



## **JOHN M. FARLEY •**

*ASSOCIATION OF IRON AND STEEL ENGINEERS*

### **President's Message**

**1994**

#### **"Making Things Happen"**

As a member of the Association of Iron and Steel Engineers for 35 years, I am privileged to have the honor of being elected your President.

The North American steel industry is now one of the most competitive in the world. Its quality and productivity are among the highest in the world. The man-hours required to produce a ton of steel are among the lowest and continue to be driven lower.

This is the result of a tremendous effort on the part of everyone in the industry, but most importantly by the engineers—the engineers who are employed by all the various kinds of steel producers and the companies that serve them. They are people "who make things happen."

Although we have become more productive, we lag behind other industrialized countries in the development of new technology. That's because the restructuring our steel industry experienced over the past decade has seriously eroded our ability to develop new technologies. Engineers have responded to the challenge in creative ways by modifying existing facilities to improve productivity and quality as well as evaluating, modifying and installing the best the world has to offer. These activities should be supported by all engineers. The engineering divisions and technical subcommittees of the AISE are responding to that need.

In our industry, there continues to be a capital shortage and production costs continue to be excessive. The labor component of unit cost remains too high. Strenuous efforts, therefore, must continue to reduce the various components whether they are the high cost of labor, material or energy. Lower cost and higher profitability will provide additional cash for investment. Engineers and operators will have to continue to be creative "to make this happen."

Capital that is invested in the business

must be returned quickly to the business. Therefore, the efficient start-up of new equipment is critical. The time required to reach design production rates must be reduced to obtain the maximum benefit from the new investment. Engineers play a key role in achieving these objectives.

The AISE continues in a lead role in the development and dissemination of information on new technologies. The theme for the recent Iron and Steel Exposition, "International Technology for World Competition," was an example of the Association's commitment to advancing the technical and engineering phases of steel production and processing. Our members are "hands-on" people who "get things done," and the AISE assists them by providing new technical programs, seminars and publications dealing with specific areas of new technology.

The Executive Committee, the Board of AISE and I look forward to meeting the challenges and the opportunities that occur in 1994. We're dedicated to helping you and your company "make things happen."

John M. Farley

**JOHN M. FARLEY**, Senior Program Director—Manufacturing and Technology, American Iron and Steel Institute, Washington, D.C., began his career at Jones & Laughlin Steel in 1957 as a development engineer at the Cleveland works. In 1964, he was named works project engineer at the Aliquippa works. He moved to the corporate offices in 1967 and was named vice president—research and engineering in 1974. He joined the raw materials group in 1975 and was named raw materials division president in April 1977. In 1982, he was given responsibility for Purchasing and Traffic Departments and the company's railroads. Following the formation of LTV Steel, as a result of the merger of Jones & Laughlin and Republic Steel in 1984, he was named vice president—research and engineering in 1985 and in Jan. 1991, he was named vice president—international technology and led its International Initiatives Program. He is a graduate of the University of Illinois (M.S.) and Syracuse University (B.C.E. Engineering). He is a member of the American Iron and Steel Institute and American Institute of Mining and Metallurgical Engineers.