

editor's note



THE INTERNET HAS BECOME SO INTEGRATED INTO OUR DAILY LIVES THAT IT'S NOT UNUSUAL FOR MIDDLE SCHOOL TEACHERS TO REQUIRE, AS PART OF AN ASSIGNMENT, THE CREATION OF A WEBSITE. There are many online tools to assist with the process, and creating a basic website is a fairly simple task.

Corporate websites are another story. Whether you're a fabricator or engineer, your website has to not only look attractive but also convey your message. Your clients and customers need to be able to look at your site and know about your capabilities, your qualifications and the services you offer.

The structure of a corporate site is also exponentially more complicated—and AISC's website takes it to still another level. Not only do we need to convey information about who we are and what we do, but we also need to provide access to 20,000 pages (20,000!) of technical information, create a viable means of disseminating information and facilitate a robust e-commerce module. And we need to do it across a wide range of programs often with differing missions (though all in support of the same goals).

If you haven't visited www.aisc.org lately, you're in for a surprise. We've recently revamped our entire web presence. In an effort to organize our massive amounts of information, we've divided the site into six areas: AISC, Certification, Membership, *Modern Steel Construction*, Bridges and Why Steel.

On the main AISC site, you can find our publications, events, technical engineering information, continuing and university education material and a lot of resources (such as information on who makes what steel shapes), while the Certification, Membership, Bridges and *Modern Steel Construction* sites are pretty self-explanatory.

Why Steel is our attempt to provide the industry with information on the benefits of structural steel. It's still under development but is definitely worth exploring. And it provides plenty of great answers for when you are inevitably asked, "Why steel?"

And speaking of exploring structural steel, have you registered yet for NASCC: The Steel Conference? This year's conference is scheduled for March 22–24 in San Antonio and features a huge line-up of top-notch speakers in more than 120 technical sessions. You can view the full program (or register) at our website, of course. The direct link for conference information is www.aisc.org/nascc.

I look forward to seeing you online—and in San Antonio!

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