



CONTACT: [Stacy Varnecky](#)
+1.724.814.3066



CONTACT: [Annie Stefanec](#)
+1.202.296.1515

FOR IMMEDIATE RELEASE

DON B. DAILY MEMORIAL FUND SELECTS 2017–2018 RECIPIENT OF US\$10,000

PITTSBURGH, 13 September 2017 — The [Association for Iron & Steel Technology \(AIST\) Foundation](#) and the [Steel Manufacturers Association \(SMA\)](#) are proud to announce the 2017–2018 recipient of the US\$10,000 Don B. Daily Safety Grant to Promote Steel Industry Safety and Health.

The fund was created to commemorate the life and industry service of the late Don B. Daily, a compassionate man who truly cared about the safety of all employees working in the steel industry. His career as president of Gallatin Steel and chairman of the Steel Manufacturer's Association (SMA) left an enduring mark on the steel industry of North America, and has been the establishment of numerous safety and health initiatives that have significantly improved the workplace.

The 2017–2018 recipient is:

John "Jack" Moreland, senior research scientist, Center for Innovation Through Visualization and Simulation, Purdue University Northwest, Hammond, Ind., USA
"Virtual Root-Cause Analysis for Encouraging Safety Culture and Future Incident Prevention"

Moreland's proposal addresses the difficulties in changing current workplace safety culture. His team is planning to develop a virtual training simulator that will replicate an unmitigated pinch-point hazard. The initial desktop software simulator is designed to show trainees how easily injuries can occur and how they should respond in the event of a critical safety incident. The simulation is intended to heighten awareness of potential hazards, improve the workplace safety culture, instill moral courage in trainees so that they will speak out if a safety hazard is present, and increase student awareness and interest in safety careers in the steel industry. Eventually, a head-mounted virtual reality system will also be tested.

Mr. Moreland stated, "We're very grateful to SMA and the AIST Foundation for this opportunity to work with the steel industry to develop effective and efficient training for workplace safety. The guidance from industry mentors and collaborators in the Steel Manufacturing Simulation and Visualization Consortium are also greatly appreciated. This grant will enable us to research new approaches for virtual training. It will also give our students great experience to gain knowledge and skills using cutting-edge technologies for real-world impacts."

"SMA is proud of its longstanding partnership with AIST supporting safety and health initiatives in the steel industry. We congratulate Mr. Moreland and Purdue University Northwest on this achievement," said SMA president Philip K. Bell. "We look forward to the continued success of this program on behalf of Don B. Daily and 21st Century Steelmakers."

The Don B. Daily Safety Grant challenges North American university teams (students and professors) to submit proposals for grant funding in the theme area of safety and health awareness within the steel manufacturing industry. The dual objective of the fund is to promote a safe workplace for the steel manufacturing industry and to increase the

number of students studying health and safety awareness relative to the manufacturing environment.

The AIST Foundation is a Pennsylvania-based 501(c)(3) non-profit corporation organized for charitable, education and scientific purposes to attract technology-oriented professionals to the steel industry by educating the public about the high-tech, diverse and rewarding nature of careers in steel manufacturing. Through a variety of programs, the AIST Foundation awards more than US\$750,000 annually in programs and grants to students, instructors and schools to ensure the iron and steel industry of tomorrow will have a sufficient number of qualified professionals. The AIST Foundation is part of AIST, an international technical association of more than 17,500 professional and student members from 70 countries. For more information about the AIST Foundation, visit AISTFoundation.org.

The Steel Manufacturers Association consists of 25 North American producer member companies that employ approximately 60,000 people. The SMA is the voice of the electric arc furnace (EAF) steel industry. SMA producer members represent over 75% of domestic steelmaking capacity. SMA also has over 100 associate members throughout North America who provide goods and services to the steel industry. SMA's U.S. producers are represented in 115 Congressional Districts and 43 states. For more information, please visit www.steelnet.org.

###