

Event Sponsors



LEADERSHIP CONFERENCE RECAP

BY AMANDA L. BLYTH



AIST executive director Ron Ashburn (left) and Nucor Corp. chairman, president and chief executive officer John Ferriola (right) presented AIST president Randy Skagen (center) with a framed cover of the June 2017 issue of *Iron & Steel Technology*, which featured an interview with him at the start of his term as AIST president.



Shannon Clark (left), Northern Member Chapter chair, and Dave Nicol (right), Northern Member Chapter vice chair, traveled from Ontario, Canada, to attend the Leadership Conference.



Nucor Corp.'s John Ferriola fielded questions from AIST executive director Ron Ashburn in the Leadership Perspectives session.

Each year, AIST holds an event for the leadership of AIST's Technology Committees and Member Chapters, as well as Foundation trustees and board of directors representatives — dedicated members who are interested in building a sustainable future for the steel industry. This event is called the AIST Leadership Conference, and it provides these attendees with the opportunity to learn and network, and enhances their understanding of AIST's mission. Here the leadership of AIST work to fine-tune AIST's strategic plan, cultivate new ideas for association and industry growth, and develop as leaders of the steel industry.

Seventy attendees met in Orlando, Fla., USA, at the Wyndham Grand Orlando Resort Bonnet Creek. The event kicked off on Sunday, 12 November 2017, with a welcome reception. Attendees had the opportunity to get reacquainted with familiar faces, make new contacts and play a few of the games that were on hand.

Monday morning's session began with attendee introductions and an update on the state of both the Association and the global steel industry, led by AIST executive director Ron Ashburn.

Following Ashburn's presentation, attendees were split into groups focused on AIST's Technology Committees and its Member Chapters, respectively.

AIST's general manager — programs and publications Brian Bliss led the session for Technology Committee representatives. The main topic of discussion was the new abstract management system, Hubb, which has been put in place for AISTech 2018.

Attendees were able to ask questions regarding Hubb, as well as offer their feedback, suggestions and concerns.

Bliss then gave an overview of AIST's many technical reports, including the history behind these publications and all of the steps that go into publishing them, as well as a list of upcoming AIST technical reports that are in the pipeline. One area of concern is the response rate when it comes to voting on the ballot draft. A troublingly low response rate has been experienced with recent reports, leading one committee to propose a revision to the guidelines for review.

Meanwhile, Stacy Varnecky, AIST's general manager — membership and marketing, led the session for representatives of AIST's Member Chapters, which provided an opportunity to share ideas and collaborate on strategies that focused on the continued growth and success of chapter programming.

Discussions highlighted the similarities as well as the unique characteristics of the chapters. Each has a rich history that AIST is dedicated to acknowledging. Four of AIST's Member Chapters have achieved 100-year anniversary milestones in recent years (Midwest, Northeastern Ohio, Philadelphia and Pittsburgh) and there are several additional upcoming chapter milestones.



AIST's general managers and board of directors met during the Leadership Conference.

AIST Member Chapter	Year Established	Anniversary Year
Argentina	1995	22
Australia	1995	22
Birmingham	1919	98
Brazil	1999	18
Detroit	1938	79
European	2017	0
Globe-Trotters	1937	80
India	2008	9
Korea	2004	13
Mexico	1995	22
Midwest	1915	102
Northeast Ohio	1916	101
Northern	1944	73
Northwest	1975	42
Ohio Valley	1996	21
Philadelphia	1916	101
Pittsburgh	1914	103
San Francisco	1955	62
Southeast	1980	37
Southern California	1954	63
Southwest	1968	49
St. Louis	1954	63

AIST is working with its 22 Member Chapters to expand the details of each chapter's history, as well as develop anniversary campaigns to celebrate milestone years.

A history is available for each chapter at AIST.org. If you have historical details (dates, chapter officer rosters, photos, etc.) about your Member Chapter that would help to enrich our content, please share the information with your chapter officers, or contact Jill Liberto at jliberto@aist.org or +1.724.814.3046.

