



**OREAL J. CREPEAU** was born in Chicago, Ill. And attended primary and secondary schools there. He graduated from the U.S. Naval Academy in June 1943 (Class of 1944) and served in the Pacific Theater 1943-1947. He has been employed with Inland Steel Co. since 1947, and has worked in various jobs in mechanical maintenance. He was appointed assistant general manager in 1962, and general manager, in his present position, in February 1966.

### President's Message 1974

As members of the Association of Iron and Steel Engineers, we have observed at close hand our industry's success with the recruitment of outstanding individuals in technical and

## **OREAL J. CREPEAU**

### *ASSOCIATION OF IRON AND STEEL ENGINEERS*

managerial disciplines who have contributed so much to the design, construction, operation and maintenance of our massive and complex industry. We are justifiably proud of the results.

The American steel industry is, as it has been, a world leader in metallurgical know-how, and with record steel production in 1973 it again led all nations in steelmaking capacity.

And yet, present signs indicate the domestic steel industry has reached the ceiling of its productive capacity. Economists are telling us that domestic demand will surge by some 20-30 million tons by 1980 as part of a worldwide need for steel. Obviously, to protect our nation and our industry, most of these new tons should and must come from internal expansion. To do this, we'll need an abundance of new capital.

Our industry's leaders are doing their best to get it. They are making every effort to manage their companies more efficiently and productively. They are challenging our legislators to also act in the national interest through more enlightened incentives to capital recovery and a progressive tax policy, through efforts to limit the un-

restricted flow of foreign steel, through removal of price controls, and by some relaxing of the uneven burden assigned to the steel industry in the matter of cleaning up the environment.

It's a tough job educating the general public, our educators and our legislators. But these needed changes won't take place until they fully comprehend the financial plight of the steel industry and its implications for the nation and are willing to help us do something about it.

It is our resolve, as members of the AISE, to do all that we can in 1974 to relate these economic facts to the American people, and to work toward securing the required changes that will assure the domestic industry's growth and vitality during the coming decade.

*O.J. Crepeau*



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