

# **STAINLESS**

# 25<sup>™</sup> STAINLESS & ITS ALLOYS CONFERENCE

# MAY 16-17, 2011 MARRIOTT CITY CENTER | PITTSBURGH, PA

## Where the Market Talks – 2011 and Beyond

AMM Events and SMR are proud to announce they will be host partners for the 25<sup>th</sup> Stainless and its Alloys Conference. Celebrating its 25<sup>th</sup> anniversary, the 2011 Stainless and its Alloys Conference will be the premiere gathering for high-level executives involved in the stainless, alloys and their raw materials markets in North America.

## **REGISTER TODAY**

Register online at www.amm.com/stainless or call us at 212.224.3577



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#### Package Deal for Stainless & Aerospace Materials Conferences

Stay on and join us for AMM Events' Aerospace Materials Conference held in conjunction with the Stainless event on **May 17-18, 2011** at the Marriott City Center in Pittsburgh.



The U.S. stainless steel market is heading into a year that will keep everybody on its toes again.

Demand is rising strong in some segments, whilst still being sluggish in others. Will the momentum hold for the 2nd half of this year? Prices are up, but how much this is based on Nickel, Chromium and Molybdenum price hikes? Is it a good time to forget about the crisis that is behind us and invest to stay ahead?

All in all, things look good, and the year ahead will once again separate the "men from boys". The 25th Stainless and its Alloys Conference in Pittsburgh will help you to decide on which side of the market you are on.

# 25<sup>TH</sup> STAINLESS AND ITS ALLOYS CONFERENCE MAY 16-17, 2011

#### **CHAIRMEN**

Markus Moll, *Managing Director*, SMR – Steel and Metals Market Research, Austria David Brooks, *Senior Vice President*, American Metal Market, USA

Barry Hunter, *President*, Hunter Alloys LLC, USA

#### **PANEL SPEAKERS**

**Dr. Ulrich Albrecht-Frueh**, *President & CEO*, ThyssenKrupp Stainless, USA

Gerald F. Barber, *Partner*, PricewaterhouseCoopers LLC, Latin America Transaction Services, USA

Austin Brown, *Director of Metals Strategy*, BlueGold Capital Management LLP, UK

Barbara Buck, *Vice President Marketing & Sales*, Climax Molybdenum, USA

**Craig Colyer**, *Vice President of Merchandising*, Main Steel, USA

Pete Dow, Director of Strategic Sourcing & Import Compliance, ITW Food Equipment Group

Richard C. Garvin, North American Sales Director, ArcelorMittal Industeel USA LLC, USA

Pat Gerkin, *CEO*, Schmolz + Bickenbach, USA Alasdair Gledhill, *Nickel Product Manager*, ELG Metals Inc., USA

Walter Hauk, *President & CEO*, Millennium Tiles LLC. USA

**Nestor Ibrahim**, *President*, Star Holdings International, USA

**Steve Lamb**, *Consultant*, Nickel Institute, USA **Darrell H. Lewis**, Director Purchasing, Global

Fixtures Kitchen & Bath Group, Kohler Co. Wolfgang Lipp, *Managing Director*, SMI – Steel Market Intelligence, Austria

Markus Moll, *Managing Director*, SMR- Steel and Metals Market Research, Austria

Marcos Nava, *Owner*, Distribuidora Metalica S.A. de C.V., Mexico

**Leslie Norgren**, *Chief Procurement Officer*, Ryerson, USA

**Dennis Oates**, *President & CEO*, Universal Stainless & Alloy Products, Inc., USA

**Cengiz Onal**, *Sales Manager*, Yildirim Holding Inc., Turkey

**Tom Prell**, *Vice President*, Fischer Canada Stainless Steel Tubing, Inc., Canada

Ronald P. Sandmeyer, Jr., *President and CEO*, Sandmeyer Steel Company, USA

Nicholas Snowdon, Assistant Vice-President – Base Metals Research, Barclays Capital, USA

**Greg Sturicz**, *President*, United Industries, Inc., USA

**Francois Trofim-Breuer**, *Director, Strategic Sourcing*, Bombardier Transportation North America, USA

Bill Zahner, President & CEO, ZAHNER, USA

#### **KEY TOPICS TO BE DISCUSSED**

- ► The Big Picture
- ► Transportation
- ▶ Oil & Gas and Process Equipment
- ► Consumer Products and Catering
- ► ABC (Architecture Building & Construction)
- Distribution
- Raw Materials
- ► Focus on Latin America

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#### **REGISTER TODAY** Register online at www.amm.com/stainless or call us at 212.224.3577

STAINLESS CONFERENCE Standard Rate: US\$995 STAINLESS & AEROSPACE MATERIALS PACKAGE DEAL Standard Rate: US\$1795

Accommodations: American Metal Market has reserved a block of rooms at a special rate of \$169 USD at the Pittsburgh Marriott City Center. Rate is exclusive of taxes, gratuities & service charges and is based upon availability. Cut-off date is April 17, 2011 and is on a first-come basis. To make your hotel reservations, please call Marriott International Reservations toll-free, 1-888-456-6600 and ask for the American Metal Market Room Block. A credit card is required to reserve your accommodations.

