



2012

AIST Leadership

Conference Recap

The AIST Leadership Conference is an invitation-only event, hosted annually by AIST for Technology Committee and Member Chapter officers, board of directors representatives and the executive committee. This year's event was held on 15–16 November 2012 at the La Quinta Resort & Spa in La Quinta, Calif., USA, in conjunction with AIST's Making, Shaping and Treating of Steel: 101 training course and the AIST Southern California Member Chapter holiday golf tournament and dinner dance.



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A welcome reception was held on Wednesday, 14 November, where attendees from the Leadership Conference mingled with participants in the Making, Shaping and Treating of Steel: 101 training course. A game of “marshmallow golf” was used as an icebreaker opportunity for attendees and also added a little friendly competition.

The 2012 Leadership Conference kicked off on Thursday morning, 15 November, with opening remarks and a state of the association update from AIST executive director, Mr. Ronald Ashburn.

Mr. Ian Sadler, president and chief executive officer, MCC International Inc., and a 27-year member of AIST, presented, “Being a Great Leader.” The presentation included a discussion on leadership style, the differences between management and leadership, and culture within an organization.

Also that morning, an overview of the new AIST Process Benchmarker™ (APB) was given by Mr. Brian Bliss, general manager — technology services for AIST. The APB is an online service utilized for tracking key performance indicators between companies engaged in the production and processing of iron and steel, and related raw materials (AIST.org/APB). Mrs. Stacy Varnecky, AIST’s general manager — membership services, discussed AIST’s newest online product, the AIST Digital Library, which is a searchable repository of conference proceedings, journal articles, *Iron & Steel Technology* magazine articles and industry data (digital.library.aist.org). Mrs. Varnecky also provided an overview of AIST’s website update and future plans.

1. Ronald Ashburn (right) presented a framed cover of *Iron & Steel Technology* to Kent Peaslee (left), F. Kenneth Iverson Steelmaking Chair, Missouri University of Science & Technology, and AIST president.
2. Cory Mecham of Nucor Steel–Utah, during group presentations.
3. Lloyd Corder, president and chief executive officer of CorCom Inc., served as the moderator for the AIST Leadership Conference.



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After lunch, attendees participated in a strategic planning session and group breakout discussions. Topics of discussion included the APB, membership retention and growth, producer participation, student engagement and utilizing social media. Results from these group breakout discussions were presented and will help AIST determine possible future programming and initiatives.

An evening reception preceded a dinner with a keynote presentation by Harry Allin, executive vice president of California Steel Industries Inc.

On Friday, 16 November, morning sessions began with a presentation by Lane Fabby, director of operations, Frew & Associates, entitled, "Polarity Thinking." The presentation addressed strategic management and complexity, change, conflict, chronic issues and cross-cultural issues to enhance leadership performance.

During the afternoon session, participants enjoyed a game of AIST Jeopardy, which challenged attendees' knowledge of AIST and its programs. Mr. Ashburn closed the event with a summary of the conference and action items for consideration by AIST.

Following the close of the Leadership Conference, many attendees chose to stay in La Quinta through Saturday, 17 November, to support the AIST Southern California Member Chapter holiday golf outing and dinner dance. ♦



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To learn more about AIST leadership and how to get involved, contact us at +1.724.814.3000, ext. 1 or memberservices@aist.org.

4. A group of AIST leaders discusses ways of connecting with other AIST members and social networking opportunities.
5. Ronald Ashburn (right) presented a plaque to Harry Allin (left) of California Steel Industries Inc. in appreciation for his keynote presentation.
6. Tom Szkut of ArcelorMittal Dofasco Inc. presents findings from the group breakout discussion.
7. AIST Member Chapter officers and Technology Committee officers band together in a game of AIST Jeopardy.