



## **GORDON H. GERDT •**

*ASSOCIATION OF IRON AND STEEL ENGINEERS*

demands made by customers today must be met or those customers will look elsewhere for suppliers of their steel requirements. Many steel producing locations throughout the world have been emphasizing quality and have developed procedures, equipment and personnel attitudes to the extent that quality assurance programs are routinely achieved.

The challenge and the goals for the North American steel industry are obvious. As your 1986 President, I plan to emphasize the quality aspects of steelmaking by addressing this subject throughout the coming year. My role for the AISE will be to promote the awareness of this problem. Through the AISE's national activities, such as technical conferences, seminars and local section meetings, technology processes, equipment and procedures will be highlighted to demonstrate to operators, engineers and equipment suppliers how quality objectives can be obtained. Also, through *Iron and Steel Engineer* and publications resulting from various committee activities, reports will be made available which will be directed toward quality improvement.

The AISE is here to serve you and our industry. My personal objective this year is to see that we highlight technological changes and disseminate information to our membership and others in the steel industry which will make the quality of steel produced in North America the best in the world. I ask for your support in fulfilling these objectives for 1986 and look forward to a successful year.

Gordon H. Gerdt

**GORDON H. GERDT**, Consultant, Retired Executive, Inland Steel Co., East Chicago, Ind., holds a B.S. degree in electrical engineering from Purdue University and an M.B.A. from the University of Chicago. He began his career with Inland in 1956 as an engineer in the electrical department. He advanced through various supervisory positions in the research, hot mills and electrical departments and, in 1969, was appointed superintendent of the electrical department. He was appointed assistant general manager—operating services in 1974. He held that position until he retired in 1985.

### **President's Message 1986**

There are many problems facing the American steel industry today. Ask a dozen people and a dozen different answers will be forthcoming as to the single greatest problem. The interesting fact is that all of those answers, to a certain degree, can be correct. One very important concern, to which most of the answers relate, is product quality.

Recently, a challenge was made to the steel industry stating that quality