

AIST Leadership Conference

6–8 November 2011 • Mobile, Ala., USA



Attendees at the AIST Strategic Initiative Planning Prioritization Session.



Review

AIST's 2011 Leadership Conference was by invitation only to all Member Chapter officers, Technology Committee officers and AIST's board of directors. The AIST board also met at this event. This conference was co-located with AIST's Safety and Health Conference and AIST's Birmingham Member Chapter Annual Meeting and Vendor Fair. The 62 Leadership Conference attendees were brought together for plenary keynote sessions with attendees from the other events, for a total attendance of nearly 200. The keynote presenters included: Douglas Matthews of United States Steel Corporation, R. Joseph Stratman of Nucor Corp. and Richard P. Teets of Steel Dynamics Inc.

The conference objective was to enhance the value of participation in AIST activities and provide resources to help attendees grow as leaders in the association and the steel industry. Attendees worked to improve AIST by engaging in a strategic planning process, which tackled topics such as globalization, training, communication and recruiting challenges. In addition, the program explored personal skills development with topics such as "How to Do Business Effectively in the Global Marketplace," "Raising Your Personal Profile" and the power of positive attitudes by having "No Bad Days." The conference discussion was designed to enhance the attendees' understanding of AIST's purpose and mission. The sessions were also designed to facilitate the strategic evolution of AIST programs and to enhance member value.

The conference provided opportunities to identify and promote best practices for AIST committees and chapters, which should assist the committee and chapter officers who are responsible for building and strengthening their respective groups. The leadership skills development sessions were unique and well received by the group. The multiple conferences and vendor fair were well attended with both steel producers and vendors, and provided ample networking opportunities.

Douglas Matthews, senior vice president – tubular operations of United States Steel Corporation, presented an overview of U. S. Steel's tubular operations and the energy tubular market drivers. He then concluded his presentation with U. S. Steel's safety philosophy and performance. R. Joseph Stratman, executive vice president of Nucor Corp., presented, "What Recovery?" which took a sober look at what caused the current economic slump and the challenges faced on the road to recovery. His main point was that the United States must innovate, make and build again, and that real leaders are needed if there is any hope of coming out of this situation. Richard P. Teets, president and COO of Steel Dynamics Inc. (SDI), presented an overview of SDI's operations and structure. He also highlighted the initial grant recipient proposals for the Don B. Daily Memorial Fund, recently established by SMA and the AIST Foundation to challenge North American university teams to submit proposals for grant funding in the theme area of safety and health awareness within the steel manufacturing industry.

Ron Ashburn, executive director of AIST, began the Leadership Conference with a presentation on the state of the Association, which included the following:

- A review of the AIST mission statement and how all AIST programs relate to furthering this purpose.
- Membership in AIST is the key to building networks, providing educational opportunities and developing the next generation for the industry.
- The 22 Member Chapters, 29 Technology Committees and various collaborative networks are all part of building networks within AIST.
- The AIST specialty training conferences, magazine, publications and annual meeting represent methods to provide education to industry personnel.



Bradley W. Bray (left), California Steel Industries presents a plaque of appreciation to Douglas R. Matthews (right), senior vice president – tubular operations, United States Steel Corporation, for his keynote lecture.



Donald J. Bryant (right), Nucor Steel Tuscaloosa Inc. presents a plaque of appreciation to R. Joseph Stratman (left), executive vice president, Nucor Corp., for his keynote lecture.



Bradley W. Bray (right), California Steel Industries, presents a plaque of appreciation to Richard P. Teets Jr. (left), president and COO – steel operations, Steel Dynamics Inc., for his keynote lecture.



Conference attendees enjoy dinner on Monday, 7 November.

- The monthly *Iron & Steel Technology* magazine is mailed to AIST members and provides the full spectrum of technical content, industry statistics, plant overviews, profiles on industry leaders, employment opportunities, legal perspectives and safety articles.
- The association has a vast collection of technical publications and industry maps available for sale on SteelLibrary.com.

Ashburn went on to say that the annual meeting – AISTech – will be held in Atlanta, Ga., on 7–10 May 2012, and will include approximately 460 technical presentations and an exposition with approximately 400 companies. He continued by providing an overview of the AIST Foundation:

- The AIST Foundation has awarded over \$400,000 in scholarships and grants in each of the past three years to help develop the next generation.
- The Foundation also funds university programs to encourage the teaching of steel technology and the relevance of steel to society.

Ashburn concluded by stating that the goals of AIST are to build a strong technical organization through active Member Chapters and Technology Committees, sustainable growth through a conservative revenue plan and strong market position, and stability by diversified revenue streams and less duplication of services to the steel industry.

Ken Landau, manager, technology programs of AIST, reviewed the two top-priority Technology Program initiatives: the International Steel Academy (ISA) and the AIST Process Benchmark (APB) programs. The International Steel Academy’s curriculum is based on *The Making, Shaping and Treating of Steel*, and its mission is to provide formal, in-depth instruction on the fundamentals of steel manufacturing in a local, cost-effective forum. The four days of intensive classroom education are led by world-class instructors and organized into two independent tracks: MSTS 201: Steelmaking and MSTS 202: Steel Shaping and Treating. The inaugural event was held 5–9 December 2011 in Jamshedpur, India. The AIST Process Benchmark (APB) is a robust, online analytical tool that will allow users to benchmark key metrics against industry peers in which participants will be able

to benchmark their completion to help identify opportunities for improvement. To ensure value and fairness, companies must provide input to access output, and thus will be limited to steel producers. The system will be fee-based to cover its development and maintenance. The system will have the ability to easily upload data and provide flexible and useful reports. The first module is developed for the Ironmaking Technology Committee and was released 9 November 2011.

Dr. Lloyd Corder, president and CEO, CorCom Inc., facilitated the 2012 AIST Strategic Initiative Planning Session, which was based on a strategic plan review, member survey results, “Air-It-Out” discussion and brainstorming breakout sessions. The objective was to provide actionable recommendations for strategic initiatives that were identified as areas that could help to advance AIST’s mission. Dr. Corder assigned groups to review, analyze and recommend actions by having each group identify the action items to keep, quit and start. AIST staff will use this information to modify the strategic plan for the coming year.

The conference had two leadership development presentations. Avinash Chandarana, group learning and development director, MCI, led a session on how to do business effectively in a global marketplace by keeping in mind that each country has their own unique customs and cultures. Bruce Hamilton, general manager of National Networks, presented “No Bad Days,” by blending his high energy and positive thinking to lift the attendees’ attitudes and perspectives on their lives and those around them.

Mr. Ashburn concluded the Leadership Development Conference. He reviewed the Strategic Plan highlights and reviewed the objectives of the event. He also asked for feedback about the overall conference, which was to be followed up by a post-conference survey of the attendees. Mr. Ashburn thanked everyone for their time and active participation in the conference as well as the event contributors: Butech Bliss, Cableform Inc., Danieli Corp., The Electric Controller and Manufacturing Co. LLC, General Physics, SMS Siemag, Tenova and Thermo Scientific. ♦



William R. Allan, AECOM, during the AIST Strategic Initiative Planning Prioritization Group Report.



Avinash Chandarana, group learning and development director, MCI, presents, “Crossroads of Culture – How to Do Business Effectively in the Global Marketplace.”



AIST Strategic Initiative Planning Prioritization Group Session (clockwise from bottom left): Gregg Bond, The Timken Co.; Chris Carr, Heraeus Electro-Nite Co.; Rich Smith, Carpenter Technology Corp.; Barry Felton, ArcelorMittal; Tom Euson, 3S Inc.; and Bill Albaugh, AIST.