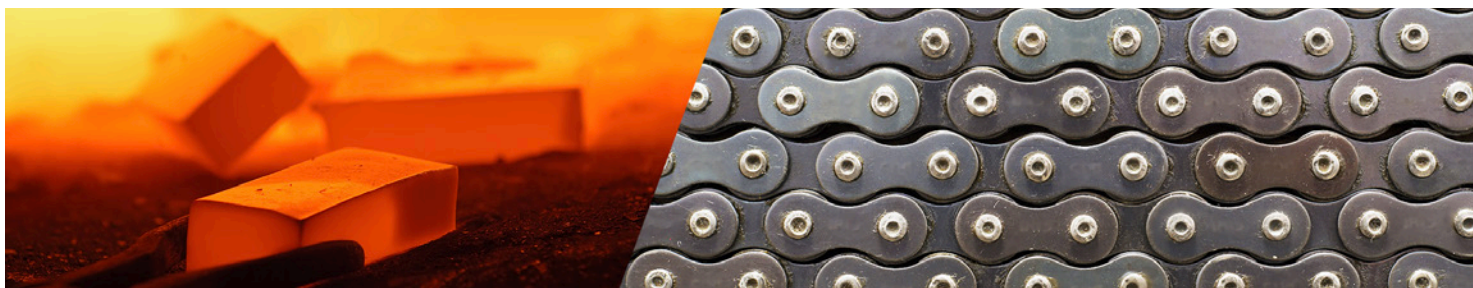


14th Annual

Steel Markets North America Conference

Market Outlook, Demand Trends, and International Competition

March 20-21, 2018 | Ritz-Carlton Chicago | Chicago, Illinois



Hear from these Outstanding Speakers

- Michael Garvey, CFO, **Alliance Steel**
- Paul Scherzer, Managing Director, **BNP Paribas**
- Vince Pappalardo, Managing Director, **Brown Gibbons Lang & Company**
- Phil Levy, Senior Fellow on the Global Economy, **Chicago Council on Global Affairs**
- Ben Abrams, President, **Consolidated Scrap Resources**
- Russell Egge, Principal, **Egge & Alexander Associates**
- Peter J. Scott, Managing Partner, **Headwall Partners**
- Phil Hoffman, CEO, **Hoffman Iron & Steel**
- Aviva Leebow Wolmer, President, **Pacesetter Steel Service Center**
- Mitch Robertson, Trader, **ProTrade Steel**
- Justine Coyne, Editor, Steel Markets, **S&P Global Platts**
- Nicole Leonard, Senior Project Consultant, **S&P Global Platts**
- Nick Tolomeo, Managing Editor, Americas Raw Materials, **S&P Global Platts**
- Bill Ferrara, Director and Lead Analyst, Downstream Metals, **S&P Global Ratings**
- Kurt Fowler, Regional Head, Metals, **S&P Global Platts**
- Philip Bell, President, **Steel Manufacturers Association**
- Philipp Englin, CEO, **World Steel Dynamics**

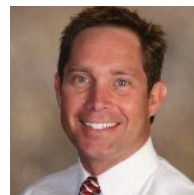
Workshop Instructors

- Spencer Johnson, Head of Ferrous Trading, **INTL FCStone**
- Tim Potter, Hedge Accounting Manager, **HedgeStar**

Featured Speakers Include:



Keynote
Lourenco Goncalves
Chairman, President,
and CEO
Cleveland-Cliffs Inc.



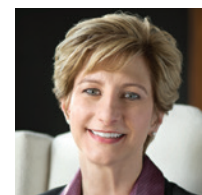
Keynote
Mark Bula
Chief Commercial
Officer,
Big River Steel



