



President's Message: Recession Survivors Welcome Slow Economic Growth

Hello ASD Members:

Recent “pronouncements” by various industry leaders, economists and ouija board experts have declared that the United States is in a very slow, pronounced recovery period and it will take years to get back to where we were pre-2008.

I say that is good news! In lieu of the recent boom/bust cycles, a sustained period of steady, slow growth may just be what this country needs to re-establish itself as a world leader in industrial production. All of us who are survivors of the recession have right-sized our businesses to be competitive at lower levels of volume and trimmed our organizations down to be “lean and mean” in the current economy. So slow and sustained growth should mean that we will all enjoy a prolonged period of moderate prosperity and re-grow our businesses as the economy and industry recover. While large companies might still be suffering from recession hangover, smaller companies, the heart and soul of ASD, should enjoy a period of growth and prosperity.

This must be the reason why our membership is now enjoying a moderate resurgence with the addition of 11 new companies who recognize the importance of ASD membership. These new members — steel mills, service centers, distributors and related companies — understand how ASD membership can and will benefit their companies’ bottom lines via networking and relationship opportunities available at ASD meetings and conferences.

The officers and directors of ASD have been hard at work to enhance the ASD experience in innovative ways. We had a joint dinner meeting in March with the American Institute for Imported Steel (AIIS) at the Grand Havana Club in New York City. This meeting was very informative and it will likely become a regular event because of the strong interest among ASD members.

Our two organizations share one overriding common goal — the preservation and growth of the American industry, which forms the customer base of both organizations. We also have been successful in partnering with Steel Spider in providing new ASD members a free, limited “trial membership” to Steel Spider as an additional benefit to ASD membership. Plans are also in the

making for changes to our membership base and the qualifications for ASD membership and attendance at ASD sponsored events.

I also want to announce changes to the 2010 ASD Board of Directors. Joining me on the executive committee are:

- Robert Pelles, president of Premium Metals, Inc., Cleveland, Ohio, will serve as the executive vice president;
- Lisa Goldenberg, chief operating officer of Delaware Steel Company of Pennsylvania, Fort Washington, Pa., will serve as treasurer;
- Ron Chase, Action Steel, Edison N.J., will remain in his role of eastern region vice president; and
- Brian Robbins, CEO of Midwest Materials of Perry, Ohio, will become the new central region vice president.

I also want to welcome and thank new board member Andy Gross of Alliance Steel, LLC, Bedford Park, Ill.

As most of you already know, excitement is building for our 2010 Fall Conference, which is scheduled for Oct. 21-25 in Las Vegas. Bill Fenniger, Brian Robins and Tom Smith have been tirelessly working in an effort to bring to you the best conference in ASD history! The fruits of their labors are evident.

During the awards dinner, we will honor Doug Everhart, president, Greenpoint Metals Inc., as our ASD 2009 Steel Man of the Year recipient as well as Dan DiMicco, chairman, Nucor Steel, with ASD's 1st Captain of Industry Award.

We also will be addressed by Mike Williams, senior VP North American Flat Roll Operations, US Steel; our old friend, Kieth Busse, president & CEO, Steel Dynamics; and Rick Blume, director of Sales & Marketing, Nucor Steel. This combination of speakers and events guarantees that this is a can't miss event for all ASD members.

Watch your inbox for e-mail announcements and register early! As this event is coming on the heels of METALCON, it will certainly be well attended by members and non-members alike.

In other event-related news, June also brings the annual AMM Steel Success Strategies Conference, now in its 25th year. I will attend this conference, which is scheduled for June 21-23. I was also invited to represent ASD at the Goldman-Sachs Annual Steel Dinner, which will be held in the same week. I will be participating on a Service Center Panel where I will express the benefits of ASD membership to attract new members.

Sincerely,

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ASD President

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