



2014 Leadership Conference



19–21 November 2014

The Roosevelt New Orleans — A Waldorf Astoria Hotel

New Orleans, La., USA

Held in conjunction with AIST's DRI: Logistics, Production and Utilization Conference, Birmingham and Southwest Member Chapter Meeting



2014 AIST Leadership Conference

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The 2014 AIST Leadership Conference will be held 19–21 November 2014 in New Orleans, La., 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.

AIST Member Chapters



AIST 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

The Roosevelt New Orleans — A Waldorf Astoria Hotel ♦ New Orleans, La., USA

Wednesday, 19 November 2014

8 a.m.

Birmingham and Southwest Member Chapter Golf Outing (optional)
English Turn Golf and Country Club

5–6:30 p.m.

Registration, Welcome Reception and Vendor Displays
Roosevelt Ballroom, Salon 1 and Promenade

Thursday, 20 November 2014

7–8 a.m.

Registration and Breakfast
Crescent City Ballroom

8–8:25 a.m.

Welcome by AIST Executive Director, Agenda Review and Attendee Introductions
Roosevelt Ballroom, Salon 5

8:25–9 a.m.

AIST State of the Association Update
Roosevelt Ballroom, Salon 5

9–10 a.m.

Overview of Manufacturing Economy
Roosevelt Ballroom, Salon 5
• Keith Prather, managing director, Armada Corporate Intelligence

10–10:15 a.m.

Refreshment Break
Roosevelt Ballroom, Salon 1 and Promenade

10:15–11 a.m.

Air-It-Out Discussion
Roosevelt Ballroom, Salon 5

11 a.m.–12:30 p.m.

Leadership Perspectives Keynote Presentation

Roosevelt Ballroom, Salon 5
• Daniel M. DiMicco, chairman emeritus, Nucor Corp.

12:30–2 p.m.

Lunch with Keynote Presentation
Crescent City Ballroom
• Robert Hunter, Midrex Technologies Inc.
Shale Gas — A Revolution in the Energy Sector: Effects on Ironmaking and Steelmaking in America

2–3 p.m.

AIST Strategic Initiative Planning
Roosevelt Ballroom, Salon 5
• Introduction
• Group Breakouts

3–3:15 p.m.

Refreshment Break
Roosevelt Ballroom, Salon 1 and Promenade

3:15–5 p.m.

Strategic Initiative Planning (cont.)
Roosevelt Ballroom, Salon 5
• Group Reports
• Plan Prioritization

5:30–6:30 p.m.

AIST Networking Reception and Vendor Displays
Roosevelt Ballroom, Salon 1 and Promenade

6:30 p.m.

Dinner with Panel Discussion
Crescent City Ballroom
Moderator: Donald Bryant, Steel Dynamics Inc.
• Matt Brace, vice president — central region, CMC Americas
• Terry Fedor, executive vice president — U.S. Iron Ore Operations, Cliffs Natural Resources, and 2013–2014 AIST president
• Glenn Pushis, vice president and general manager, Steel Dynamics Inc. — Flat Rolled Div., and 2014–2015 AIST president
• Chris Stout, vice president — trading, The David J. Joseph Co.

Friday, 21 November 2014

7–8 a.m.

Breakfast
Roosevelt Ballroom, Salon 2–3

8–10 a.m.

Bankable Leadership – Happy People, Bottom-Line Results and the Power to Deliver Both
Roosevelt Ballroom, Salon 5
• Dr. Tasha Eurich, principal, The Eurich Group

10 a.m.–Noon

AIST Executive Committee Meeting (private)
Napoleon

10–10:15 a.m.

Refreshment Break
Roosevelt Ballroom, Salon 1 and Promenade

10:15–11 a.m.

Generational Hysteria — Why Most Generational Issues Are Leadership Issues in Disguise
Roosevelt Ballroom, Salon 5
• Dr. Tasha Eurich, principal, The Eurich Group

11–11:45 a.m.

Hope is Not a Plan — Why You Need a Leadership Strategy
Roosevelt Ballroom, Salon 5
• Dr. Tasha Eurich, principal, The Eurich Group

11:45 a.m.–Noon

What Happens When You Get Back to the Real World?
Roosevelt Ballroom, Salon 5
• Dr. Tasha Eurich, principal, The Eurich Group

Noon–1 p.m.

Lunch
Roosevelt Ballroom, Salon 2–3

1–2:30 p.m.

AIST Jeopardy
Roosevelt Ballroom, Salon 5

2:30–3 p.m.

Conference Summary
Roosevelt Ballroom, Salon 5

3–5 p.m.

