



October 7, 2011

Steel Long Products Conference Registration



AMM will host its first Steel Long Products

Conference this October in Chicago

As the US economy continues to sputter, the structural, rod and bar markets will recover. The big question, of course, is when. AMM's first **Steel Long Products Conference** will go beyond the unknowns driven by politics and to the root of the fundamentals driving producers, end users and consumers with an emphasis on 2012 and an eye on what looks to be the "New Normal" for the long term.

SPEAKERS:

Keynote Speakers:

Mark Parr, Managing Director, Equity Research Analyst, **KeyBanc Capital Markets**

Mike Rehwinkel, CEO, **Evrax North America**

PS Venkat, CEO Long Products North America, **ArcelorMittal**

Highlight Speakers:

Louis Centorcelli, Director of Business Development, **Reed Construction Data**

Kim Leppold, Market Analyst, **Metal Bulletin Research**

Confirmed Panelists:

David Anderson, Director, Long Products, **Steel Market Development Institute**

Mark Breckheimer, President, Heavy Carbon Products,

Namasco/Macsteel Service Centers USA

Bill Brown, General Manager, Long Products Group, **Steel Dynamics Inc**

Philipp Englin, Manager, Special Projects, **World Steel Dynamics**

Roger Ferch, President, **American Institute of Steel Construction**

Jack Finlayson, President, **Gerdau Special Steel North America**

Don Foster, Senior VP Construction, **L.B. Foster Co.**

[Drew Greenblatt](#), President, [Marlin Steel Wire Products](#)

Robert Greuter, Director-Service, Long Products, **Danieli Corp.**

Jim Herb, Sales & Marketing Manager, **Michigan Wire Processing**

Bill Hickey, President, **Lapham-Hickey Steel**

William F. McEleney, Director, **National Steel Bridge Alliance**

Bernd Neuenkirchen, VP Wire Rods, **Coutinho & Ferrostaal Inc**

Christopher Plummer, Managing Director, **Metal Strategies**

John Purcell, VP of Wind Energy, **Leeco Steel, LLC**

Robert Risser, President & CEO, **Concrete Reinforcing Steel Institute**

Mark Sanders, VP of Marketing, **Joy Global**

James Sarwark, Executive VP, **Nelsen Steel Co.**

Mark Shore, Sales Director, **Siemens**

Ken Simonson, Chief Economist, **Associated General Contractors of America**

Richard Webb, VP Sales, Industrial, **Keystone Steel & Wire Co.**

Conrad Winkler, Executive VP, Long Products Group, **Evrax North America**

TOPICS:

- The 2012 outlook for rod, bar, structurals and SBQ
- Are mills likely to change product mix in 2012?
- Is there hope in commercial construction?
- Is a contractor shakeout looming?
- Which long product markets show promise in the near term?
- Is SBQ safe or will new capacities dampen the picture?
- Just-in-time or not-in-time? Inventory management in full swing
- Can service centers continue to pick up the slack?
- With everyone stretched thin, is quality a concern?
- Will strength in mining and mining heavy equipment continue through next year?
- Are customers becoming more demanding and more selective?
- The micro-mills: Here now or far ahead of their time?
- Will scrap availability become a major issue?
- The import wild card: A major threat looming?
- Opportunity knocking: New markets for long products
- Will investment money free up for steel and steel-related projects
- Does anyone have access to capital anymore?

The first annual **Mechanical & Structural Tube Conference** will precede the Steel Long Products Conference and take place in the

same hotel on Tuesday, October 11, 2011.

[Register Now](#)

<http://www.amm.com/EventDetail/4248/Steel-Long-Products.html>

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