

## It's a STEEL-ebration, Part 2

BY ROSS ALLBRITTON AND WALT PRIMER

Your proactive approach will ensure you get the most out of attending a SteelDay event in 2010.

### Celebrating the Structural Steel Industry

SteelDay was created in 2009 to celebrate the structural steel industry's contribution to building America. Again this September steel fabricators, mills, service centers, galvanizers, HSS producers, bender-rollers and others across the nation will open their facilities, jobsites, and offices, offering tours and inviting the AEC community and general public to see what we do, and how we do it. The result is an unparalleled interactive networking event for members of the design, construction and structural steel industry.

**STEELDAY 2010 IS APPROACHING QUICKLY.** It is set for Friday, September 24, and it's not too early—or too late—to make your plans for attending an event.

SteelDay events are happening across industry segments throughout the United States. As of July 9, 148 events already have been scheduled. And in 2010, the celebration also has expanded to other parts of the globe, with events scheduled in Canada and Italy.

It is easy to find an event being offered near you by visiting the SteelDay website ([www.SteelDay.org](http://www.SteelDay.org)). See the sidebar for more on how to do it.

### Why You Should Attend

But perhaps you're not yet convinced. There are several direct benefits to attending a SteelDay event. For example:

- In a single day, you can learn firsthand about locally available methods and expertise while mixing with professionals from across the industry.
- You quite conceivably may learn tips and tricks that will make your designs more efficient and easily constructed—leading to a potentially greater return for all parties involved.

Although events are open to all, the event hosts are AISC member companies, or in some cases American Galvanizing Association members. This offers you the security of knowing that you are dealing with true professionals who are an integral part of a national group supporting the highest quality construction through the use of structural steel.

### Who Should Attend

The events are designed to bring value to anyone with a vested interest in the A/E/C professions. Ideal learning opportunities exist for:

- **Engineers.** Structural, civil, even mechanical and the like can benefit from learning more about steel construction.

- **Architects.** The chance to see and ask questions about how everything works together can bring valuable insights and improved designs.

- **Constructors.** The perfect opportunity to hear and be heard. All phases of the industry have to come together at the contractor's level to make a project a reality. Network, learn and educate.

- **Students.** You are the builders of tomorrow.

- **Building officials.** Learn more about how a quality shop functions to ensure the safety of your projects.

- **Local business development representatives.** Network with your areas building professionals.

- **Local media.** This is a local opportunity to cover a national event. Learn more about the businesses and people right in your community who are building a better place for us all.

- **Developer/owners.** Many of you senior development professionals are the most directly affected by local capabilities, and few of you have had the chance to visit operations and network with the industry leaders all in one place.

### Things to Consider

The SteelDay theme is “interact, learn, build.” It is an opportunity to educate yourself further about steel construction, to network with other building professionals, and build more steel projects.

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But don't think it's only those of us within AISC who believe it's a good idea. Here are several comments from SteelDay 2009 participants about the value of attending:

"SteelDay is a fantastic opportunity for those in the design/construction industry to see first hand the amount of effort that goes into the products so easily specified and drawn in construction documents."

—Thomas B. Keese, UTA School of Architecture

"No engineer can know too much about steel construction."

—Stephen J. Preis, P.E.

"SteelDay gives you an appreciation for what goes into your design—and the efforts to recycle/be environmentally friendly."

—Richard Miles; Sparks Engineering

"I found it very informative. It was a great opportunity to network as well. It helped me gain a greater appreciation for all the steps involved in steel fabrication. It also prompted several discussions between employees at my company on suggestions for internal improvements."

—Joseph Sell; Globe Iron Construction Company

"SteelDay provided an opportunity to meet the entire supply chain from the steel service center to the erector. The event provided an opportunity to meet face to face with AISC certified fabricators."

—David Martin, Walter P Moore

"A lot of young engineers have never been to the facilities that produce the products we call out in design. It's good to actually see first hand what we're putting on paper."

—Eric Conner, Fluor Power

"Experiencing the steel process from beginning to end is very helpful for anyone that works/designs with steel."

—Richard Lussier, Jacobs Engineering

"It is a good chance to interact with the design and construction players in a non-project, relaxed atmosphere while learning about their part of the project."

—Dave Haugland, AHJ Engineers, P.C.

A SteelDay event can be a great place to build new and solidify existing industry friendships. It can deepen your business relationships. You can learn from industry experts, and network with your peers. You can get your questions answered, see the "how to" first hand, and if you are not careful, probably have a lot of fun. Find an event and join the celebration!

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### How to Find and Register for a SteelDay Event Near You

The easiest way to find an event is to head to the SteelDay website ([www.SteelDay.org/FindEvent](http://www.SteelDay.org/FindEvent)). This will take you to a map showing all the events currently scheduled. To find one near you use the "Refine your search" tool below the map. Don't forget to search neighboring states for events that may be closer to you.

Your search results will show a listing of the organization hosting the event, their location, and the type of event being offered. The far right column provides a link for you to find out more information and details about each event (start time, duration, exact address, contact details, etc.). Results can also be exported to an Excel sheet if needed.

If you are having trouble or can't find what you are looking for, contact us anytime at [info@steelday.org](mailto:info@steelday.org).

Can't find an event near you? Request one using the email address above or using the provided form on the website. We'll try to find an event nearby or ask one of our members to accommodate you.

Can't attend in person? Attend an AISC webinar for free on SteelDay! AISC's Continuing Education department is hosting free e-learning sessions on SteelDay complete with continuing education credits and direct access to the presenter.

### Registering for an Event

All SteelDay events are free of charge, but registration is required so that catering and other accommodations can be made. There are two ways to register for an event:

1. Register directly with us using the form at [www.SteelDay.org/SteelDayRegistration](http://www.SteelDay.org/SteelDayRegistration). Select the name of your event from the drop-down list and fill in other details below. AISC will forward your registration to the host immediately.
2. Register directly with your SteelDay Host. Once you have chosen your event, take a look at the information provided about the event and contact the host directly to register. Some hosts offer their own registration forms, most accept a simple email confirmation.

Your host will contact you nearer the day to confirm details or changes to the agenda.

### Now Enjoy

SteelDay is the largest educational and networking event our industry has ever seen. Enjoy the day and be safe. Remember, to dress appropriately for jobsite and facility tours (i.e., jeans and closed toe shoes) and take your own safety gear if you have it.

Thanks for signing up and enjoy your event!

### Top 3 Reasons For Not Attending a SteelDay Event

1. I already know everything there is to know about structural steel. Steel has been around for years. You just bolt or weld some pieces together, and voila, a structure is born. What could possibly be new?
2. I already know everyone in this business. Even if there were new people to meet, it could only lead to new relationships and opportunities. I am far too busy to deal with that.
3. I would rather stay sitting in my office on a Friday. Why would I want to go out somewhere and laugh and learn with my peers? It sounds like fun, and I am too professional for that.