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Letter from the Editor

Mary Becker

International
Marketing Chair
(Chicago Chapter)
[Nucor Sheet Mill Group](#)



Greetings Readers,

Welcome to the December issue of AWMI's "Metal Mail". This issue we are focusing on our cornerstone of **Mentoring**. Just having finished another successful AWMI Annual Conference, this time in Washington DC, it was refreshing to be in the company of some of my own personal mentors and as a first time visitor to our nation's capitol I was struck by the history and reverence of the monuments and memorials. In the midst of so much history it is easy to be inspired by all the great leaders that have shaped our nation. From the Lincoln Memorial to the various War Memorials to the White house and Capitol Building the landscape is brimming with evidence of those who have been mentored and those who have been mentors. It is the spirit of leadership and service among those who push each other to become better versions of themselves that is the essence of this AWMI cornerstone. Pausing to consider the impact that mentoring has had on our leaders past and present inspires me to seek guidance from those I aspire to become like and to become more present and encouraging to those that look up to me as one of their mentors. Please

AWMI Participates in PMA Symposium

Sian Marcone - International President
(Baltimore Chapter)
[RG Steel, LLC](#)



On October 25-26, I had the privilege of participating in the Precision Metalforming Association's (PMA) inaugural 2011 Women in Manufacturing Symposium in Cleveland, Ohio.

This two-day networking and educational event was designed exclusively for women who have chosen a career in the manufacturing industry and want to share perspectives, improve their leadership and communication skills, participate in mentoring programs and network with others in the industry.

Many of these things are sure to sound familiar to you, as the Association of Women in the Metal Industries shares these goals. So when the PMA made contact with us to ask if an AWMI representative would sit on a panel titled "The Importance of Sponsoring and Mentoring," I jumped at the chance.

The event kicked off with a welcome reception sponsored by our own AWMI Cleveland Chapter. This was followed by an opening dinner with speakers from the PMA and a keynote address by Jean White, principal at Deloitte Consulting, LLP on the subject of women in manufacturing. The next day's session was jam-packed with an address by Moira Forbes, editor of ForbesWoman, a panel on the subject of management best practices, a networking lunch on women in leadership, and a session on mastering communication/conflict management.

That afternoon, I sat on a panel with five incredible women – Marcia Brey (GE Appliances), Doneen McDowell (General Motors Transmission Plant), Sally Schriener (AG Interactive), and Patty Rockstad (Boeing). The panel was moderated by Dee Martin of the Policy Resolution Group/Bracewell & Giuliani.

Prior to the conference, the panel had met via conference call to discuss what kind of questions and topics Dee would cover, and we were each asked to come prepared to give a personal anecdote of a time we had either mentored someone or been mentored ourselves. This was my first experience of this kind, so I wasn't certain what to expect, but I found the personal storytelling really broke the ice.

enjoy this last issue of 2011 and be sure to thank the mentors who add to your life.



**Always wanted to write?
We are looking for
contributors!**

Articles, press releases, professional achievements - we'll take them all and share them with our professional community. To submit these items and other industry-related news, please contact [Mary Becker](#) for review and possible release in the next issue of "Metal Mail".



will develop.

We went on to discuss other topics such as the benefits of formal versus informal mentoring programs, the difference between sponsoring and mentoring, how to identify a mentor/mentee, and the obstacles to mentoring. At the end, the panelists were asked to give a mentoring tip to the audience, and I'll share mine here: Be gutsy. If you see someone you admire, approach them. Perhaps a sponsoring or mentoring relationship

**Thank You
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A Note from the Executive Director

Haley Brust (Talley Management Group)

If you keep up with the Association industry, you will know that studies show that the happiest people are those that belong to something such

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What AWMI Means to Me

Pat O'Connor
Founding President of AWMI Toronto

I was born and raised in New



as an association. We hope that by belonging to an association we become more fulfilled and there is more meaning to our life and work.

As we consider this, our next question becomes how do we fit it all into our busy lives and maintain a work/life balance? We are all working more hours than ever before and seem to be connected to work 24/7. One of most common answers given when a person is asked why they don't renew their membership dues is "lack of time".

If we all take a step back and look at how we manage our time, I think we can do it all and still have time to enjoy everything in our lives. Think of it as a circle and the circle would not be complete without belonging to AWMI.

Here are four recommendations that a wise friend of mine has given for balancing "work" with our personal lives.