Thomas J. Gibson
President and CEO,
**American Iron and
Steel Institute**



Donald McNeeley
President,
Chicago Tube & Iron



Carol Jackson
Chairman and CEO,
**HarbisonWalker
International**

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Metals

STEEL MARKETS NORTH AMERICA CONFERENCE

Day 1: Tuesday, March 20, 2018

- 7:45** Registration & Networking Breakfast
- 8:45** Chair's Welcome and Opening Remarks
Philip Bell, President,
Steel Manufacturers Association
- 9:00** **KEYNOTE** HBI for High-End Steel Markets—The New Era
Lourenco Goncalves, Chairman, President, and Chief Executive Officer, Cleveland-Cliffs Inc.
- 9:30** **KEYNOTE** Investing in Specialty Steel
Mark Bula, Chief Commercial Officer,
Big River Steel
- 10:00** Challenges of U.S. Trade Policy
Thomas J. Gibson, President and Chief Executive Officer,
American Iron and Steel Institute
- 10:30** Networking & Refreshment Break
- 11:00** Macroeconomic Outlook and Impact on Steel
Donald McNeeley, Ph.D., President,
Chicago Tube & Iron
- 11:30** Trade Policy and Pitfalls—Between Free Trade and Protectionism
Phil Levy, Senior Fellow on the Global Economy,
Chicago Council on Global Affairs
- 12:00** China's Steel Production, Exports, and Role in World Markets
Philipp Englin, Chief Executive Officer,
World Steel Dynamics
- 12:30** Networking Luncheon
- 2:00** **PANEL DISCUSSION** Investment and Market Outlook for Steel
- Economic outlook for steel
 - Global steel demand forecasts
 - Implications of U.S. trade actions
 - Steel demand trends and key sectors
 - Understanding changes in energy, manufacturing, and construction
 - Trends in use of lighter, stronger steel for automotive
 - Competition with other lightweight materials
- Moderator: Justine Coyne**, Editor, Steel Markets, S&P Global Platts
- Paul Scherzer**, Managing Director, BNP Paribas
Vince Pappalardo, Managing Director, Brown Gibbons Lang & Company
Bill Ferara, Director and Lead Analyst, Downstream Metals, S&P Global Ratings
Nicole Leonard, Senior Project Consultant, S&P Global Platts

- 3:30** Networking & Refreshment Break
- 4:00** **PANEL DISCUSSION** Ferrous Scrap in North America
- Concerns about falling scrap prices
 - Changes in demand
 - International and North American scrap market dynamics
 - Case studies of scrap supply and trading
- Moderator: Nick Tolomeo**, Managing Editor, Americas Raw Materials, S&P Global Platts
Mitch Robertson, Trader, ProTrade Steel
Phil Hoffman, Chief Executive Officer, Hoffman Iron & Steel
Ben Abrams, President, Consolidated Scrap Resources
- 5:30** Networking Wine & Cheese Reception
- 6:30** Close of Day One

Day 2: Wednesday, March 21, 2018

- 7:45** Registration and Networking Breakfast
- 8:45** Chair's Review of Day One
Kurt Fowler, Regional Manager, Metals, S&P Global Platts
- 9:00** Evolution and Innovation in Global Refractories—Implications for Steelmakers
- Raw materials challenges and opportunities
 - Geopolitical issues
 - Technology and process investments
 - Innovation impact
- Carol Jackson**, Chairman and Chief Executive Officer, HarbisonWalker International
- 9:30** Disruptions in the Steel Industry
- Industry dynamics and disruptions
 - Key drivers of performance
 - How will the industry respond to future disruptions?
- Russell Egge**, Principal, Egge & Alexander Associates
- 10:00** Strategies to Accelerate Growth in the North American Steel Sector
Peter J. Scott, Managing Partner, Headwall Partners
- 10:30** Networking & Refreshment Break
- 11:00** **PANEL DISCUSSION** Steel Distribution, Processing, and Logistics
- Market conditions affecting service centers
 - Changes in the supply chain
 - Changes in demand trends
 - Strategies for managing risk
- Aviva Leebow Wolmer**, President, Pacesetter Steel Service Center *
Michael Garvey, Chief Financial Officer, Alliance Steel
- 12:00** Close of Conference

(*) Pending confirmation of schedule
Agenda subject to change.
For updates, please visit www.platts.com/SteelMarketsNA

WORKSHOP: PRICE RISK MANAGEMENT IN STEEL: EXECUTIVE LEVEL

(Separate registration required)

This workshop takes you beyond the fundamentals of price risk management. Understand opportunities in the financial market in order to hedge and manage your risk exposure for raw materials and steel.