Cancellation Terms and Conditions: Registration cancellations received in writing on or before April 15, 2011 will qualify for a refund less 10% handling charge. No refund will be given on cancellations after this date, although delegate substitutions will be accepted. For cancellation information, please call 818-487-2085 (or) 1-866-891-3143. For hotel cancellation policy, please contact the hotel directly. In the unlikely event of this conference being canceled for any reason, neither AMM not its subsidiaries and/or associated companies nor its employees accept any responsibility for travel accommodation cost or consequential losses incurred by a prospective delegate as a result of any such cancellation. We therefore recommend that prospective delegates arrange appropriate travel insurance coverage. Note: While every effort is made to ensure the speakers, papers, topics, tours etc that are announced in advance materialize, neither AMM Events nor is subsidiaries and/or associate companies nor its employees accept any liability or responsibility in cases where they fail to materialize. Contact: For more information, please call 212-224-3577

## DAY ONE: MONDAY, MAY 16, 2011

8:00am       Registration, Exhibits & Continental Breakfast Open KEYNOTE PANEL       11:55am       The Climate is Right for Trains Francois Trofim-Breuer, Director, Strategic Sou Transportation North America, USA         9:00am       Welcome Address       12:10pm       Panel Q & A         0:00am       Chairman's Opening Remarks & Market Figures USA and the World for Long and Flat Products Markus Moli, Managing Director, SMR – Steel and Metals Market Research, Austria       12:10pm       Panel Q & A         9:20am       ThyssenKrupp Stainless USA: Setting Tomorrow's Standards Today Dr. Ulrich Albrecht-Frueh, President & CEO, ThyssenKrupp Stainless USA, LLC, USA       2:05pm       Proice Laggards and Bright-Spots Richard C. Garvin, North American Sales Direch Industeel USA LLC, USA         9:35am       The US Market for High Performance Long Products Pat Gerkin, CEO, Schmolz + Bickenbach, USA       2:25pm       Lace Welded Tubes for Demanding Applicati Greg Sturicz, Inc., USA         9:35am       The US Market Kor High Performance Long Products Pat Gerkin, CEO, Schmolz + Bickenbach, USA       2:25pm       Lace Inthe Foodservice Industry Industeel USA LLC, USA         10:40am       Consolidation: How Severe is Overcapacity Really? Markus Moli, Managing Director, SMR – Steel and Metals Market Research, Austria       3:40pm       "Ite Silo Picture         10:40am       Consolidation: How Severe is Overcapacity Really? Markus Roli, Managing Director, SMR – Steel and Metals Market Research, Austria       4:30pm       "Macus Moli, Managing Director, SM Nodeals Market Research, Austria <th></th>	
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Metals Market Research, Austria           TRANSPORTATION         5:30pm           Networking Cocktail Reception	
	or, SMR – Steel and
11:40am Stainless Steel Exhaust Systems: A High-Tech Component	
<b>Tom Prell</b> , <i>Vice President</i> , Fischer Canada Stainless Steel Tubing, Inc., Canada	

## DAY TWO: TUESDAY, MAY 17, 2011

9:5 10:1

7:30am	Exhibits & Continental Breakfast Open		RAW MATERIALS
	ARCHITECTURE, BUILDING & CONSTRUCTION	10:40am	Opening Remarks Barry Hunter, President, Hunter Alloys LLC, USA
8:00am	<b>Opening Remarks</b> <b>Markus Moll</b> , <i>Managing Director</i> , SMR – Steel and Metals	10:50am	Fundamentals versus Funds – What Matters the Most for the Nickel Price?
8:05am	Market Research, Austria Stainless Water Pipes		Austin Brown, <i>Director of Metals Strategy</i> , BlueGold Capital Management LLP, UK
8:20am	Steve Lamb, Consultant, Nickel Institute, USA Stainless Steel Sinks - An Old Application with a Bright		Outlook for Ferrochrome: Another Supply Shortage Ahead Cengiz Onal, Sales Manager, Yildirim Holding Inc., Turkey
	Future           Darrell H. Lewis, Director Purchasing, Global Fixtures Kitchen	11:20am	Segments
8:35am	& Bath Group, Kohler Co., USA Stainless Steel Fasades and Roofing Systems – A Product		Barbara Buck, Vice President Marketing & Sales, Climax Molybdenum, USA
	Whose Time Has Come Bill Zahner, <i>CEO and President</i> , A. Zahner Company, USA		Recycling the Recession Alasdair Gledhill, <i>Nickel Product Manager</i> , ELG Metals Inc., USA
8:50am	Walter Hauk, CEO and President, Milleium Tiles, USA Panel Q & A	11:50am	Panel Q & A
	DISTRIBUTION PANEL		FOCUS ON LATIN AMERICA
9:10am	Processing of Stainless Steel and Nickelalloy plate — Perspective of a Leading Player	12:10pm	Opening Remarks Markus Moll, <i>Managing Director</i> , SMR – Steel and Metals Market Research, Austria
	Ronald P. Sandmeyer, Jr., <i>President and CEO</i> , Sandmeyer Steel Company, USA	12:15pm	Mexico – the Unknown Neighbor Marcos Nava, <i>Owner</i> , Distribuidora Metalica S.A. de C.V., Mexico
9:25am	The True Meaning of Service Craig Colyer, Vice President of Merchandising, Main Steel, USA	12:30pm	Latin America: the Dynamic Part of America Gerald F. Barber, Partner, PricewaterhouseCoopers LLC, Latin America Transaction Services, USA
9:40am	Challenges for Distribution in a Changing Environment Leslie Norgren, <i>Chief Procurement Officer</i> , Ryerson	12:45pm	Boom Region Emerging America – Facts and Figures Wolfgang Lipp, <i>Managing Director</i> , SMI – Steel Market
9:55am	Procurement Corporation, USA Panel Q & A	1.0000	Intelligence, Austria
	Networking Refreshment Break	1:00pm 1:15pm	Panel Q & A Close of Conference

, Mexico

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