

# Where the **Long Products** **Industries Meet in 2010**



**AWPA Annual Meeting** | May 9-10, 2010

**Long Products Supply Chain Symposium** | May 10-11, 2010

**Wire Expo** | May 12-13, 2010

PFISTER HOTEL, MILWAUKEE, WI



# Three Meetings, One Location

## Program

Did you know Milwaukee is deemed the place to be in May of 2010? The American Wire Producers Association (AWPA) has partnered with the Wire Association International (WAI) to bring the wire industry and the firms up and down the supply chain to Milwaukee, WI for three (3) meetings to create one spectacular occasion. AWPA is planning an extraordinary new industry event – the Long Products Supply Chain Symposium which will attract representatives from up and down the supply chain. Perfectly positioned between the AWPA Annual Meeting and WAI's Wire Expo, AWPA has created an exceptional event providing you with critical information, marketing opportunities, and the benefit of cutting your travel expenses in 2010.

## LONG PRODUCTS SUPPLY CHAIN SYMPOSIUM

Will the economic recession be coming to an end this Spring? What will you need to know to position your company to take advantage of returning markets? The Long Products Supply Chain Symposium will give you the information you'll need for strategic decision making. The significant return on your investment is that this unique event will bring together key decision makers from all strata of the Long Products Supply Chain. You'll hear from industry leaders and experts in a knowledge-packed program. Imagine the insight you'll gain in talking with your vendors, customers and peers – all in one place – two receptions, one lunch and free time at breakfast and dinner to see everyone you need to see.

In cooperation with trade associations throughout the supply chain, this event will provide perspectives from all sectors of the supply chain, during the spring business cycle at a time when the end of our economic recession will be hotly debated. The program is packed with topics that are sure to provide valuable information regarding the changing manufacturing climate. You'll leave with knowledge and contacts that will support your plans to make your company successful, as the country continues to emerge from the recession.

### Who should attend?

- Presidents, CEO's, COO's, Sales Executives from companies in the Carbon, Alloy or Stainless Long Products Supply Chain
- Rod & Bar Manufacturers, Wire Manufacturers, Wire Products, Spring & Fastener Manufacturers and Wire Fabricators
- Suppliers of equipment and services to the supply chain

### Industry Experts and a Knowledge-Packed Program

The Symposium program has been crafted to provide you with speakers you know and trust and others you'll be glad you met. Hear from these individuals as keynote speakers and panelists as they share their expertise with you.

#### US Economic and Manufacturing Policy

**Jay Timmons**, Executive Vice President, National Association of Manufacturers

**Charles Blum**, Director, Coalition for a Prosperous America & Fair Currency Coalition

**Thomas Danjczek**, President, Steel Manufacturers Association

**David Phelps**, President, American Institute for International Steel

**Kurt Fowler**, Managing Director, SteelFacts

#### The Manufacturing Economy In The US and The World

**John J. Ferriola**, Chief Operating Officer, Steel-making Operations, Nucor

**Clare W. Zempel**, CFA, Principal, Zempel Strategic

**Edwin Basson**, Vice President, Commercial Coordination, ArcelorMittal

**Michelle Applebaum**, Michelle Applebaum Research

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

**G. Mustafa Mohatarem**, Chief Economist, General Motors Corporation

#### Supply Chain Outlook

**James Kerkvliet**, Vice President of Commercial Sales, Gerdau Ameristeel

**H.O. Woltz, III**, Chairman and CEO, Insteel Industries, Inc.

**Matthew Brace**, Executive Vice President of Sales & Marketing, CMC Americas

**Jack Lynch**, Sales Manager, Charter Steel

# This event is made possible by the generous support of our Sponsors!

## Industry Leaders



**EVRAZ ROCKY MOUNTAIN STEEL**



## Gold Sponsors



## Sponsorship Opportunities

The Long Product Supply Chain Symposium will bring together producers, customers and industry affiliates for a one-of-a-kind event. This is an excellent opportunity to showcase your organization. A variety of sponsorship opportunities are available. Inquire now and commit early to receive the greatest exposure for your company. Complimentary registrations for your company attendees and industry guests are part of the package of benefits. For more information call AWPA at 703.299.4434.

