


[Advertise](#)
[Unsubscribe](#)
[Print-friendly copy](#)

Letter from the Editor



*Sheri Burdette
International
Marketing Chair
(Carolinas Chapter)*

I hope this edition of Metal Mail finds everyone settled in for the Fall. With the rollercoaster of events this past year, I feel safe to say that many of us are glad that the fourth quarter is almost here, and very soon we will be saying "goodbye" (and "good riddance!") to 2009. There are still many things left to do this year; however. The MOST important thing is to **REGISTER** for the 2009 AWMI ANNUAL CONFERENCE. We have a terrific line up for you starting with Dan DiMicco as the keynote speaker for the opening reception. He is followed by a fantastic panel of speakers that is sure to have something for everyone.

Once the weather starts to cool down a bit, we look forward to all of those things specific to Fall ... school, football, and the Annual AWMI Membership Drive. Our International Membership Chair, Tammy Olt, has done such a fantastic job on the 2010 Campaign. Check out the details on our website or email Tammy with any questions that you have. Get your renewals in early ... and tell your friends how valuable AWMI has been for you and your career. We do not want anyone to miss out on the opportunity of membership in AWMI.

I hope you all enjoy your

President's Message

Jacque Cech - International President (Minnesota Chapter)



AWMI Annual Conferences: A Benefit of Membership

A significant benefit of your AWMI membership is the opportunity to attend annual conferences. This year's conference is in beautiful San Diego California.

On behalf of the Annual Conference Program Committee and the hosting Western Region I would like to take this opportunity and invite you to attend the 2009 Annual Conference. This Conference promises three full days of education and networking along with a tour of General Dynamic's NASSCO- the only major ship construction yard on the West Coast of the United States.

AWMI has further expanded its commitment to developing leadership skills, and providing education, mentoring, and networking that contribute to successful careers in the metal industries. Our Annual Conference provides members with the opportunity to connect with peers in a relaxed environment and share perspectives. This year's conference will showcase keynote presentations from **Dan DiMicco**, Chairman and CEO (Nucor Corporation); **William Strauss**, Senior Economist and Economic Advisor (Federal Reserve Bank of Chicago); and **Matthew Slaughter**, Associate Dean and Professor of Economics (Tuck School of Business, Dartmouth College). Additionally, you won't want to miss the industry panel discussion featuring **James Desmond**, Vice President and COO (EMJ Company); **Sheila Janin**, Director Coated Products, (ArcelorMittal USA); and **Robert Owen**, Director Strategic Sourcing (Silgan Containers). Not only will our members be taking home relevant industry information and forecasts, they will also further develop their leadership skills.

The Conference begins with the Opening Reception and Dinner on Thursday evening, including Keynote Dinner Speaker Dan DiMicco. During the dinner, the AWMI "Member of the Year" award will be presented to Helene Watson, AWMI International P&G Chair, who has excelled in her role as an association leader. You are welcomed and encouraged to pass this invitation on to others who may be interested in attending.

Please review the conference materials today! [Click here to register online](#), and book your hotel reservations by

tailgating parties, long afternoons on the golf course, or spending time with your families ... 2009 will be gone before we know it. (Thank goodness!)

Until then ...

P.S.: I wish to personally thank **Wendy Austin** (AWMI Seattle Chapter President) for compiling this ENTIRE issue of "Metal Mail". THANK YOU, Wendy, for all of your hard work and dedication to AWMI. What a terrific job!!! Please take a minute to [tell Wendy](#) what you think.

Have News to Share?

Do you have articles, press releases, or professional achievements you would like to share with our community? Submit industry-related news to **Sheri Burdette** for review and possible publication.

What AWMI Means to Me

*Donna Peters
International
Treasurer
(Chicago
Chapter)*



I have been in the industry for over 30 years and a member of AWMI for close to 20 years. When I first joined I was looking for a network where I could meet people who had similar experiences in the industry. It was at that time that I had decided that this really was a career and not just a job. Over those years I progressed from a member to a volunteer and eventually to a board member. I've been fortunate to serve at a chapter, regional and international level. In that time I have definitely fulfilled my original goal of finding a network of like-minded individuals. In addition I have developed a strong group of friends who I know will always be there to

contacting Loews Coronado Bay Resort at (800) 815-6397. Reservations must be made by October 9, 2009 to ensure availability at the group rate.

