

editor's note



WHEN MY WIFE ASKED MY BOYS WHICH TEAM THEY WERE ROOTING FOR DURING THIS YEAR'S SUPER BOWL, THEY LOOKED AT HER AS THOUGH SHE WAS NUTS. Was there really much choice when the Steelers were playing? Their dramatic victory makes this an apt time to share the story behind their great logo, which is based on the steelmark originally created by the old U.S. Steel Corp. and which has come to symbolize the steel industry.

The symbol consists of three colored “diamond-shaped” stars (technically known as hypocycloids) and originally the colors were chosen to promote the attributes of steel:

- Yellow lightens your work
- Orange brightens your leisure
- Blue widens your world.

The colors were later reinterpreted to symbolize the three main ingredients of steel:

- Yellow for coal
- Orange for iron ore
- Blue for steel scrap.

What's fascinating to me is that all of this information is available online. Just Google something like “history of Steelers logo” and you'll get 222,000 results in 0.21 seconds. (Or if you really want to have some fun, check out www.google.com/latitude; you can load this program on your phone and it will tell you your location—or it will allow you to let others see your location in real time.)

Of course, as much fun as learning online can be, it's no substitute for personal interaction. Sure, webinars are informative (AISC offers a large selection at very low prices; check out www.aisc.org/elearning) but I've found you learn so much more from an in-person seminar, both because of the interaction between speaker and attendee and the interaction between attendee and attendee.

Fortunately, there's still time to register for the upcoming NASCC: The Steel Conference (April 1–4 in Phoenix). This is the premier conference for everyone involved in the design and construction of structural steel buildings. It offers nearly 90 technical sessions, a really cool exhibit hall (where else can you see all of the major equipment manufacturers running their beam lines?), and lots of opportunities to network with more than 3,500 of your peers.

If you've never attended, ask one of your friends about this event. The conference focuses on practical presentations of information that you can put to use as soon as you're back in the office. To find out more about the conference, visit www.aisc.org/nascc.

We've also made sure the conference is as affordable as possible. Registration for AISC members is \$370 for the technical seminars, T.R. Higgins Lecture, keynote address, and entry to the exhibit hall (including the welcome reception and two box lunches). And if more than two people from your firm are coming, the price for that third person drops to just \$185 for AISC members. Check out the quality of the presentations by visiting www.aisc.org/2008nasconline to view some of last year's sessions (I particularly recommend Duane Miller's brilliant session on “Important Lessons They Didn't Teach Me At College” or Larry Griffis' wonderful seminar on “Wind vs. Seismic—Which Controls?”).

I hope to see you all in Phoenix!

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