# Symposium Program

## Monday, May 10

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**12:30 pm - 5:00 pm**

**Long Products Supply Chain Symposium Registration**

**1:00 pm - 4:30 pm**

**US Economic and Manufacturing Policy**

**Welcome**

**Walter Robertson, III**, President, Johnstown Wire Technologies and the American Wire Producers Association (AWPA)

**KEYNOTE Speaker**

**Jay Timmons**, Executive VP, National Association of Manufacturers  
**Healthcare reform, energy policy, and climate change impact your bottom line**

**PANEL of Policy Experts**

**Actions for Economic Recovery**

**Charles Blum**, Director, Coalition for a Prosperous America & Fair Currency Coalition

**Thomas Danjczek**, President, Steel Manufacturers Association

**David Phelps**, President, American Institute for International Steel

**Kurt Fowler**, Managing Director, SteelFacts

- Can exports save North American manufacturing?
- Are US Trade Cases the only way to protect the supply chain?
- What can the US industry do to change US policy?
- Did the Stimulus Package and Buy American stimulate the Steel Industry?

**5:30 pm - 7:00 pm**

**Cocktail Reception**

**7:00 pm**

**Dinner with Customers, Vendors, Colleagues**

Individual attendees to make their own arrangements

## Tuesday, May 11

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**Breakfast for Business**

Individual attendees to make their own arrangements

**8:00 am - 12:00 noon**

**The Manufacturing Economy In The US and The World**

**KEYNOTE Speaker**

**John J. Ferriola**, Chief Operating Officer, Nucor

**PANEL of Economists**

**General and Steel Economic Outlook**

**Clare W. Zempel**, CFA, Principal, Zempel Strategic

**Michelle Applebaum**, Michelle Applebaum Research

**Edwin Basson**, Vice President, Commercial Coordination, ArcelorMittal

- Is the recession coming to an end?
- Where is steel in the economic recovery?
- Are foreign steel concerns recovering faster than in North America?

**12:00 pm - 1:00 pm**

**Lunch**

**1:30 pm - 5:00 pm**

**Supply Chain Outlook**

**PANEL of Sector Forecasts**

**Construction and Automotive**

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

**G. Mustafa Mohatarem**, Chief Economist, General Motors Corporation

- Is the Construction Market recovery real?
- Has the government stimulus package had an effect on public and private construction projects?
- Did 'Buy American' help the American Steel Industry?
- Has the US Automotive market moved beyond 'Cash for Clunkers'?
- What are the real effects of the auto industry bailout and consolidation?
- Are jobs back in these markets – for the long-term?

**PANEL of Raw Material Suppliers**

**Where is the Supply Rollercoaster, Today?**

**James Kerkvliet**, Vice President of Commercial Sales, Gerdau Ameristeel

**H.O. Woltz, III**, Chairman and CEO, Insteel Industries, Inc.

**Matthew Brace**, Executive Vice President of Sales & Marketing, CMC Americas

**Jack Lynch**, Sales Manager, Charter Steel

Hear about raw material supply from different industry sector perspectives:

- Worldwide Rod, Bar & Wire Producer
- Domestic Independent Wire Manufacturer
- Worldwide Rebar Manufacturer
- Domestic Integrated Rod and Wire Producer

**5:30 pm - 7:00 pm**

**Cocktail Reception**

**7:00 pm**

**Dinner with Customers, Vendors, Colleagues**

Individual attendees to make their own arrangements



# AWPA Annual Meeting

The Annual Meeting will take place in conjunction with the Long Products Supply Chain Symposium in Milwaukee, WI, May 9-10, 2010. Discounted registration is available for members and prospective members who are planning to attend the Annual Meeting, the Symposium and Wire Expo. Don't miss out on a great opportunity to see everyone together in one place, gain some knowledge about our ever-changing industry and save money on event fees and travel. Milwaukee is WHERE THE LONG PRODUCTS INDUSTRIES MEET IN 2010!

Taking place prior to the Symposium, the Annual Meeting will last a day and a half. The format has been condensed and will consist of Committee, Board and Business meetings as well as occasions to enjoy the company of friends and colleagues.

## Meetings

### Committee Meetings

Committee meetings will be held Sunday afternoon (leadership) and Monday morning. Committee meetings are the forum where activities and programs are planned and issues of concern are discussed. All members and potential members are welcome and encouraged to attend the Membership, Nail (tentative), PC Strand and Stainless committee meetings. Attendance at the Executive Committee, Government Relations Advisory Committee and Board of Directors meetings are limited to the designated committee members.

### Business Meetings

Active and Associate Business Meetings, an important component of the Annual Meeting, are the venue of the official business of the Association. These meetings will take place Monday morning. The Active Member Business Meeting will include the election of Officers and Directors, a financial report, and the discussion of any business or policy issues that require attention. What projects will AWPA members undertake to work cooperatively in the coming year to tackle the issues the industry is facing? Wire producers and suppliers alike have a stake in what AWPA decides to do.