A Note from the Executive Director

*Haley J. Brust - Executive Director
(Talley Management Group)*



As you all may know the 2009 membership year is coming to a close. Despite the uncertainty of the economy, AWMI had a wonderful year. There is still the month of September for a few more dues renewals to trickle in, but it looks like we will end the year with 1000 members - yea! we broke that 1000 mark.

Of course the focus has been centered mostly on membership, but now it is time to turn our focus to San Diego and the 2009 Annual Conference. It looks like a beautiful venue and the program is terrific. There is always something fun to do in San Diego and I hope everyone has the opportunity to attend our conference.

If you have been procrastinating about sending in your registration form for the conference, or have been on the fence about renewing your membership to AWMI, perhaps as a result of company budgetary restraints, I would like to encourage you to register for the conference and to budget for your dues for 2010. Registration fees have not gone up in over four years and your dues are a real value at \$175. If you know of anyone who is thinking of joining AWMI, perhaps this is the time to get them to join and come on down to San Diego and see what AWMI is all about. Also, if you have them join now, they can register for the conference at the member rate, plus as an added bonus, they will receive the remainder of the 2009 membership year free!

I look forward to seeing everyone in San Diego!

AWMI Annual Conference

*Catherine Crews - International
Programs Chair
(Chicago Chapter)*



The lineup speaks for itself, but I cannot stress how important information is in a tough economy. AWMI's Annual Conference is one of the year's best buys. and we have additional value – a guided, bus tour of General Dynamics NASSCO. This tour is limited to 30 participants, so email Amanda Jordan (ajordan@talley.com) to reserve your spot. You will hear from many top executives in the metal industry as well as renowned economists providing information on our markets and how they relate to the American and Global economy. Get a glimpse into 2010 and help your company

support me both professionally and personally. Any board member will tell you how much they have gained from the efforts they put into serving on a board. The professional growth is profound. You do learn to manage a business and you get an opportunity to push yourself as far as you are willing to go. But beyond that you will meet the most awesome group of people who come from every walk of life. As a result of my time on the board, I have met men and women from coast-to-coast and have formed long time friendships with many of these members.

The ups and downs that the industry has seen as well as the bumps in the road that life brings to us have all been weathered by me through the strength of this network. When career moves have relocated me to a new town I've always known that I could jumpstart my network through the local AWWI chapter. And when faced with the prospect of finding a new job I was confident that the network would be there with leads and references. But when I've had to go through rough personal times due to family illness issues, I've found the strength of that network at play there as well. The friendships that I have developed over the years have helped me move on from one day to the next. It can be as simple as an email from an AWWI friend 1000 miles away offering to help in any way that they can, or closer to home an AWWI friend who meets you for dinner one night or coffee one afternoon to allow you to connect with someone and laugh or cry as needed.

So while I have always known the benefit of this network in my professional life I have experienced the power of it in my personal life as well. If you are a member of AWWI my guess is that you have also experienced the strength

create a strong hold in the metal industries.

The last 18 months have been quite a rollercoaster ride in the metal industries, and the AWWI cornerstones of education, network, mentor and grow have never been more relevant. Please join us for our Annual Conference and use all the resources that AWWI has to offer. Our website contains the conference schedule as well as full biographies of our speakers. **Just click on the ad below for details.** Sponsorship opportunities are also available and are an excellent way to target a captive and specific audience.



NOV 12-14
2009

Loews Coronado Bay Resort
SAN DIEGO, CA

Featuring...

Dan DiMicco CEO, President and Chairman Nucor Corporation	Sheila Janin James Desmond Robert Owen William Strauss Matthew Slaughter	ArcelorMittal EMJ Company Silgan Containers Chicago Federal Reserve Dartmouth College
--	--	---

Click for more information

AWWI Website Tip: Call for Photographs!

