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ASSOCIATION OF IRON AND STEEL ENGINEERS

President's Message

1996

“The Business of Engineering”

I look forward to the distinct privilege of serving as the 1996 President of the Association of Iron and Steel Engineers. The AISE provides a valuable technical forum through which our members exchange ideas. These ideas stimulate the creative thinking that has put the North American steel industry into a leadership position in a world marketplace.

The function of engineers in the steel industry has changed drastically during the past 19 years. The most significant change has been in the realization that technological decisions cannot be made in a business vacuum. Technology choices in all phases of steel processing, from raw materials to product application, are fundamental to the success or failure of a venture. The timeliness and cost-effectiveness of project execution also play significant roles. We cannot afford to be late to market or to get there with too large a financial burden. To do so would spell quick economic disaster. Today, the project and process engineers must be keenly aware of the market forces that impact day-to-day technological and project execution decisions.

The AISE has also changed with the times. A dynamic staff organization has pumped excitement into our programs and provided an array of timely seminars that deal with technological opportunities and project execution philosophies. I look forward to 1996 and the challenges and opportunities that it will bring to the business of engineering in the steel industry. I also look forward to meeting you at an AISE conference, seminar or section meeting.

Bernard J. Fedak