1. Lessen multi-tasking – I know I used to brag about being able to multi- task, but nowadays with the multitude of emails, it is easier to stay focused on one or two tasks and do them well and use multi-tasking for the quick small jobs.
2. Get Organized – Your desktop. Your files. Your email. As we all know looking for things takes up a lot of time, while we could be focusing on the task and getting the job done.
3. Be 100 percent focused and present at work. Group your work with similar tasks. Switching back and forth between too many subjects slows us all down and is less productive. Develop a system for recording and tracking tasks.
4. Play Well – By setting aside time for ourselves we rejuvenate and actually become more productive. How many times do we say, "I need a vacation" and then find our mind focusing on that instead of the job at hand? Take that long needed a vacation and leave work behind, you owe it to your job and most importantly, you owe it to yourself. Come back refreshed on focused.

Please take a few minutes and think about how you balance work and life and keep that circle complete. It makes us all better people.

Jersey and started in the metals industry in 1980 in sales for a tubing manufacturing company in Bridgewater, New Jersey. I was looking for some venue to attend with other women in the metals industry and this lead me to the AWMI New York Chapter. After attending numerous meetings with educational programs and dynamic women, I was totally impressed and sold on the AWMI benefits of networking, education and mentoring opportunities.

In 1986, I moved to Toronto from New Jersey, started a manufacturing representative company- Pat-Tech Metal Sales Inc.

While traveling around the Toronto area and meeting so many wonderful, enthusiastic women in the metals industry, it was evident that an AWMI Chapter should be formed in the Toronto area. There was a Toronto Chapter SSCI, (now MSCSI) in existence to address the requirements of the upper management of many metal companies, however, there was no venue for education, networking, or mentoring offered to the inside or outside sales, accounting, administrators, H.R, mid-level management, etc.

In 1995 after approaching the AWMI National Membership Committee, guidelines for starting a chapter were sent to Toronto in hopes that there would be enough interest to start a chapter in that area.



SteelOrbis is proud to announce the 3rd annual SteelOrbis Rebar and Wire Rod Conference during the World of Concrete, at the Planet Hollywood Resort & Casino in Las Vegas, Nevada; January 23, 2012.

While the World of Concrete is host to about 50,000 individuals, the most of which are employed in the concrete, masonry, and construction industries, it had been a difficult task for rebar or wire rod traders, buyers, distributors, producers, fabricators, etc. to find worthwhile contacts amongst this large event until the inauguration of the SteelOrbis Rebar & Wire Rod (RWR) Conference at the World of Concrete in 2010. The RWR Conference provides attendees a chance to learn from some of the industry's most informative and influential speakers and takes the guessing game out of finding valuable business contacts for rebar and wire rod professionals. Moreover, steel professionals are able to cut-down on additional lunches and dinners with colleagues, clients or just friends during the World of Concrete because they are all in one ballroom at the Planet Hollywood Resort & Casino for a couple of hours, followed by a networking reception.

Come and learn from the leaders in the industry and network with local and international producers, distributors, traders, fabricators, wire drawers and more. This is a cannot-miss event for anyone who is involved in long steel products.

Preliminary Program

Monday, January 23, 2012

4:00pm - Registration desk opens

4:30pm to 6:00pm - Speakers session featuring:

- David Cheek, President & CEO (Keystone Consolidated Industries)
- Frank Bergren, Vice President (Metal Partners Rebar)
- David Hodory, Vice President of Marketing and Communications (David J. Joseph Company / DJJ)

6:00pm to 8:00pm Networking Reception

Wilshire Ballroom A & B
Planet Hollywood Resort & Casino
Las Vegas, Nevada



Names were gathered, a venue and time chosen and invitations were sent out. The President of AWWMI National and a few key women came to Toronto to inform and promote the AWWMI. There were approximately 80 women in attendance at this meeting listening and very eager to learn more about the AWWMI and what it would offer. The requirements to start a Chapter, is for 13 women to come forward and hold positions as AWWMI Board of Directors.

There were so many women that wanted to be on the first board, there had to be elections. This was the first time the AWWMI National Board had ever encountered this experience of more women wanting positions than available positions.

After forming the board and scheduling meetings of substance, the AWWMI Toronto chapter was formed. This also led to changing AWWMI from a national to an international organization.

To be the first president of AWWMI Toronto Chapter was one of the best experiences of my life.