Sian Marcone - International Vice President/Website Committee Chair (Baltimore Chapter)



Perhaps you've noticed under the "Quick Links" section of the AWWI home page a link to a [Photo Gallery](#). Until now, this hasn't been an active section of the website, but we'd like to change that with your help.

This is the ideal place to post photos of AWWI events at the Chapter, Regional and International levels. Maybe someone got a great group shot at a mill tour, a superb speaker photo, or captured the fun at the 19th hole at one of our golf outings. There's a lot going on in the world of AWWI, and we should showcase that.

So start looking through your collections or start snapping! Email your pictures (JPG format, 6Kb max.) to me at sian.marcone@severstalna.com. Please include a one-line description of the photo and identify those in the photo by name and chapter, if possible. We'll post them to the Photo Gallery and rotate the pictures each month.

of this network and the power of the friendships you have formed. Next time you go to a meeting, make a point of connecting with that network and strengthening the bonds you have formed. And if you have been considering helping out more as a volunteer or board member – make that step. You won't regret it and you may find it as rewarding as I have.

Looking Forward



*Tammy Olt
International
Membership Chair
(Chicago Chapter)*

As we now move to the fourth quarter and recap our membership of 2009, we are proud to report AWWI is 1000 members strong. This year has presented challenges to most in the metal industries and we hope AWWI has been the steadfast organization you have turned to. Although we did come up a bit short from the goal we had set in August of 2008; we have weathered through 2009 and look forward to 2010. Indications are business levels are moving up and we are all hopeful for 2010. We will begin our 2010 membership campaign in the upcoming weeks. Repeating on the success of 2009, we will be an offering the opportunity for registration and hotel accommodations for the 2010 Annual Conference in Tucson, Arizona to one lucky member. In addition there will be other exciting offers at the chapter level. Details will be distributed with your renewals. Watch for it in October!

[New member list](#)

[Join or renew online](#)

Corporate Members

AWWI thanks the Corporate Members as of 08/31/09.



Thank You 2008 Conference Sponsors!



American Metal Market
AMS Specialty Steel
Böhler-Uddeholm Corp.
DACS, Inc.
EMJ Company
Ideas By Design, LLC
Leavitt Tube Co. LLC
Port Canaveral
Ryerson
Steelscape, Inc.
SSAB
The Techs,
a Division of Steel Dynamics, Inc.
Tate Access Floors, Inc.
United Scrap Metal, Inc.
United States Steel Corp.
Universal Stainless & Alloy Products Corp.

Thank You AWWI

Midwest Region
 Baltimore Chapter
 Birmingham Chapter
 Columbus Chapter
 Minnesota Chapter
 New York Chapter
 Philadelphia Chapter
 Pittsburgh Chapter
 Quad Cities Chapter
 Seattle Chapter
 St. Louis Chapter
 Texas Chapter
 Toronto Chapter
 Wisconsin Chapter



AWWI Member Benefit

*Loretta Wysocki - International Mentoring
Chair
(Philadelphia Chapter)*

As AWWI's International Mentoring Chair, I am pleased to announce our latest member benefit.

On October 2, 2009 we will launch our Mentor of the Month Program where you, as AWWI members, can email one of six women who are also AWWI members with your business related questions (only business related questions...AWWI questions should be directed to the appropriate AWWI leader). These women are presidents or vice presidents of their companies and come to the table with both experience and title and have offered our members a priceless "give back" to both our members and our industries.

Here is how the program will work: On the first Friday of each month (and ONLY on this day) one of these ladies will be available on a rotating basis to take emailed questions through our AWWI website. On the AWWI home page, you will see Mentoring Corner located in the "Quick Links" box.

New members are denoted with "*".