Wednesday, March 21, 2018

1:30 Introduction to Workshop, Agenda, and Participants

1:45 Session 1: Making Sense of Price Risk Management by Market Segment

- Mill
- Service Center
- Manufacturer
- Scrap Processor

Spencer Johnson, Head of Ferrous Trading,
INTL FCStone

2:15 Session 2: Making it Real—Hedging Examples by Market Segment

- Mill (raw material inputs and finished product pricing)
- Service Center (inventory protection and offering long-term pricing)
- Manufacturer (inventory, project bidding, guaranteed pricing to customer)
- Scrap processor (inventory and price protection)

Spencer Johnson, Head of Ferrous Trading,
INTL FCStone

3:00 Refreshment Break

3:15 Session 3: Developing the Strategy for Price Risk Management

- What are the contributing factors for formulating the strategy?
- Tactical steps to producing positive hedging outcomes
- How to build the proper strategy to support a specific goal

Spencer Johnson, Head of Ferrous Trading,
INTL FCStone

4:15 Session 4: Hedge Accounting Practices and Principles

- Qualifications for hedge accounting
- Testing your hedge effectiveness
- Benefits of precise hedge accounting
- Recent rule changes effecting hedge accounting

Tim Potter, CPA, Hedge Accounting Manager,
HedgeStar

5:00 Close of Workshop

Agenda subject to change.
For updates, please visit www.platts.com/SteelMarketsNA

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Join **The American Iron and Steel Institute** and **BMO Harris Bank** in showcasing your products and services to senior level decision makers. **Platts 14th Annual Steel Markets North America Conference** offers you an excellent opportunity to maximize your 2018 marketing dollars through these sponsorship opportunities:

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RAVE REVIEWS FROM LAST YEAR'S ATTENDEES

"I am very pleased I decided to attend the Platts Steel Markets conference."

"An outstanding conference, as always! I'll be back next year."

"I learned an immense amount about various facets of both the North American and global steel markets from industry leaders with a wealth of experience at this conference. I would definitely recommend it to anyone looking to explore the intricacies of steel markets."

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- Meet 200 attendees from across the U.S., Mexico and Canada
- Explore possible trade actions and policies impacting your business
- Understand demand trends and financial outlook for steel
- Hear a wide range of perspectives on opportunities and challenges for steel
- Attend the Post-Conference Price Risk Management Workshop for practical, hands-on training

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A limited number of rooms have been reserved for Platts 14th Annual Steel Markets North America Conference participants at the Ritz-Carlton Chicago, at a discounted group rate of **\$215/night + tax** for a standard room, single or double occupancy. The discounted group rate will be available until **Monday, February 26, 2018**, or until the group block is sold-out, whichever comes first. Reserve by calling the hotel directly at 844-236-8181 or toll free at 1-800-542-8660. **Be sure to mention you are attending the Platts Steel Markets North America Conference in order to receive the discounted rate.**

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Workshop Only
Conference plus Workshop

Early Bird Discount Rate

\$1,095
\$495
\$1,395

Standard Commercial Rate

\$1,395
\$695
\$1,695

Government Discount Rate

\$995
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*The conference registration fee includes breakfasts, luncheon, reception, refreshments, and post-conference documentation. Payment in full is required for attendance. If payment or proof of payment is not received before the start of the event, our staff will require a credit card guarantee to allow entry. **All onsite registrations will be charged an additional \$100.** All prices are stated in USD.

Discounts*

Early Bird Discount—Register by Friday, February 16, 2018 to save up to \$300 off your registration fee.

Team Discount—Your organization may send 1 executive FREE for every 3 delegates registered at the Standard Commercial Rate for the Conference, the Workshop, or both. You may also choose to send your free delegate to the Hedging Workshop when registering 3 delegates for the Conference. All registrations must be made at the same time to qualify. Rate only available by phone or email.

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*Discount or promotional offers cannot be combined and must be applied at the time of original registration (cannot be applied retroactively).

†Contact Platts Conferences if you have any physical access or dietary restrictions.

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Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. Cancellations must be received in writing on or before **Tuesday, March 13, 2018** in order to be refunded, less a \$195 administrative charge. No refunds will be made after this date. **In the event of non-attendance, the full invoice fee will be payable. In case of conference cancellation, Platts liability is limited to refund of the conference registration fee only.** Platts reserves the right to alter this program without prior notice.

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