

editor's note



For more than a decade, when the steel industry had questions about the market, they turned to AISC vice president John Cross. Whether we wanted to know about construction activity and trends, design/build, sustainability or information modeling, John was the man.

In fact, last month John received SMDI's Industry Leadership Award for his myriad contributions. As always, he was humble in his response, saying, "It is an award that recognizes the impact and effectiveness that all of AISC has had in the promotion of structural steel in the U.S. I just happen to be the person who had the privilege of being on the point of the marketing effort over the past years."

John is retiring this month (though he's assured us he'll be available to help with special projects). At AISC, he fulfilled a vital role. He was our staret, the elder statesman with a calming presence who others always approached for prudent, patient advice.

When John joined AISC, his first assignment was to shepherd our design-build initiative. The goal, which continued throughout his career, was to encourage early fabricator involvement and sell their expertise, not just their steel.

"The structural steel industry pioneered what is BIM today and the greatest value can be gained on a BIM project when the project is framed in structural steel," he stresses. In fact, John often said that we shouldn't refer to "steel fabricators" but instead use the term "steel specialty contractors."

An expert in construction economics and sought-after speaker, John gives AISC's membership and others in the construction industry insight into not just what's happening in the marketplace, but also why and what was going to happen next. In 2004–2005, during the "don't use steel" scare when scrap prices and structural steel prices rapidly escalated, John solidified his reputation as the leading source for marketplace

information. He helped keep the industry from going into a frenzy by providing credible information to owners and designers and educating fabricators on avoiding sending panicked messages to clients.

John says he first focused on sustainability in response to the misinformation being propagated by others. When the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) draft for ASHRAE 189.1 *Standard for High Performance Green Buildings* came out for public review, the concrete industry attempted to greenwash their product and change how recycled content is calculated. John believed concrete being listed as a highly recyclable material would have a negative impact on the environment. He began attending ASHRAE committee meetings, only to have his comments be ignored. But he collected hundreds of signatures from industry leaders and others involved in design and construction, which forced ASHRAE to restructure the committee. John was then appointed to the committee and influenced the language change. After his experience, he realized that with each individual and organization lies the responsibility to make prudent decisions to preserve resources so they are available for future generations.

And it's those prudent decisions that will be his legacy. John's impact on AISC will be felt for a long time—not just for the work he did, but for the influence he had on the entire industry.

A handwritten signature in black ink that reads "Scott Melnick".

Scott Melnick
Editor

Modern Steel Construction

Editorial Offices

130 E Randolph St, Ste 2000
Chicago, IL 60601
312.670.2400

Editorial Contacts

EDITOR AND PUBLISHER

Scott Melnick
312.670.8314
melnick@aisc.org

SENIOR EDITOR

Geoff Weisenberger
312.670.8316
weisenberger@aisc.org

DIRECTOR OF PUBLICATIONS

Keith A. Grubb, SE, PE
312.670.8318
grubb@aisc.org

PRODUCTION COORDINATOR

Erika Salisbury
312.670.5427
salisbury@aisc.org

GRAPHIC DESIGN MANAGER

Kristin Hall
312.670.8313
hall@aisc.org

AISC Officers

CHAIR

David Zalesne

VICE CHAIR

Jack Klimp

SECRETARY/GENERAL COUNSEL

David B. Ratterman

PRESIDENT

Charles J. Carter, SE, PE, PhD

SENIOR VICE PRESIDENT

Scott Melnick

VICE PRESIDENT

John Cross, PE

VICE PRESIDENT

Lawrence F. Kruth, PE

VICE PRESIDENT

Tabitha S. Stine, SE, PE

VICE PRESIDENT

Mark W. Trimble, PE

Editorial Advisory Panel

Caroline R. Bennett, PE, PhD,
University of Kansas

Keith R. Griesing, PE,
Hardesty and Hanover

Steve Knitter, Geiger and Peters

Janice Mochizuki, PE, Arup

Dylan Olson, Olson Steel

Advertising Contact

ACCOUNT MANAGER

Renae Gurthet
231.995.0637
renae@gurthetmedia.com

Address Changes and Subscription Concerns

312.670.2400
subscriptions@aisc.org

Reprints

Erika Salisbury
312.670.5427
salisbury@aisc.org