Platinum Level

[ArcelorMittal USA](#)
[Nucor Steel](#)

Gold Level

[EMJ Company](#)
[Ryerson, Inc.](#)
[Severstal North America](#)
[SSAB](#)
[United States Steel](#)

Silver Level

[CMC Steel - Alabama](#)
[Leeco Steel, LLC](#)

Bronze Level

[Böhler-Uddeholm](#)
[Fairway Transit](#)
[InfoSight Corp.](#)
[MacLean-Fogg Int'l.](#)
[Miller Compressing Co.](#)
[National Tube Supply](#)
[Naylor Pipe Co.](#)
[Northwest Shippers](#)
[Primary Steel, LLC](#)
[Salzgitter Mannesmann Int'l.](#)
[Sims Metal Management](#)
[United Scrap Metal, Inc.](#)

This is available to members only, and you will need to log on in order to access this page. Once you are logged on, you can click on this and you will be taken to a page indicating who the current Mentor of the Month will be. You can click on her name and an email addressed to the Mentor will pop up where you can ask your question(s), which will be sent directly to the Mentor. If you wish to read her bio, click on the bio and it will come up. The bio is currently available at any time and will remain on the website; however, the email link will be only available on the date indicated. These women will answer you within two weeks by email. We are offering this service just one day a month at the present time, so please do not email them after the first Friday of the month . . . wait until the next month and ask. If the Mentor cannot answer your question, she will email you back indicating that it is outside her area of expertise or notify me and I will contact you. Your questions and answers are confidential between you and the Mentor of the Month, and are strictly the opinion of the Mentor.

If you are attending the Leadership Conference in San Diego, please stop by the registration desk or the hospitality suite and introduce yourself to them. There should be one or more of the Mentors there to meet and greet you.

Forty five years ago when I started in the metals industry, this type of thing did not exist. In looking back on those years, there were many times when a strong and influential mentor would have been invaluable. These women have embraced our mentoring concept with enthusiasm. Ask your questions, share your knowledge and experiences with them as they will with you, and take advantage of yet another AWWMI member benefit.

Advertise with AWWMI

Increase visibility and advertise with AWWMI!



[Click Here](#)



Join Our Mailing List



Print-friendly newsletter

Do you have comments, questions or suggestions regarding "Metal Mail"?

Contact the editor [here](#).

What AWWMI Means to Me

Barbara Tucholke
Wisconsin Newsletter Chair
(Ideas By Design, LLC)



The events of that Fall day in 1996 are forever burned on my brain. I had no idea what I was getting into. All I knew was that I was seated in a dimly-lit conference room with three other women, a pot of hot coffee and a box of fresh donuts - you know, the kind that beckon you softly, 'go ahead and take a bite'. Valorie, another unsuspecting woman, and I were seated opposite of Lisa and Jayne. You could tell that Lisa and Jayne were well-seasoned veterans, both with welcoming smiles, yet with just a hint of slyness that piqued one's curiosity.

We began with cursory introductions. Gulp of coffee, bite of donut, wipe of powdered sugar. And then the questions came. Relentless, almost endless, they came one after another. "How long have you been in the industry?" "What sort of activities interest you?" "Would you like a refill on your coffee?" My mind was reeling as beads of sweat began to form on my brow. 'How did I get here', I thought to myself. And then I saw it sitting right in front of Jayne.

A piece of paper bearing my name, in my own handwriting, and a checkmark next to "I am interested in learning more about serving on the Wisconsin Chapter board."

"I enjoy creating things," I answered nervously. "In fact, much of my time at my current job is spent developing the design and layout of technical reports we send to clients as a result of the testing we perform." I caught my breath while I waited for a response. Was my lack of confidence apparent? Ah, this could be my chance of escape! Maybe they'd decide I'm not useful for their cause and let me go. I stealthily reached for my purse under the table in anticipation of their permission to leave. No such luck. "Sounds like you'd be great in helping me with Programs," Lisa replied. "We've got an event coming up, and we need to meet again within a week or so to get the notice out to our members."

That was it. The next thing I knew, Lisa and I were back at that conference room folding and stuffing over 600 announcements for the upcoming meeting. It wasn't long after when I started handling the design and layout of the announcements, and with Lisa's guidance, I began planning monthly events, contacting speakers, and selecting menus. I admit that I was "green" at the whole board experience. But times of anxiety and apprehension were replaced with a sense of calm self confidence. I would have never suspected, however, where this board experience would lead me just a few short years later.

