A FEW MONTHS AGO, my daughter was the only high school student in an otherwise all-adult production of The Producers. Besides being a fun few weeks (yes, I saw it three times!), it was one of those events that would make any parent proud.

But I was even more proud of her a few weeks ago when she auditioned for a roll in her high school musical—and didn’t make it. Rather than sulk, however, she’s still participating as part of the costume and stage crew. She adapted to the changing circumstances and as a result will have a great experience.

I thought about that the other day when one of my colleagues told me a story about his previous job as an engineer with a firm specializing in designing connections. In the story, a well-known fabricator told him his shop wouldn’t bid on any of the projects my colleague designed. Why? Because the projects were designed using shear tabs and this fabricator preferred clip angles. The fabricator was very successful for a time but when hard times hit and they still weren’t flexible, they went bankrupt.

Today, a lot of firms (both fabricators and engineers) seem to have their heads stuck in the sand when it comes to technological changes. Are you sharing models between designers and fabricators? Are you using models for the shop and drawing approval process? Fortunately, AISC has created a conference specifically for designers, fabricators and detailers who need to better understand where the industry is going, how they can avoid being left behind and the risks and benefits of adopting new technologies. The Technology in Steel Construction conference is being held in conjunction with the 2013 NASCC: The Steel Conference (to see a full listing of the sessions offered at the conference, visit www.aisc.org/nascc). For example, Will Ikerd from Ikerd Consulting, Baris Lostuvali from Herrero Contractors and Rob Schoen from Axis Detailing will provide an in-depth discussion of best practices in how to address risk and model handoffs. And David Ruby from Ruby & Associates, Tom Faroone from Banker Steel and John Palacios from Woodward Design-Build will introduce attendees to three pioneering companies who are taking models to the next level by using them in the review process in concert with—or even in lieu of—traditional shop drawings.

Of course, it’s not just technology that’s changing. NASCC offers a wide range of sessions to keep you current, ranging from “The Direct Analysis Method – What Happened to the K-Factor” to “Economical Joist Selection.” You’ll learn about HSS connections and the seismic behavior of multi-tier concentrically braced frames. And this year there are a lot business sessions, such as “Working with Difficult People” and “Employee Development – Strategies for Engaging and Retaining a Productive Workforce.”

Finally, the conference offers you the opportunity to see the latest equipment and tools, ranging from full fabrication lines to innovative connections. More than 200 exhibitors have signed up and attendance is expected to exceed 3,500.

Don’t get left behind. Visit www.aisc.org/nascc and sign up for the steel design and construction industry’s most important and informative conference.