

editor's note



EARLIER THIS WEEK, MY WIFE AND I WERE WANDERING THROUGH COSTCO WHEN JUDY STOPPED, MESMERIZED BY THE CONVEYOR BELTS AND WHIRRING DEVICES RAPIDLY MOVING CAKES THROUGH THE MIXING AND BAKING PROCESS. The scene was reminiscent of the events in Charlie Chaplin's classic film *Modern Times*, albeit on a much smaller scale. And the funny thing is, she wasn't alone. There's probably an entire thesis waiting to be written about humankind's fascination with industrial processes (my guess is the academics will focus on the distance between consumer and producer, but frankly, my theory is that big tools and big equipment are just darn fun to watch!).

And it's not just automated baking equipment. Factory tours are a popular tourist destination and range from the Toyota plant in Georgetown, Ky. to the Miller Brewery in Wisconsin to the Louisville Slugger factory in (of course) Louisville. At this year's Steel Conference, more than 200 attendees visited Schuff International's fabrication shop in Phoenix (there was a long waiting list but space constraints prevented unlimited enrollment). A few years earlier, more than 250 attendees toured Triple S Steel's service center in San Antonio. And in the past, AISC has held a series of educational events at service centers and fabrication shops—with each attracting more than 100 engineers, architects, and contractors.

Clearly there's a demand by those involved in the design of structural steel buildings to learn more about the process of fabrication. And that's the genesis of a new program spearheaded by Chris Moor, AISC's industry mobilization director.

SteelDay 2009 is an opportunity for the steel community to interact, learn, and build. On September 18, you'll have the opportunity to tour facilities and jobsites (currently more than 100 events are planned in more than 40 states; visit www.steelday.org to sign up for one). Tours include steel mills, HSS producers, machinery suppliers, fabricators, jobsites, service centers, and galvanizers. According to Chris: "This is an opportunity for people to see how the structural steel industry operates, ask questions, and learn about our processes."



Reading about the process of making and fabricating steel is useful, but seeing it firsthand is even better. Chris explained that: "SteelDay is a unique chance for participants to receive hands-on education about the latest advances in the structural steel industry and witness new technologies firsthand. AISC holds tours and seminars throughout the year in specific locations, but we wanted to do something on a grand scale where more people could get these types of learning experiences without having to travel very far." Plus, it'll be a lot of fun.

So mark your calendars for September 18, visit www.steelday.org, and get ready to interact, learn, and build with steel!

SCOTT MELNICK
EDITOR



Editorial Offices

1 E. Wacker Dr., Suite 700
Chicago, IL 60601
312.670.2400 tel
312.896.9022 fax

Editorial Contacts

EDITOR & PUBLISHER
Scott L. Melnick
312.670.8314
melnick@modernsteel.com

SENIOR EDITOR
Geoff Weisenberger
312.670.8316
weisenberger@modernsteel.com

DIRECTOR OF PUBLICATIONS
Areti Carter
312.670.5427
areti@modernsteel.com

GRAPHIC DESIGNER
Kristin Egan
312.670.8313
egan@modernsteel.com

AISC Officers

CHAIRMAN
Rex I. Lewis

VICE CHAIRMAN
David Harwell

TREASURER
Stephen E. Porter

SECRETARY & GENERAL
COUNSEL
David B. Ratterman

PRESIDENT
Roger E. Ferch, P.E.

VICE PRESIDENT AND CHIEF
STRUCTURAL ENGINEER
Charles J. Carter, P.E., S.E.

VICE PRESIDENT
John P. Cross, P.E.

VICE PRESIDENT
Louis F. Geschwindner, Ph.D., P.E.

VICE PRESIDENT
Scott L. Melnick

Advertising Contact

Account Manager
Louis Gurthet
231.228.2274 tel
231.228.7759 fax
gurthet@modernsteel.com

For advertising information, contact Louis Gurthet or visit www.modernsteel.com

Address Changes and Subscription Concerns

312.670.5444 tel
312.893.2253 fax
admin@modernsteel.com

Reprints

Betsy White
The Reprint Outsource, Inc.
717.394.7350
bwhite@reprintoutsource.com