It was about 1999 when I was approached by a coworker who was presiding over the local chapter of an organization similar to AWMI. They were losing their supplier of printing and mailing services, and knowing my background with AWMI, he asked if I would be interested in providing that same type of service for them - but for pay. I wondered if I should accept the offer. Would I be able to pull it off? After grappling with self doubt awhile, I finally figured it was worth the risk. Besides, I could use the extra cash. The next thing I knew, one client turned into two, and two turned into three, and so on. After seven years, Ideas By Design had become established, and I felt it was time to leave my career of 14 years to operate my business - yes, *my business* - full time. Today, Ideas By Design assists over 23 commercial, industrial and nonprofit organizations in the U.S. and Canada, supplying a variety of services from design of newsletters, brochures, and other print media to website design and electronic communication support.

So, what does the future hold for me and Ideas By Design? God only knows. But what I do know is that I am a business owner who was given the opportunity of putting my talents to good use with an organization that was willing to allow me to serve. After that day in 1996, I was Programs Co-Chair for several years, eventually moving on to Vice President, and finally to Chapter President in 2002. With each position, I learned new skills like planning and running a board meeting, addressing an audience of up to 200, directing and leading a team, and even running a small business. After my presidency, I left the board for a short while, but am now back as Newsletter Chair. Admittedly, I'm still learning new things about leadership, working with others, growing in confidence, and still soaking up as much as AWMI has to offer. But I think I've come full circle ... wouldn't you agree?



Rare Earth Metals 101

Wendy Austin - Seattle Chapter President
(Alaskan Copper & Brass)

Since it's "back to school" time, how about a crash course on rare earth metals?

Rare earth metals are actually the 15 elements on the periodic table from 57 – 71. The elements are called "rare earths" because of the uncommon oxide-type minerals (earths) when first discovered in Ytterby, Sweden in 1787.

It was not until the late 1950s to early 1960s and the development of advanced separation techniques that all the rare earths were finally identified.

Many of the rare earths are named for the discovering scientists, the geographical location of discovery or for Greek, Latin or mythical references.

57	La	Lanthanum	from the Greek "lanthanon" meaning I am hidden
58	Ce	Cerium	for the Roman deity of fertility Ceres
59	Pr	Praseodymium	from the Greek "praso" meaning leek-green and "didymos" meaning twin
60	Nd	Neodymium	from the Greek "neo" meaning new one and "didymos" meaning twin
61	Pm	Promethium	the Titan Prometheus who brought fire to mortals
62	Sm	Samarium	for Vasili Samarsky-Bykhovets who discovered the rare earth ore samarskite
63	Eu	Europium	for the continent of Europe
64	Gd	Gadolinium	for John Gadolin to honor his investigation of rare earths
65	Tb	Terbium	for the village of Ytterby, Sweden where the first rare earth ore was discovered
66	Dy	Dysprosium	from the Greek "dysprositos" meaning hard to get
67	Ho	Holmium	for Stockholm (in Latin "Holmia") native city of one of its discoverers
68	Er	Erbium	for the village of Ytterby, Sweden
69	Tm	Thulium	for the mythological land of Thule
70	Yb	Ytterbium	for the village of Ytterby, Sweden
71	Lu	Lutetium	for Lutetia, the city that later became Paris

Now why would this group of elements become of importance to us in 2009? Simply because more and more of our everyday items rely on rare earth magnets to function properly. For instance, hard disc drives, iPods, cell phones, computers & blackberries all require rare earth magnets. Even compact light bulbs use europium, terbium and ytterbium! Without it they wouldn't work.

Some of the larger uses coming down the pike will be the permanent magnets used in clean energy technology, like wind turbines and hybrid vehicles. Some wind turbine applications require as much as two tons of rare earth magnets in the permanent magnet generator. The #1 use currently for the rare earths is hard disc drives. But this should be easily overtaken by the hybrids in the not too distant future.

Although there is some ore mined in the U.S. that is processed into oxides, the only country in the world today that is converting those oxides to metal is China. In the past ten years the market for rare earths has gone from 40,000 to 125,000 tons per year. Predictions say this should be over 200,000 tons by 2014. Experts are not nearly as concerned with China's production capability as they are with their consumption capability.

