



## **R. LEE SHOLLEY**

*ASSOCIATION OF IRON AND STEEL ENGINEERS*

I look forward to the opportunity to meet with as many of the sections and fellow AISE members as time will allow during the year ahead.

The year 1999 represents the close of a decade, a century and an entire millennium. During the past 100 years, America has emerged a dominant economic and political democracy. During that time, steel has become the material of choice for a host of applications ranging from the post that supports your neighborhood stop sign to the landing gear that supports the weight and landing impact of a jumbo jet. During the past 10 years, billions of dollars have been invested in a wide variety of technologies that, combined, have made the American steel industry the most productive in the world.

However, as we enter 1999, the North American steel industry has felt the market pinch, due largely to external forces. Although steel demand has remained strong, imports are capturing a large share of the market. Producers are curtailing production, suppliers of technology are seeing projects downsized or delayed, and consumers of steel products are having to make difficult choices. The next year will clearly show those of our industry who have made the best business decisions in their choices of technology and who are able to make the best and most profitable use of that technology.

The AISE has long served as a major showcase for technology and, within the past several years, has placed a new major emphasis on improving the use of the investments made in equipment and processes. The full activation of The AISE Steel Foundation reinforces the use of technology by administering scholarships, expanding training and education programs, offering technical publications including the important updating of "*The Making, Shaping and Treating of Steel*" and Project 2001 aimed at providing a Virtual Library of technology. These efforts will serve our industry well and at a very modest cost during a time when

funds for capital programs may be in tight supply. In addition, these efforts offer the opportunity to quickly make the important young new members of the industry effective contributors.

I look forward to my term as President of AISE with enthusiasm and the assurance that our association is poised to serve the needs of the iron and steel industry during these more difficult times. I will focus my term on promoting technology transfer in the steel industry and advancing the work of The AISE Steel Foundation.

R. Lee Sholley

**R. LEE SHOLLEY**, General Manager—Harrison Steel Plant, The Timken Co., Canton, Ohio. A graduate of Lehigh University, he has a B.S. in metallurgical engineering. He started his career with Latrobe Steel Co., a wholly owned subsidiary of The Timken Co., in 1964 as a metallurgist. He held subsequent positions at Latrobe Steel as process development metallurgist, supervisor process metallurgist—air melt products, assistant superintendent—continuous rolling mill, superintendent—continuous rolling mill and manager—continuous rolling mill. In 1981, he joined Timken's steel project team as operations manager—rolling. He served as manager of steel processing, Faircrest Steel Plant, before being named general manager in 1988. In 1995, he was named General Manager—Step 48 Project, and in Jan. 1996, he acquired the additional responsibility of his present position.

### **President's Message** 1999

It is with great pleasure that I look forward to serving as President of the Association of Iron and Steel Engineers during 1999. I view this honor as a highlight of my career in the iron and steel industry.