The group reconvened for an "air it out" discussion led by Lloyd Corder, Corcom Inc., and AIST's general manager — administration Mark Didiano. Two major themes were debated at length:

- Recruiting women into engineering and the steel industry.
- Recruiting millennials into the industry.

The issues concerning women in the industry were discussed throughout the rest of the conference, both as a group and offline during breaks and lunch. Attendees, both male and female, shared their thoughts, experiences, perspectives and ideas.

As far as recruiting millennials, Barry Schneider, Steel Dynamics Inc., noted, "It's hard to get kids to talk about the steel industry." Among the tactics and ideas discussed, social media was a standout, as well as keeping in touch with former AIST Internship Scholarship recipients as they progress through their careers.

In addition, Jon Roman, AIST's general manager — sales, discussed the success of the AIST Road Show. There have been 15 AIST Road Shows in 24 months, with a total of 5,197 producer employee attendees — 90.7% of which were non-members. Contacts with those non-members led to a 3.8% membership conversion rate. Roman also discussed potential future AIST Road Show locations within companies such as ArcelorMittal, Nucor Corp, AK Steel, Gerdau Long Steel North America, North Star BlueScope Steel and United States Steel Corporation.

The highlight of the day was a Leadership Perspectives session, with special guest John Ferriola, chairman, chief executive officer and president of Nucor Corp. Ferriola fielded questions from Ron Ashburn, and a few from the audience, and spoke candidly about his life and career.

Ferriola originally joined the Association of Iron and Steel Engineers (AISE) in 1976. He recalled how he first met Ken Iverson at an AISE Philadelphia Chapter meeting in 1991. Ferriola was the chair of the chapter at the time and sat on the dais as Iverson spoke to the crowd. Ferriola got to see firsthand how Iverson's eyes lit up when he spoke about steelmaking and Nucor. He went home that night and told his wife, "I met the most incredible guy tonight; if I ever have a chance to work for the company, I'll take it." Iverson called the next day. From that moment on, Iverson was influential in Ferriola's career and his leadership style.

In addition to his life and career, Ferriola spoke on the state of the American

steel industry. Its greatest advantage? “Our team. The American worker.”

And the team is what Nucor is all about.

“You are nothing more than what your team makes you,” Ferriola said, as he spoke of the common mistake leaders make, which he identified as “losing touch with your team.”

The second day of programming began with a session titled “Being a Catalyst for Innovation,” led by Jeffrey Cufaude of Idea Architects. Cufaude discussed ways to bolster innovation, with the idea that “innovation is about making things better.” For this group in particular, innovation is helping people define what they need steel to do for them. Through small group and one-on-one discussions, attendees had the opportunity to work through new ideas and share experiences.

Following Cufaude’s session, the conference concluded with an energetic round of AIST Jeopardy!

This year’s Leadership Conference was made possible through the generous support of event sponsors Baltimore Aircoil Co. and Berry Metal Co.; and event contributors Heraeus Electro-Nite Co. LLC, Maintenance – Reliability Solutions Inc., Spraying Systems Co. and ThermoFisher Scientific. ♦



John Ferriola took the opportunity to stand with Nucor teammates who were in attendance at the Leadership Conference (left to right): Jesse DeSpain, Nucor Steel–Texas; Jacob Lewis, Nucor Steel Tuscaloosa Inc.; Ferriola; Larry Guinn, Nucor Steel–Berkeley; Randy Skagen, Nucor Steel Tuscaloosa Inc.; and Donald Hughes, Nucor Steel–Decatur LLC.



Ron Ashburn (center) took a moment to thank representatives from the event sponsors during the networking reception Sunday evening: Kevin Deliman (left), Baltimore Aircoil Co., and David Werner (right), Berry Metal Co.



Jeffrey Cufaude held an informative and lively session titled “Being a Catalyst for Innovation.”