So with the push to hybrids the question to ponder is: Will we be trading our foreign oil dependence for a dependence on China's rare earth metals? (But that would be another class!)



AWMI: Exposure to Opportunities for Growth

*Belinda Coker - Carolinas Chapter President
(Nucor Steel - Berkeley)*

Over the last year and a half several people have asked, "so, what does it mean to become

a member of AWMI"? My response to that question is very simple: Exposure to opportunities for growth. The meetings offer a wide range of topics, speakers, attendees with various backgrounds and networking. This platform allows one to observe, listen, engage and learn.



The Carolinas Chapter had a meeting last July that featured Rachael Maw, a Licensed Professional Counselor and Registered Nurse. She presented information about how one can recognize signs of stress and what we can do to alter the body's reaction in stressful situations. It was surprising to find out that 75% - 90% of all doctor visits are due to stress-related ailments and disorders! Overall the meeting was wonderful and Rachael was an excellent speaker.

By attending the meetings and being involved in AWMI it can help one align personal and/or professional goals with

personal development. The networking is fantastic, but most of all, the meetings are informative and fun!

Texas Chapter Recap

*Maureen Horn - Texas Chapter Membership Chair
(TMK - Ipsco)*

The Texas Chapter is off to a busy 2009. Our April and July events were both successful industry dinners! In April, the Chapter was honored to have Vicki Avril, President and Chief Executive Officer of TMK IPSCO, share an overview of the company and share her unique insight in surviving and differentiating yourself in a difficult economic market. With 32 years in the commodity industries, she has a wealth of experience on ups and downs in the market!

Our July industry dinner stayed with a similar theme, setting yourself and your company apart from the competition. Ron Dechiro, Supply Chain Commodity Manager with Anadarko Petroleum, joined us to discuss Supplier Relationship Management and the benefits Anadarko has seen from their focus on performance management and relationship development with suppliers and customers.

Thankfully our next gathering will be our Second Annual Golf Outing Thursday, October 15th where we can enjoy the beautiful Houston Fall weather after a long hot summer. Topping our last two speakers would be impossible!

"Hi Y'all" from the Southern Region

*Christine Colburn - Southern Region Director
(Nucor Steel - Tuscaloosa)*

With summer behind us and the fall season fast approaching, we are looking forward to several great events in the Region, besides college football!

In August, we all went to beautiful Charleston, South Carolina for the executive committee meeting, and one evening we even had time to have dinner with two ladies from the Carolinas chapter, which was wonderful.

The Tennessee Chapter is having a Cruise on the Mississippi River on September 16th, with Ladd Hall from Nucor as the speaker. I went last year, and it was great! Go to Memphis, have some ribs at Rendezvous, then spend the evening with the Tennessee Chapter.

The Texas Chapter is having its golf tournament on October 15th in Katy, Texas. It should

be a good time, and hopefully a great fundraiser!

The Carolina's Chapter is also having its golf tournament in Rock Hill, South Carolina on September 17th, with the golf pro speaking the evening before.

The Birmingham Chapter will be having a golf tournament and dinner with the MSCI on September 21st at Pine Tree Country Club. Come over and join us if you have a chance. The speaker will be discussing the economy, our favorite subject, that evening.

(**Note:** The photo show is from Birmingham Chapter's ride on the "Bama Belle" on the Black Warrior River in Tuscaloosa, Alabama.)



All of the chapters are conducting fund raisers so that we can all attend the conference in San Diego. We are so excited about it. Please make an effort to attend in November so that you can meet some new people, and learn new things!

**NOV 12-14
2009**

Loews Coronado Bay Resort
SAN DIEGO, CA

Featuring...

Dan DiMicco
CEO, President and Chairman
Nucor Corporation

Sheila Janin ArcelorMittal
James Desmond EMJ Company
Robert Owen Silgan Containers
William Strauss Chicago Federal Reserve
Matthew Slaughter Dartmouth College

Click for more information.

©2009 AWWMI all rights reserved | Designed by [Ideas By Design, LLC](#)