SOMETIMES I HAVE TO REMIND MYSELF THAT NO MATTER HOW MUCH I PLAN, THERE’S ALWAYS GOING TO BE SOMETHING BEYOND MY CONTROL.

Like this year’s NASCC: The Steel Conference. We had record attendance and we should have been able to add enough hotel rooms to easily accommodate everyone right by the convention center. But then Kenny Chesney announced his tour dates—with the kick-off concerts happening in Nashville during the conference, prompting us to use some hotels two or three miles away. Or the SteelDay events that were planned this year for Washington—before the Pope announced he’d be in the capital on that date.

Sometimes, though, spontaneity is good. For example, AISC has just announced a “steel selfie” contest on Instagram. (What’s Instagram? It’s an online photo- and video-sharing site that enables users to easily apply digital filters to their images and then share them on a variety of social networking platforms, such as Facebook and Twitter. You can download the mobile app from the Apple App Store or Google Play.)

The steel selfie contest is a fun activity that encourages everyone to snap photos of themselves with someone or something related to steel. Take your AISC Manual on vacation with you and snap a fun photo. Or stand in front of a funky steel structure. Or if you’re at a conference and run into someone from the steel industry, shoot a selfie!

Once you take your pics, upload them to your Instagram account and tag your photo with #SteelSelfieContest. (For the full contest rules, visit www.aisc.org/steelselfierules; for questions or comments, please email socialmedia@aisc.org with the subject line “Steel Selfie Contest.”)

Each month during the contest, 10 winners (five industry winners and five student winners) will be selected based on the number of “likes” their photo receives on Instagram. (Vote for your favorite steel selfies at www.aisc.org/steelselfievoting.) Winners will be contacted via Instagram and receive a $10 gift card to their choice of one of the following vendors: Amazon, Chipotle or Starbucks.

Sure, a lot of these fun images are going to be carefully thought out. But I’ll bet some of the best come from unexpected circumstances. Have fun! I can’t wait to see your steel selfie!

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