

AIST Women in Steel Conference



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16–18 September 2024

David L. Lawrence Convention Center
Pittsburgh, Pa., USA

About the Event

This annual event supports the recruitment, engagement and professional development of women in the global steel industry. Over two-and-a-half days, the event will feature professional development workshops, panel discussions, keynote speakers, and plenty of networking opportunities to enhance attendee personal and professional growth. We are expecting an audience of more than 500 steel professionals, from operators to human resource personnel, representing individuals at various stages of their careers, to participate in this event. ALL are encouraged to attend this unique and inclusive seminar.

Who Should Attend

Both women and men who recognize that an equitable workplace is a successful workplace; who want to work together to bridge the gender gap; who believe that a career in steel is rewarding; who recognize that unconscious bias has an effect on the workforce; and who understand the importance of female leadership and allyship in the workplace.

Hotel Accommodations

The Women in Steel Conference will take place at the David L. Lawrence Convention Center. The Westin Pittsburgh will be the host hotel and is connected to the convention center. To reserve a room at The Westin Pittsburgh, please call the hotel at +1.412.281.3700 or reserve online by 26 August 2024 to secure the AIST discount rate of US\$209 per night for single/double occupancy.

Registration Fees

Advance registration by 5 August 2024: Member US\$595, Non-member US\$795. Registration fee after 5 August 2024: Member US\$695, Non-member US\$895. Registration includes receptions on Monday and Tuesday, and breakfast, lunch and networking breaks on Tuesday and Wednesday. Professional development workshop sessions are available for an additional fee and can be purchased with event registration.

Student Rate

The AIST Foundation is pleased to provide assistance to students interested in attending the AIST Women in Steel Conference. Program details are available online at the Steel to Students webpage or contact Courtney Young at +1.724.814.3096.

Company Discount

Groups of three or more individuals from the same facility attending one seminar will receive a discount per person. Not applicable with any other discounts. Please see discount levels below:

3+ attendees will receive a 10% discount per person

5+ attendees will receive a 15% discount per person

15+ attendees will receive a 20% discount per person

20+ attendees will receive a 25% discount per person

Bring Your Own Young Professional (BYOYP) Program

AIST launched the Bring Your Own Young Professional (BYOYP) program to encourage our members to help boost the next generation's involvement in AIST and the steel industry. If you are an AIST member and are bringing a Young Professional (age 30 and under) to the conference, you can receive a free gift. All you have to do is enter their contact information on the registration form when you sign up for the conference. To find out more information about the program, visit AIST.org.

Exhibits

A limited number of tabletop exhibits will be available. If you are interested in securing a tabletop exhibit or would like further information, please contact Jessica Mortimer; jmortimer@aist.org; +1.724.814.3070.



Schedule of Events

Monday, 16 September 2024

Noon–7 p.m. | Registration

1–5:30 p.m. | Professional Development Workshops*

Four optional enrichment sessions will be offered that are tailored to address the diverse needs and aspirations of our attendees.

Participants will have the opportunity to select their workshop of interest from the following topics (two sessions maximum per registrant):

1. **Making the Transition From Technical to Management** — For many individuals, their careers are based initially on technical merit and their advancement is highly dependent on enhancing their technical capabilities. The “value add” is solely based on the level and depth of handling technical issues that arise. At some point, a career in management appears and this presents new challenges, and their value add is based on a new range of capabilities: delegating, coaching, mentoring, monitoring their environment, and handling and managing conflicts, to name but a few.

Participants will be shown how to manage the transition to management and the skills on which to focus. It will enable them to focus their attention on skills that need to be developed. For existing managers, this represents an opportunity to rate their existing “soft skill” portfolio and identify which areas need improvement.

Administered by: Rahul Dogra, Vision to Market Ltd.

2. **Aligning People Strategy With Business Strategy (Predictive Index Assessment)** — In this session, a consultant will discuss how companies use behavioral analytics to drive the bottom line. Not only will the session look at this concept from a strategic implementation standpoint but it will also dive into how participants’ individual data drives leadership. We will discuss team dynamics, individual style, strengths and blind spots. Participants will leave with key takeaways about their own styles and ways of managing conflict within their teams that is linked to behavioral diversity.

Administered by: Alison Grizzle, Founder/President, Clearview Strategy Partners

3. **Defining, Embodying and Bringing Visibility to Your Brand** — We all have a brand, whether we know it or not. No matter if you’re an emerging leader, seasoned executive, pop artist — or a mom — you have a brand. It’s what others immediately think, feel and experience when it comes to you. Don’t let others define it for you. Take control of it. As Ron Ashkenas put it, “we are all the chief branding officers of our own personal brands. We have the power to determine and control our own reputation, whether through our actions at the workplace or through what we decide to Tweet.” Your brand can easily mean the difference between being selected or left behind for the promotion you want. It can be critical for career success — give it the time and attention it deserves! This session will walk through steps to gain clarity, be intentional and craft your personal brand. This is a hands-on session during which you will identify what is important to you, what you want to represent, and how you can express that consistently to others in your actions. You will craft a personal brand statement. Once your personal brand is clear, it’s critical to translate that into behaviors to embody your brand every day.

