

editor's note



I HAVE A CONFESSION. I'm very, very nervous about the upcoming NASCC: The Steel Conference (April 18-21 in Dallas).

It's not the program that's making me apprehensive. No, that looks amazing (see for yourself by visiting www.aisc.org/nascc). In fact, I think attendees are going to have a tough time choosing from among all the fabulous sessions. For example, you might want to gain practical advice on constructability by attending the Ruby University sessions on topics such as lateral stability and camber. Or technical sessions on vibration, industrial building design, seismic joints, or weld design for HSS, to name just a few of the more than 90 sessions.

If you're in the bridge market, this year the World Steel Bridge Symposium is co-locating with the Steel Conference. Topics include analysis of steel bridges, orthotropic steel decks, and tub girder bridges, plus another dozen-plus sessions.

And there is an entire track focusing on sustainability and another on BIM and other technology issues.

And I'm certainly not nervous about the exhibit hall. Whether you want to see the latest fabrication equipment from the world's leading vendors or talk to the developers of the most advanced engineering software, you'll find them all among the more than 200 exhibitors.

No, what makes me nervous is whether in today's uncertain economy people are willing to invest in their and their staff's future. So we've created a unique proposition. For the past few years, AISC members could take advantage of a pre-conference discount and register for just \$390. This year we're offering an even better deal. This year, beginning December 5 you can register for just \$290 dollars. Your registration includes all technical sessions (except for pre- and post-conference short courses), the World Steel Bridge Symposium, the Annual Stability

Conference, the TR Higgins Lecture, keynote address, a welcome reception, and lunch on Thursday and Friday. However there is a catch. That low price is only good for one week. After that, the price goes up \$10 each week until the conference. So if you register December 8, your fee is just \$290. But if you wait until January 25, the fee is \$390 and if you wait until the conference starts, registration is \$480. And of course it gets even better. The third, fourth, and fifth registrants from the same firm pay just \$140—if they register the week of December 5. Again, the fee increases \$10 per week.

The 2012 Steel Conference is at the Gaylord Texan Convention Center near the Dallas Ft. Worth Airport and as an added bonus Gerdau is offering a free mill tour for attendees who arrive early (sign-up is required).

The Steel Conference is the premiere educational event and trade show for designers, fabricators, and everyone else involved in the structural steel industry. It's a once-a-year opportunity to learn the latest techniques, see the most innovative products, and network with your peers and clients. It's widely known for offering practical sessions on the latest design concepts.

Wow. With all that, maybe I'm not so nervous after all. I'm confident I'll see you in April in Dallas.

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