I found out quickly that my skills as a public speaker left a lot to be desired, so I attended a Dale Carnegie course for public speaking. This course was very helpful with my chapter presidential duties, as well as my Pat-Tech Metal Sales business and daily life. My overall experiences and skills that were developed and honed, due to my service with AWWMI include:

Confidence, networking, public speaking, poise, business management, time



Corporate Member Company Spotlight

AWWMI is especially grateful for the involvement and support of our corporate members. In this issue we would like to highlight a company who has gone the extra mile for us by becoming a silver corporate member. It is with sincere gratitude that we recognize your unbending support of our organization and the mission which guides us!

BlueScope Steel North America (Silver Corporate Member)



- **Public or Private**
Public - Australian Securities Exchange
Symbol BSL
- **Sales Revenue in 2010**
\$1.4 billion
- **Net Earnings in 2010**
\$16.1 million
- **Locations**
BlueScope Steel North America has headquarters in Kansas City, Missouri. The parent company is headquartered in Melbourne, Australia. Other BlueScope Steel North America companies and headquarters locations include:
 - ACS Profiles, Inc. (Sacramento, CA)
 - BlueScope Buildings North America, Inc. (Kansas City, MO)
 - Metl-Span (Lewisville, TX)
 - North Star BlueScope Steel, LLC (Delta, OH)
 - Steelscape, Inc. (Kalama, WA)
- **Products**
BlueScope is a leading supplier of premium metallic coated and painted steel building products and one of the largest manufacturers of pre-engineered steel manufacturing facilities.
- **Employees**
3,400 in North America.
- **Current number of AWWMI members**
BlueScope currently has 5 AWWMI members.
- **Employees currently serving as AWWMI board members**
Mary Wardle (SteelScape) - Executive Board Member and Western Region Director

management, the ability to run efficient meetings, delegating, improve education via programs, and many other traits that I continue to use on a daily basis.

I experienced many positions over these 15 years as a member of AWWMI Toronto including Chapter President, AWWMI Central Region Director, and International Membership Chair. I will continue to support and promote AWWMI to women and men in the metal industry. Having met the many people through the organization, and will continue to meet, is one of the greatest rewards of my career and life.

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▪ **Comments from Barb Bridger, Vice President Human Resources (BlueScope Steel North America)**

"We joined AWWMI in order to give our female talent increased growth and developmental opportunities, and exposure to other women in the metals industry. Current and future members will benefit from the educational, networking and leadership programs sponsored by the organization."

- BlueScope Steel North America 'is proud to be known as one of the largest manufacturers of pre-engineered steel manufacturing facilities.'



Ask the Metallurgist

Michael Pfeifer - President
[Industrial Metallurgists, LLC](#)

Michael Pfeifer is the president of Industrial Metallurgists, LLC. Michael has a PhD in Materials Science and is a licensed professional engineer in the State of Illinois. His company consults and trains on

materials and materials-related topics. Do you have a question you'd like to have answered in a future edition? Please forward questions to mary.becker@nucor.com. Also, take a minute to check out IM's metallurgy courses at www.materialscoursesonline.com.

Q: *Why is stainless steel corrosion-resistant?*

A: Stainless steel is known for its corrosion resistance in many environments in which carbon and low alloy tool steels would corrode. The corrosion resistance is a result of a very thin (about 5 nanometers) oxide layer on the steel's surface. This oxide layer is referred to as a passive layer since it renders the surface electrochemically passive in the presence of corrosive environments.

The passive layer forms because of the chromium added to stainless steel. Stainless steel must have at least 10.5% chromium in order for the passive layer to form. The more chromium that is added, the more stable the passive layer becomes, and the better the corrosion resistance. Other elements such as nickel, manganese, and molybdenum can be added to enhance stainless steel corrosion resistance.

Another requirement for the formation and maintenance of the passive layer is that the steel surface must be exposed to oxygen. Corrosion resistance is greatest when the steel is boldly exposed and the surface is maintained free of deposits. If passivity is destroyed under conditions that do not permit restoration of the passive film, then stainless steel will corrode much like a carbon or low-alloy steel. For example, covering a portion of the surface - for example, by biofouling, painting, or installing a gasket - produces an oxygen-depleted region under the covered region. The oxygen-depleted region is anodic relative to the well-aerated boldly exposed surface, possibly

resulting in the corrosion of the covered region.

