chris Kuehl is managing director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He is the chief economist for several national and international organizations, such as Fabricators and Manufacturers Association; National Association of Credit Management, Finance, Credit and International Business; and the Business Information Industry Association. He is also the economic analyst for the state accounting societies for Missouri, Kentucky, Tennessee and Kansas.

Prior to starting Armada in 1999, he was a professor of economics and finance for 15 years, teaching in the U.S., Hungary, Russia, Estonia, Singapore and Taiwan. Kuehl holds a Ph.D. in political economics and master's degrees in Soviet Studies and in East Asian Studies.

Kuehl is the author of *Business Intelligence Briefs* and *Executive Intelligence Briefs*, publications of Armada. He is also responsible for the Credit Manager's Index from NACM and Fabrionomics® from the FMA. He serves as economic analyst for the local NBC, Fox and ABC affiliates in Kansas City, Mo., USA, as well as CNN. He appears regularly as an on-camera commentator and provides background information for reporters. He appears regularly as an economics commentator on KMBZ radio as well as KXTR.





Lourenco Goncalves

chairman, president and chief executive officer, Cliffs Natural Resources Inc.

Lourenco Goncalves was appointed chairman, president and chief executive officer of Cliffs Natural Resources Inc. in August 2014. Since joining the company, he has implemented and has been executing a strategic initiative designed to strengthen Cliffs' position as a major supplier of iron ore pellets to the U.S. steel industry.

Goncalves brings more than 30 years of experience in the metals and mining industries, as well as extensive board experience in the United States and abroad. He served as chairman of the board, president and chief executive officer of Metals USA Holdings Corp., a leading American manufacturer and processor of steel and other metals, for more than 10 years. Prior to Metals USA, Goncalves served as president and chief executive officer of California Steel Industries Inc. from 1998 to 2003. From 1981 to 1998, he was employed by Companhia Siderúrgica Nacional (CSN), a leading steel and mining company in Brazil, where he held several positions in operations and sales.

Goncalves served as a board member of Ascometal SAS, a manufacturer of special steel headquartered in Paris, France, from 2011 to 2014. He currently serves on the board of the American Iron and Steel Institute (AISI).

Goncalves earned an M.S. degree in metallurgical engineering from the Federal University of Minas Gerais in Belo Horizonte, Brazil, and a bachelor's degree in metallurgical engineering from the Military Institute of Engineering in Rio de Janeiro, Brazil.



Eric Papp

consultant on behavior change and performance

Eric Papp has delivered more than 400 professional programs to corporate and private clients. He is an in-demand international thought leader and is known for his programs generating an increase in human productivity. He is the author of *Leadership by Choice*, released in June 2012 by John Wiley and Sons, *The Productivity Planner* and *Three Values of Being An Effective Person* in September 2015. He has been featured in *The New York Times*, *USA Today*, *HR Executive*, and is a weekly contributor as the "leadership/behavior expert" on the Guy Wehman Show WENG News Talk 1530 AM. His clients include: Million Dollar Round Table, American Dental Association, BMW, Huntsman, Homeland Security and Nationwide Insurance. He received his B.A. degree from the University of Notre Dame and is a graduate of Tampa Jesuit.

Travel INFORMATION



Hotel ACCOMODATIONS

The Francis Marion Hotel

A block of rooms has been reserved at The Francis Marion Hotel. Please reserve your room online or call the hotel at +1.843.722.0600 before 21 October 2015 to secure the AIST discounted rate of US\$149 per night for a single/double room.

Hotel Spa and Fitness Center

The Spa Adiago is a full-service day spa located at the historic Francis Marion Hotel in Charleston, S.C., USA. We blend friendly smiles, soothing aromas and relaxing sounds with an educated and experienced staff to guarantee you will leave feeling rejuvenated and renewed.

The hotel offers an on-site fitness center that includes treadmills, ellipticals, stretch trainers, weights and exercise balls.

Internet Access

The Francis Marion Hotel offers complimentary wireless Internet access in its 235 guest rooms and suites.

Local Culture

Charleston, S.C., USA boasts many famous golf courses, tennis courts, beaches, historic sites, shopping and entertainment. Make your visit a long weekend and see what Charleston has to offer.

Transportation INFORMATION

Driving Directions

From Charleston International Airport: Exit airport on International Drive and follow signs for I-526 to Mt. Pleasant. From I-526, follow signs for I-26 East to Charleston.

Distance from airport: 11.6 miles

Drive time: 20 minutes

Hotel address: 387 King St., Charleston, SC 29403 USA

Transportation

Estimated taxi fare: \$30 (one way)

Limo service: The Francis Marion Hotel recommends Mitch's Limo Service, by appointment. Please call +1.843.270.6902.

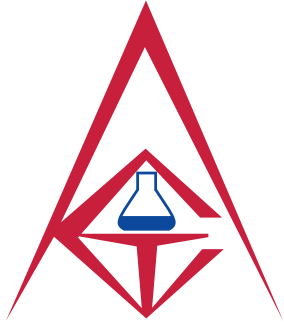
Bus service: CARTA, the Charleston Area Regional Transportation Authority, offers bus service to and from downtown Charleston and the airport via the North Area Shuttle (NASH) Express for US\$3 per person per trip.

The route runs every hour on the hour from 8 a.m. to midnight. The route makes no stops when traveling from downtown to the airport. It makes stops at the North Charleston Visitor Center and Tanger Outlet upon leaving the airport on the way to downtown Charleston. Upon arrival downtown, CARTA offers the free Downtown Area Shuttle (DASH) to numerous destinations, including The Citadel, Medical University of South Carolina, Francis Marion Hotel, Charleston Place, the South Carolina Aquarium and the corner of King and Broad streets.



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Event
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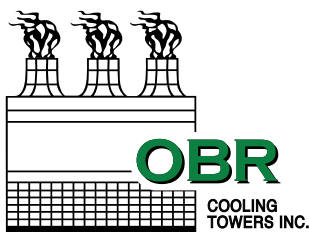


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Tuesday
MORNING BREAKFAST SPONSOR



Tuesday and Wednesday
AIST LUNCHEON SPONSORS



Tuesday
MORNING BREAK SPONSOR

