



ROBERT D. McBRIDE •

ASSOCIATION OF IRON AND STEEL ENGINEERS

duced earnings. Part of this has been of our own making. As managers, we have, in many cases, been justifiably labeled ponderous and slow to react to change. As engineers and technicians, we are accused of not aggressively pursuing R & D and implementing new technology. All of that is looking back. Looking at the present and to the future—we are at the dawning of a new era for the steel industry. In the past three years, high-cost facilities have been closed and lower cost facilities have been improved upon and base loaded. Overall capacity may have been reduced but overall efficiency has been increased. With a more “de-regulated” business environment and a more participative management style emerging in our industry, technological improvements will be implemented ever more rapidly. A sense of urgency must be developed and followed up by detailed planning to assure this result. The Association of Iron and Steel Engineers has within its membership the human skills and resources to reestablish the U.S. as the “diamond” of the world steel industry. The AISE should be the setting for that diamond. With your help, we will be.

Robert D. McBride

ROBERT D. McBRIDE, president, Great Lakes Steel Div., National Steel Corp., is a 1950 graduate of the U.S. Military Academy at West Point. He is also a graduate of the advanced management program, Harvard Business School. He joined Granite City Steel in 1956 as an industrial engineer. Subsequently, he held various positions in the operating department and became vice president—operations in 1966. In Jan. 1976, he was appointed president of the Granite City Steel Div. He transferred to Detroit and assumed his present position in March 1977.

President's Message 1982

As our organization begins its diamond anniversary, we can look back on the past 75 years in the steel industry and recognize an extended period of growth reaching well into the 1960s. This was accompanied by major technological breakthroughs—the most recent being the Basic Oxygen Process and Continuous Casting. During the past decade, however, our domestic industry has seen a period best described as one of stagnation, loss of world market share and re