AIST Board of Directors Meeting (private)
Roosevelt Ballroom, Salon 4

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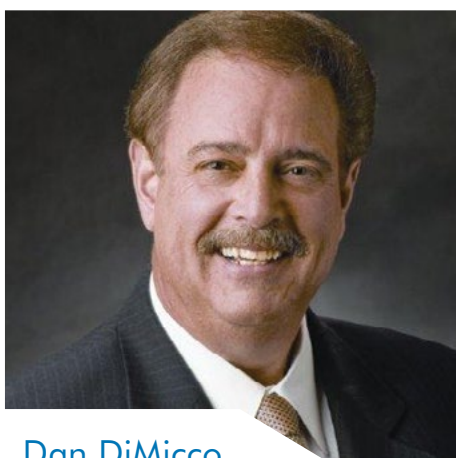


Keith Prather,
managing director ,
Armada Corporate
Intelligence

Keith Prather (MBA) is a managing director of Armada Corporate Intelligence and one of the companies' co-founders. During his 10-plus years as Armada's primary strategist, he has worked with Fortune 500 companies on everything from merger and acquisition strategy to key account management, strategic planning and corporate marketing efforts. He has developed a number of proprietary analytical tools that have been used by companies of all sizes. These include tools designed to position a company in its competitive market, forecasting of competitive movements in an industry sector, identification of the impact of competitive scenarios and strategic optioning for high-level corporate strategy. He has worked with teams to understand supply chain and strategic business activities in key account programs with companies such as Wal-Mart, Honeywell, GE, Toyota, Boeing, U.S. Department of Defense, FEMA and many others. Prather is the chief editor and one of the two primary writers for the *Armada Executive Intelligence Brief*, as well as for the *Armada Industry Intelligence Briefs* that have been developed for select industrial sectors. In addition, he contributes to an industry briefing for a major client in the transportation sector hitting more than 400,000 businesses weekly. He has also developed a comprehensive transportation index for a major client in the sector. Prather is also a public speaker for industry associations. He has an M.B.A. with a focused thesis on corporate intelligence and has experience in Asia. He is a former chief financial officer and has an extensive background in data analysis. His family background is in the field of national security, and this exposure informs the style and approach that Armada takes as it seeks to help executives prepare for the challenges they face.

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Dan DiMicco,
chairman emeritus,
Nucor Corp.

Dan DiMicco is the retired CEO, chairman and executive chairman of Nucor Corp. He currently holds the honorary title of Chairman Emeritus.

DiMicco joined Nucor Corp. in 1982 as plant metallurgist and manager of quality control for Nucor Steel in Plymouth, Utah, USA, and in January 1988, he became melting and casting manager at the Utah division. In 1991, he became general manager of the Nucor-Yamato joint venture in Blytheville, Ark., USA, and became vice president in 1992. He became executive vice president of Nucor Corp. in 1999, and in 2000 he was elected president and chief executive officer. He served as CEO for more than 12 years, longer than anyone since company founder Ken Iverson. He was elected vice chairman of the board of directors in 2001, and chairman of the board in 2006.

DiMicco was appointed to the United States Manufacturing Council in 2008 by then-U.S. Commerce Secretary Carlos M. Gutierrez, and served on the board until 2011. He also serves on the board of directors for Duke Energy Corp., the National Association of Manufacturers, and the World Steel Association, where he has been a member of the executive committee since 2001.

DiMicco was named to *IndustryWeek* magazine's Manufacturing Hall of Fame in 2011, where he was one of 10 members selected for the year.

Institutional Investor named Dan to the 2012 All-America Executive Team. He received a magazine-ranked, top three "Best CEO" position in the Metals & Mining sector with a second-place finish of all the CEO's in this sector.

The American Institute of Steel Construction (AISC) in January 2012 awarded Dan the prestigious Robert P. Stupp Award for Leadership Excellence.

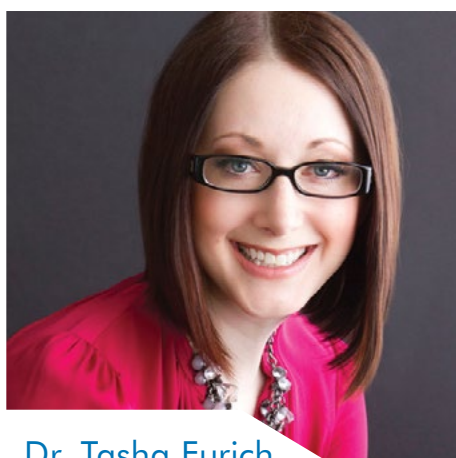
Prior to joining Nucor Corp., DiMicco was with Republic Steel Corp. in Cleveland, Ohio, USA, as research metallurgist and project leader. He was with Republic Steel from 1975 until he joined Nucor in 1982.

DiMicco graduated from Brown University in Providence, R.I., USA, in 1972 with a B.S. degree in engineering, metallurgy and materials science. He graduated with a M.S. degree in metallurgy and materials science from the University of Pennsylvania in Philadelphia, Pa., USA, in 1975.