Under certain circumstances, the passive layer can break down at localized spots on a well exposed stainless steel surface. When this happens, the metal can corrode in the localized spots. This is called pitting corrosion (Figure 1). One common cause of pitting corrosion is exposure to aqueous environments that contain chloride. Examples are coastal atmospheres, road salt combined with rain water, and even tap water containing high levels of chloride.



Figure 1.

During the fabrication of stainless steel components or structures it is possible to degrade the corrosion resistance. This occurs when austenitic stainless steels (e.g. 304) are exposed to temperatures between about 425°C (797°F) and 870°C (1598°F). If the exposure time is too long, then the areas near the metal's grain boundaries lose their corrosion resistance and can be preferentially attacked when exposed to a corrosive environment. The grains fall out and the metal loses strength (Figure 2). The increased susceptibility to corrosion by this change in microstructure is called sensitization.

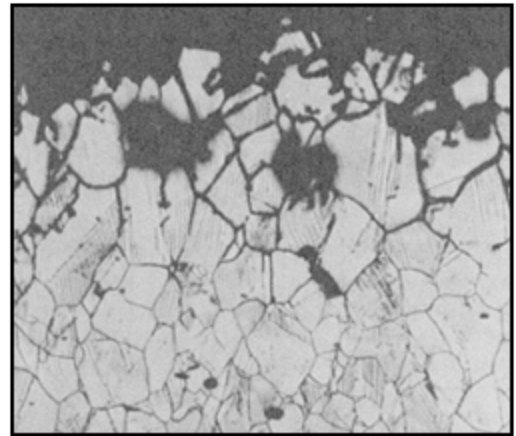


Figure 2

For more information about stainless steel corrosion and corrosion in general take our online, on-demand [Corrosion of Metals](#) course or read [Corrosion: Understanding the Basics](#) by J.R. Davis or [Corrosion and Corrosion Control](#) by R.W. Revie and H.H. Uhlig.



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Sian Marcone Named AWMI's 2010 Member of the Year

AWMI is proud to announce that **Sian Marcone**, International President and member of the Baltimore Chapter has been chosen as the 2010 AWMI International Member of the Year.

Sian graduated from Lehigh University with a Bachelor of Science in Marketing and a minor in French. She was hired by Bethlehem Steel Corporation in 1993 as a sales trainee in the company's seven-month "Loop" training program. Her sales career began in the company's Philadelphia sales office and was followed by assignments in Greensboro and Baltimore, including a position in cold rolled products marketing after the commissioning of the Cold Mill complex at Sparrows Point in 1999. During this time, Sian earned a Master of Business Administration from Loyola College in Maryland. After Bethlehem Steel's bankruptcy in 2003, Sian remained with the Sparrows Point facility through its subsequent purchases by International Steel Group and followed by ArcelorMittal in 2006. In May of that year, she joined Main Steel Polishing Company as National Marketing Manager – Tape Products before returning to ArcelorMittal in 2007. The Sparrows Point division was ultimately sold to Severstal North America in 2008 and to RG Steel, LLC in 2011. Recently Sian was promoted to Manager of Cold Rolled and Tin Mill Products with RG Steel.

At the core of her dedication to AWMI is a wealth of experience having served in most every

board position on either the chapter level or the international level. She has been a contributing member of many committees over the years, helping to mentor through the Chapter Assistance Team; helping to plan the International Conference on the Programs/Speaker Committee; assisting with changes to our operations through the Bylaws/P&G Committee; building the association while on the Marketing Committee; and helping to present a useful and informational "face" of AWMI while on the Website Committee.

The Member of the Year award is the highest honor awarded by AWMI. Members are nominated and selected by their peers for exemplifying the Association's goals of Education, Mentoring, Networking and Growth.



2011 AWMI Conference Recap

Karen Howlett - AWMI Seattle Chapter President
([McSweeney Steel Company](#))

Did you attend the 2011 AWMI Conference in Washington, DC? Seven members from the AWMI Seattle Chapter board were unanimously delighted with the opportunity to experience all four cornerstones of AWMI at the conference:

- **Grow** - This was only my second conference, three of our members had never been before, and one had not been for at least the last eight years. We all felt it was well worth our time. We work hard for AWMI and it is refreshing to know we are associated with such an awesome professional organization that helps us grow in our careers/professions.
- **Educate** - The speakers were a terrific blend of industry experts, end users, and outside (economic) influences. They were interesting, had appropriate messages, and I feel I learned a lot so I can make better decisions for my business and for my AWMI chapter. The rest of the attendees from the NW feel the same way.
- **Network** - There was plenty of time to interact with the other attendees and make true personal connections that are sure to be useful in both business and life.
- **Mentor** - The blend of experience in AWMI and all aspects of the metals industry, ensured that I could both share my knowledge with others and be mentored at the same time.



