It’s a great, pithy quote, but what the heck is he really talking about? He’s referring to the difference between success and failure. According to Kessler, a well-known venture capitalist who made his early mark at Morgan Stanley, the secret to success is to get in the middle of the action.

“You need to go to places where the future is discussed,” Kessler asserts in the article. At first, nothing may make sense; balls will be flying at you from every direction—like a chaotic game of dodgeball. And when you embrace the game, when you start getting involved, only then will you be on the path to success.

“Every industry has these events,” he urged. “Make the time to go. And not only to hear keynoters billow hot air, but for the panel discussions where people disagree. The conversation spills out into the hallways between talks. There will be all sorts. The smug ponytailed guy who talks about his Phish tribute band and insists he knows everything. The woman you see at every event but only in the hallways chatting and who never makes eye contact to let you into a conversation. Barge in anyway.”

The Steel Conference is designed to make you think. Make time to wander the 250-booth exhibit hall and grill the product and service manufacturers. But don’t miss the thought-provoking sessions. From Dan Goods (visual strategist at NASA’s Jet Propulsion Laboratory) to Ron Klemencic’s (the K in MKA Associates) talk on a new core system that will revolutionize building design (for real), our nearly 200 sessions are designed to give you the information you need to make better decisions. And don’t forget the conference dinner—a lively affair with more than 1,500 of your new closest friends. Finally, remember to share your thoughts with the other participants. It’s time to get involved in the world of design and construction dodgeball.