Event Session Presenters

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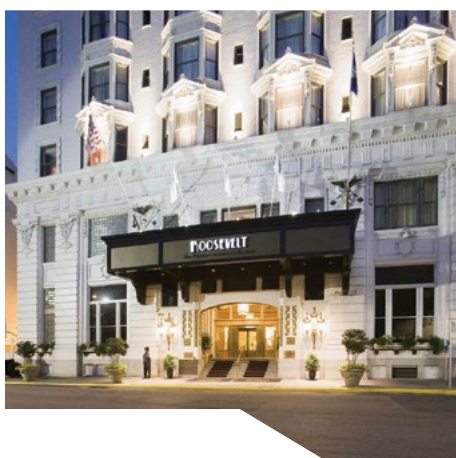


Dr. Tasha Eurich,
principal,
The Eurich Group

Dr. Tasha Eurich is an organizational psychologist, speaker and *The New York Times* and *USA Today* best-selling author of *Bankable Leadership: Happy People, Bottom Line Results and the Power to Deliver Both*. Her life's work is to help organizations succeed by improving the effectiveness of their leaders and teams. Dr T. (as her clients call her) pairs her scientific grounding in human behavior with a practical approach to solving leadership challenges. Her 10-plus-year career in the Fortune 500 world has spanned roles as an external consultant and a direct report to both CEOs and human resources executives. With a Ph.D. in industrial-organizational psychology from Colorado State University and B.A. degrees in theater and psychology from Middlebury College, she serves on the faculty of the Center for Creative Leadership, one of the top 10 executive development institutions in the world. Dr. Eurich is a regular contributor to the *Huffington Post* and *CNBC*, and her expertise has been featured in *The New York Times*, *Forbes Inc. Magazine*, *CNN* and *Entrepreneur Magazine*. In 2013, Dr. Eurich was honored as one of *Denver Business Journal's* "40 Under 40" rising stars in business. In 2014, she was named a Top 100 Thought Leader by Trust Across America, alongside the likes of Franklin Covey, Jim Kouzes and Bill George.

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Hotel Accommodations

The Roosevelt New Orleans — A Waldorf Astoria Hotel

Phone: +1.504.648.1200

AIST Rate: US\$199 per night for a deluxe king or queen room, or US\$229 per night for a superior king or queen room until 28 October 2014.

Hotel Amenities

Wireless Internet access will be offered at a discounted rate to those participating in the AIST Leadership Conference at US\$7.95 per day.

Transportation From New Orleans International Airport

Distance From Airport: 12 miles

Drive Time: 25 minutes

Driving Directions: Merge onto I-10 E toward New Orleans. Take Exit 234B toward Poydras St./Superdome. Straight on Poydras and turn left onto S. Claiborne Ave. Right on Canal St. and Right on Baronne St.

Parking: Valet US\$42 (daily)

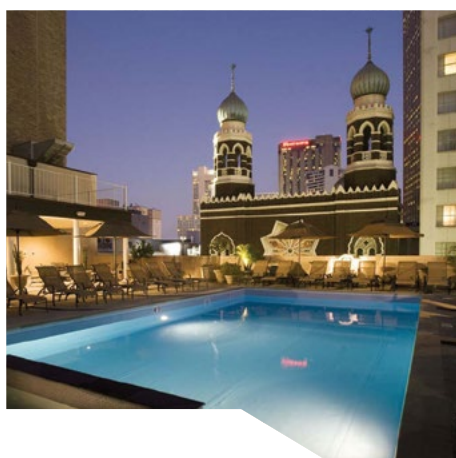
Estimated Taxi Fare: US\$29 (one way)





Travel Information

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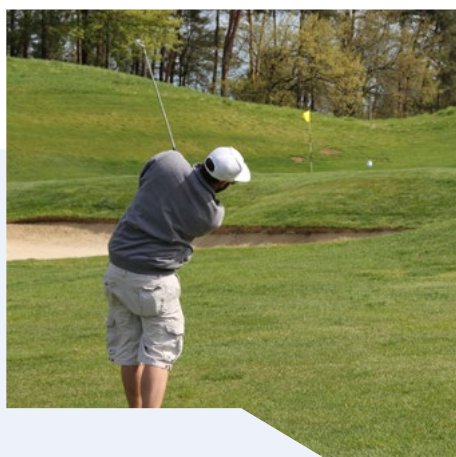
Hotel Pool and Spa

Unwind in The Roosevelt's fully equipped fitness center. The rooftop swimming pool is the perfect place to swim lengths while enjoying impressive views of the city.

The Waldorf Astoria Spa at The Roosevelt also offers a full range of spa services. From massages and facials to manicures and complete spa day experiences, each treatment is expertly refined to meet your exact needs. A couples suite is available to allow you and your loved one to enjoy ultimate relaxation together.

Local Area

The Roosevelt is conveniently located within walking distance from the French Quarter, Central Business District and Warehouse District. New Orleans is home to more than 1,300 restaurants and restaurants, and features live music every day of the week. Discover more at AIST.org/3x.



Birmingham and Southwest Member Chapter Annual Meeting Golf Outing and Vendor Displays

Golf Tournament

English Turn Golf & Country Club
One Clubhouse Drive
New Orleans, LA 70131

7 a.m. Golf Outing Registration

8 a.m. Shotgun Start

Vendor Display

6-ft. Tabletop: US\$350

Add Electrical: US\$50

Golf Registration

Individual: US\$150

Foursome: US\$600



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