The schedule allowed a very nice balance of meetings, tourist events and personal time. I know you all put a lot of effort into it and hope you are taking some time now to be proud of your accomplishments!

Congratulations and thank you!



It's All About Me

Loretta Wysocki - International Mentoring Chair (Philadelphia Chapter)



Mentoring begins with *me* ... literally and in reality. It shares *me* with you.

AWMI gives all of us, especially board *members* at all levels, an opportunity to influence the lives of our *members* at local *meetings* and through friendships made by attending conferences and in today's changing world, social *media*. As we move forward, I would like to see more of our members volunteer as a *Mentor of the Month (MOM)*. It takes very little of your time to be a MOM (a lot less time than being a mother) but offers a great benefit to those *members* who ask questions of you. Besides the satisfaction of helping another *member* of AWMI, you have the opportunity to perhaps review how you feel currently on a particular topic. You may be surprised that with education, experience and age comes a wisdom you may not have realized you attained, and that will give you a lot of satisfaction.

Another way a *member* could be a *Mentor*, or at least have some influence on the direction of AWMI's *Mentoring Program* would be to join the *Mentoring Committee*. *Member* ideas are always welcome (even if you are not on the committee – just email or call me – snail mail works too – though not as fast).

Mentoring is a very tangible benefit of AWMI *membership*. Read the stories of *women* and *men* who have been positively influenced by their *Mentors*. When you *mentor*, you leave both the *mentor* and those *mentored* with a priceless legacy.

Let me know if I can add you to the *Mentor of the Month Program* or the *Mentoring Committee*. We will both benefit from the experience!

As you can see, yes, it really is all about *me*.

AWMI Regional Update: Northeast Region

Baltimore Chapter Update

With a new board member and several other women interested in being on the board we have had a great chance to put to use our mentoring skills. Our new board member, Sonya Wolfgang, is our co-chair of the Programs committee and has been fortunate to have Pam Edmiston as her co-chair for mentoring and guidance as she learns the many things involved with presenting a successful program. The whole board has joined in taking Sonya under its wing; and realizing it or not; the board's collective mentoring has helped Sonya become an active, contributing board member. Sonya and other new members of the Baltimore Chapter were present at our Conference at Gaylord National and were able to absorb the spirit of our organization at work. It is a great experience for all of us and especially for first-time attendees.

Baltimore had a successful golf outing in October. On December 1st we held an interesting meeting with Environmental Engineer, Jessica Jeffrey from our local GM plant as the speaker. GM Green, Refuse, Reuse, and Recycle is the topic for the meeting. Our annual Member Appreciation meeting was December 8th, and we all enjoyed the festive and fun social meeting, showing our members that we value their membership and participation in the chapter events.

The Baltimore Chapter wishes everyone the best in 2012!



REACHING NEW HEIGHTS IN 2012

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New York Chapter: The State of Manufacturing in the U.S.

Marianne Steiner - New York Chapter President

[Steiner Industrial Inc.](#)

On November 16th the New York Chapter held its 27th Annual Industry Dinner. Our speaker was Keith Medick, the new CEO of Main Steel, A Shale-Inland Company. Keith's presentation was one of the most (potentially) upbeat we've heard in this area in quite some time -- "2012 Made in America . . . Renaissance or Recession?" This company's Executive Team believes we are heading for a manufacturing renaissance over the next one to two years. Not just an resurgence of new manufacturing, but the new buzz word will be on-shore. We are involved in every manufacturing sector at one level or another, so I believe I can say with confidence that we all hope they are right. I would like to share some of the supporting data Keith presented as it relates to businesses that survived and/or grew over the past three years. The historical data on mergers, acquisitions, bankruptcies and unemployment were pulled from a variety of trade and Federal publications. These statistics are from Deutsche Bank's Organization for Economic Cooperation and Development. While none of us has a crystal ball to see the future, and we know that statistics can be slanted to support one side more than another, there are some very interesting facts worth reading, and looking forward to!