Administered by: Jamie Lewis Smith, Chief Executive Officer and Leadership and Organization Development Psychologist, Pixel Leadership Group

4. **Introduction to Conscious Living (and Leadership)** — Come witness and experience how you can see yourself and others in a new light that is more authentic, fulfilling and energizing. Awareness can be elusive and yet when spotlighted it can revolutionize the way you live. Awareness is the gateway to conscious living. When living consciously we understand and experience mindful awareness and make intentional choices in how we experience life. Have you ever thought: “I am simply going through the motions, I’m on autopilot”? Conscious living means being fully present in each moment, rather than operating on autopilot.

In this interactive workshop, you will be introduced to and have the opportunity to try some concepts and tools associated with conscious living that you can then further experiment with in your own life.

Administered by: Gerry Burns

*Professional development enrichment sessions are based on availability. Sessions will begin at 1 p.m. EST and conclude at 5:30 p.m. EST. Each session will be 2 hours in length, with a 30-minute break between the first and second session.

5:30–7 p.m. | Welcome Reception

Tuesday, 17 September 2024

8–9 a.m. | Breakfast and Registration

9 a.m. | Welcome

9:30 a.m. | Opening Session: An Interview With Sushma Walker

Sushma Walker, President of Business Technology, Nucor Corp.; Interview by: Karin J. Lund, Chief Executive Officer and Founder, G-Power Global Enterprises LLC

10:30 a.m. | Morning Networking Break

11 a.m. | Steel Industry Panel Discussion

Moderator: Rachel Schmidt, Technical Sales Manager — EAF Mill Services, Berry Metal Co.

12:15 p.m. | Lunch

1:30 p.m. | Steel Industry Panel Discussion

Moderator: April Pitts-Baggett, Senior Quality Engineer, Nucor Business Technology

2:45 p.m. | Afternoon Networking Break

3:15 p.m. | The State of Women’s Health Research — Past, Present and Future

Michael Annichine, Chief Executive Officer, Magee-Womens Health Research Institute and Foundation

3:30 p.m. | Emotional Intelligence

Rahul Dogra, Vision to Market Ltd.

You may come across a manager or individual who is technically gifted but has little impact when working with others. Equally, you may have come across an individual who is not technically gifted but is a valued member of a team and a great contributor. How do we explain this? Individual intelligence and technical capabilities are no longer enough. The difference comes from understanding,

developing and leveraging our emotional intelligence (EI). EI is the ability to understand your emotions and the emotions of others and to act accordingly to this understanding. EI is viewed as a means of developing and enhancing individual management and leadership capabilities through an analysis of behavior, management styles, attitudes and interpersonal skills.

Emotional Intelligence provides core skills needed for life and work and can be used to develop and enhance your management style. Participants will discover the building blocks on which EI is based and will be given an opportunity to identify their abilities and consider areas of further development and enhancement.

5–6:30 p.m. | Reception

Wednesday, 18 September 2024

8–9 a.m. | Breakfast

9 a.m. | **Steel Industry Keynote Presentation**

10 a.m. | Morning Networking Break

10:30 a.m. | **Steel Industry Panel Discussion**

Moderator: Brenda Petrilena, Director, Global Decarbonization and Program Management, United States Steel Corporation

11:45 a.m. | Lunch

1 p.m. | **Combating Stress and Burnout**

Jamie Lewis Smith, Chief Executive Officer and Leadership and Organization Development Psychologist, Pixel Leadership Group

Worker burnout and stress are at all-time highs, which leads to more errors, increased safety incidents and higher employee turnover. During this interactive session, participants will learn about the causes of workplace stress, the signs of burnout, and the impact they have on individuals and the workplace. Participants will have the opportunity to complete a short self-assessment to measure their own level of burnout. They will be provided with tips and strategies to manage their own stress, as well as engage in group discussions, application exercises, self-reflection activities, and will create a personal action plan to improve their own stress risk factors. Attendees will receive suggested readings to continue their learning after the session.

2:30 p.m. | Afternoon Networking Break

3 p.m. | **Confidence Is NOT Rocket Science: Breaking the Grip of Imposter Syndrome**

Maureen Zapala, Keynote Speaker and Author

People see you as skilled and competent. Yet you think to yourself “They think I’m smarter than I really am! I feel like a fraud!” It’s Imposter Syndrome: the persistent feeling of not measuring up to your own resume.

This chronic self-doubt hits people in every industry, at every level. But there’s help! You can silence that imposter voice so you can fearlessly move ahead without feeling like a fraud. Be released from the clench of the counterfeit.

By learning the powerful strategies of “The Fraud Free Framework”™, you can recalibrate your thinking and begin believing that you really are as smart as everyone thinks you are. You’ll enjoy your success, bounce back from failure and experience less pressure to perform perfectly. You’ll move from self-doubt to self-assurance as you reach for more opportunities and ignite your influence.

5 p.m. | Closing Remarks and Adjourn



Event Contributors



Times subject to change

For more information visit AIST.org/WISconference