

AISC has high hopes for its fourth annual SteelDay, to take place...
just about everywhere.

Steel the Day

BY ROSS ALLBRITTON



STEELDAY WAS CREATED in 2009 to celebrate the structural steel industry's contribution to building America.

September 28 marks the fourth SteelDay, when 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 the steel industry does.

But it couldn't happen without you. SteelDay 2011 consisted of nearly 200 events, organized by steel industry personnel and companies across the country hosting more than 10,000 total attendees. AISC expects 2012 to be yet another success. From

marquee events in cities like New York and Washington, D.C., to shop tours in small towns, the main point of SteelDay is to connect with design and construction professionals in your area. It is a day for the structural steel industry to come together in the spirit of networking and education.

A common theme emerges when attendees are asked about their SteelDay experience, and one typical response is along the lines of, "I have been designing for over a decade, and if I had actually seen a fabricator's process and capabilities earlier, my designs would have been much more efficient." Sometimes you don't know which questions to ask until you see it in person—and this in-person element is exactly why SteelDay events can be so beneficial, not to mention fun.

"It's a great opportunity for designers and others to see firsthand how the structural steel industry is building high-performance and sustainable projects," says AISC president Roger E. Ferch.



Ross Allbritton is AISC's industry mobilization manager and can be reached at allbritton@aisc.org.

Bigger and Better

In the beginning, SteelDay was envisioned as a day for fabricators and producers to essentially offer open-house events to show people their contribution to the structural steel supply chain. The idea was to give a clearer understanding of the steel building process and how to attain the full benefits of using structural steel. From day one, attendees and hosts alike have proclaimed this "in the flesh" approach to be an extremely valuable experience for all parties.

But hosts have begun to take it further, holding events such as site tours. For example, one of last year's events, targeted at area university students, involved a tour of the National Renewable Energy Laboratory's new Research Support Facility (one of the greenest buildings in the world) plus presentations on the project from the architect, structural engineer and general contractor (see adjacent sidebar for one of this year's highlighted events).

Where to Go?

The easiest way to find an event is to head to www.steelday.org and click the "Events in Your Area" link. 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, the 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 AISC anytime at 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. AISC will try to find an event nearby or ask one of our members to accommodate you.

Can't attend in person? Watch a free AISC webinar 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.

SteelDay in Salina

PKM Steel Service, Inc., an AISC member/AISC certified fabricator in Salina, Kan., has big plans for SteelDay. The shop is so excited about its event that it's holding it a week early.

Actually, PKM's early SteelDay event (September 22) was scheduled to coincide with several other events being held the weekend of September 22-23 in Salina (in conjunction with the Salina Autumn Festival), including the Ambucs Octoberfest, Bob Ardrey Marathon, German Car Club Show and Smoky Hill Museum Street Fair. Organizers expect more than 10,000 visitors to attend the various goings-on throughout the weekend, and PKM will shuttle attendees between its plant and downtown, where the other events will take place.

PKM's SteelDay is also a celebration of the company's 35th anniversary. In addition to shop tours, the event will feature several speakers—including Atari Corporation founder Nolan Bushnell (known as the "father of the video game industry" and one of the few people to have hired the late Steve Jobs)—as well as interactive booths, Frisbee golf, a rock climbing wall, a juggling act, a knife show and BBQ and refreshments. If you happen to be near Salina that weekend and wish to attend, visit www.pkmsteel.com/steel-day.



Sculptural Steel

Last year's SteelDay included a creative twist that was so well received, it's back for 2012.

The SteelDay Sculpture Competition challenges AISC full and associate members to build a sculpture to be displayed at their facility on SteelDay. The only rules (besides the membership requirement) are that the finished sculpture has to fit into a 2-ft x 2-ft x 2-ft box and be made entirely of steel. Additional information can be found at www.aisc.org/Sculpture.aspx.

Entries are being accepted until September 14 (if you have a sculpture you'd like to submit, send a description and photos to Maria Blood at blood@aisc.org). All entries will be posted on SteelDay's Facebook page (visit www.steelday.org and click the Facebook link, or login to Facebook and search "SteelDay"), where you can vote for your favorite. The top few vote-getters will be displayed at the next NASCC: The Steel Conference in St. Louis (April 17-19), where attendees will choose the winner.



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 AISC using the form at www.SteelDay.org/SteelDayRegistration. Select the name of your event from the drop-down list and fill in the details on the form. 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 to register. Some hosts offer their own registration forms, and

most accept a simple email confirmation. Your host will contact you closer to the actual date to confirm details or changes to the agenda.

Please note that some SteelDay events will be held on dates other than September 28; check the SteelDay website for specifics.

SteelDay is the largest educational and networking event the steel industry has ever seen, and attending an event is a great opportunity to get a closer look at how the industry operates. 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. And have fun!

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