The focus of the study (and the portion that most interested me), has to do with the Middle Market Companies; their resiliency, growth and success. The same companies most of us either work for directly or for one of their divisions, sell to, buy from, service, own, aspire to own or to become. In their research, DB breaks down businesses into three categories -- *Small Business* (<\$10M in annual revenue, ~6M businesses, 35% of total employment); *Middle Market Business* (\$10M to \$1B in annual revenue, 195,000 businesses, 34% of total employment); and *Large Business* (>\$1B in annual revenue, ~2,000 businesses, 31% of total employment). The Middle Market in the United States is the fourth largest global economy; \$3.8 trillion in private sector GDP. Their survival from 2007 to 2010 was 82% and during the same period their average growth rate of employment was 20 jobs per business while large companies shed 2,000 jobs per business. The Middle Market is diverse and one out of four large companies where middle market companies five years prior.

Within the Middle Market companies is a subset that DB calls the Growth Champions. All have projected +10% growths for 2011 and 2012 and all are growing at 3-5 times the rate of GDP. These companies have distinguishing characteristics we should all be looking to inspire, nurture and attain as managers or owners and support and exercise as employees.

*Sharper customer focus
Broader geographic vision
Invest in innovation
Strong management culture
Superior talent management*

The study reported that 2010 employment in manufacturing increased for the first time in many years. The contributing factors were the declining US dollar value, continued increases in labor productivity, general revival of the US and global economies, modification of very expensive labor contracts, the diminishing trend to offshore production and cheaper energy. All these factors lend themselves to a more globally competitive and manufacturing friendly environment. They also (in

theory) have lent to much of the growth seen in the middle market's Champions.

Now one could contend that the Middle Market category has the smallest number of businesses of the three and therefore is less representative of things to come. Or, one could contend that solid business practices, innovation and entrepreneurialism is alive and well in the US of A and we are entering a totally new State of Manufacturing.

AWMI Exhibits at Metalcon 2011 in Atlanta

Catherine Lemley

Pittsburgh Chapter Programs Co-Chair

[PLS Logistics Services](#)

With an attendance of over 5,500 people, the 2011 METALCON conference and exhibition, held October 11-13 at the Georgia World Congress Center, was a fantastic venue for AWMI to bring awareness of the organization to metal producers, fabricators, building developers, contractors, and metal publications from more than 300 companies expanding over 52 countries.



The event catered to both those new to the industry as well as seasoned pros, with their fantastic mix of product displays, educational seminars, demonstrations on the latest techniques and applications, and experts on hand to answer questions on every aspect of the industry.

The AWMI booth this year was located in the back of the exhibit hall which originally we feared wouldn't provide us much traffic. Thankfully though, our fears were not realized when we had a steady stream of interested participants. Ranging from past members who had let their membership lapse, to potential new members, to potential speakers, to potential sponsors, the traffic we saw was incredibly encouraging. With the AWMI expansion initiative, we were excited to hear from many who stopped by that they were past members of the Georgia and Florida chapters and were very interested in participating should another chapter open up.

Equipped with our handy lead capturing tool, we were able to scan the name tags of interested visitors and captured their information for our lead follow up. As a first time booth volunteer, it was exciting for me to tell my story to the countless people who stopped by, unaware of who AWMI was and what we stand for. I was able to explain our mentoring, educational, and networking values, as well as my own personal career growth through my participation in AWMI. We all shared our stories of clients we met through networking events, the tools we garnered through educational seminars, and the lifelong friends we made by participating on the board.

Over the course of three days, we had many reactions to our presence there – my favorite being a quote from a female activist in the construction market exclaiming: "How did I not know you existed?!? I'm so happy to see other groups in the industrial sector promoting female leadership. I want to learn everything about you!" Its moments like speaking with this enchanted woman, which made me proud to be representing AWMI at METALCON.

On behalf of all of the volunteers who gave their time and shared their story: International President **Sian Marcone**, Baltimore member **Christine Heinrich**, International member **Debby Cottingham**, Columbus Programs Chair **Jackie Stachowski**, International Marketing Chair **Mary Becker**, Western Regional Director **Mary Wardle**, International Vice President **Tammy Olt**, Philadelphia member **Tiffany Hutcheson**, St. Louis member **Nicole McChristian**, and myself ... we encourage you to share your time during 2012's METALCON (Oct 9-12) in Rosemont IL!

METALCON
INTERNATIONAL

T W E N T Y T W E L V E

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