## SCHEDULE OF EVENTS

### AWPA Annual Meeting

#### Sunday, May 9

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**12:00 pm - 5:30 pm**

AWPA Meeting Registration

**1:00 pm - 3:30 pm**

Government Relations Advisory Committee Meeting

**3:30 pm - 5:30 pm**

Executive (Finance) Committee Meeting

**5:30 pm - 7:00 pm**

**Opening Reception – Sponsored by the Suppliers**

**Dinner on Your Own**

#### Monday, May 10

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Breakfast for Business

**8:00 am - 10:00 am**

Membership Committee Meeting

**8:00 am - 10:00 am**

Nail Committee Meeting (tentative)

**8:00 am - 10:00 am**

PC Strand Committee Meeting

**8:00 am - 10:00 am**

Stainless Committee Meeting

**10:00 am - 11:00 am**

Active Member Business Meeting

**10:00 am - 11:00 am**

Associate Member Business Meeting

**11:00 am - 12:30 pm**

AWPA Members Meeting & Lunch

#### Wednesday, May 12

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**7:30 am - 9:30 am**

Board of Directors Breakfast

## Interested in learning more about AWPA and Membership?



AWPA is an international trade association which provides an educational, interactive industry forum that supports and promotes the global competitiveness, and acts in the best interests, of North American wire producers. AWPA represents 80 - 90% of the US production of carbon, alloy and stainless steel wire and wire products in the United States and almost all of the North American production of carbon and stainless wire rod. AWPA also represents wire producers in Canada and

Mexico and wire rod producers located in the US and around the world. Representatives from prospective member companies are welcome to attend the Annual Meeting one time before becoming a member. Please contact the AWPA Office for more information or check out the website at [www.awpa.org](http://www.awpa.org).

For more information, please contact the American Wire Producers Association.  
801 N Fairfax Street, Suite 211, Alexandria, VA 22314  
703-299-4434 | 703-299-9233 fax | [info@awpa.org](mailto:info@awpa.org) | [www.awpa.org](http://www.awpa.org)

# Wire Expo

All Symposium participants are invited, **free-of-charge**, to Wire Expo and the activities of The Wire Association International's (WAI) 80th Annual Convention, to be held May 12-13, 2010, at the Midwest Airlines Center located just down the street from the Pfister Hotel.

Tour more than 120 booths on the Wire Expo show floor where suppliers and manufacturers will showcase their newest products and wire-making equipment. Attend free Production Solutions Demonstrations on the show floor for practical information about wire breaks, wire dies, and lubrication.

## Registration

Your Long Products Supply Chain Symposium Registration, includes Entrance to the Wire Expo Exhibits, Reception and Technical Sessions for Wire Expo, so you do not need to register separately.

If you wish to attend any of these optional activities, please go to [www.wirenet.org](http://www.wirenet.org) to register: (fees apply)

- **Fundamentals of Wire Manufacturing** – Tuesday, May 11
- **Charter Steel Plant Tour** – Tuesday, May 11
- **Rockwell Automation Plant Tour** – Tuesday May 11
- **5K Road Race Charity Event** – Tuesday, May 11
- **Awards Breakfast** - Wednesday, May 12

Symposium participants are also welcome to attend the two-hour Phosphating 101 workshop as part of the program, at no charge (May 12, 10:30 am - 12:30 pm). Technically minded visitors are invited to attend the 25 technical paper presentations offered on May 12 and 13. Forthcoming details and event



## About WAI

The Wire Association International (WAI), Inc. is a worldwide technical society for wire and cable industry professionals governed by volunteers from around the world. WAI promotes, collects, and disseminates technical, manufacturing, and general business information to the ferrous, nonferrous, electrical, fiber optic, and fastener segments of the wire and cable industry.



## SCHEDULE OF EVENTS

### Tuesday, May 11

Registration  
Fundamentals Course  
Plant Tours - Charter Steel and Rockwell Automation  
Annual 5K Road Race

### Wednesday, May 12

7:30 am - 4:00 pm  
Registration  
8:00 am - 9:30 am  
Awards Breakfast  
10:00 am - 5:00 pm  
Exhibits Open  
10:30 am - 3:30 pm  
Tech Program  
1:00 pm - 1:30 pm  
WAI Mordica Lecture  
1:30 pm - 3:30 pm  
Production Solutions  
4:00 pm - 7:00 pm  
**General Reception**

### Thursday, May 13

8:00 am - 2:30 pm  
Registration  
9:00 am - 3:00 pm  
Exhibits Open  
9:00 am - 1:00 pm  
Tech Program  
10:15 am - 12:15 pm  
Production Solutions

# The Logistics

## Registration Fees and Payment

The Early Bird discount offers the best value, so be sure to register early! The registration fee covers all events at the Long Products Supply Chain Symposium (May 10-11), including a lunch and two receptions, and the exhibits and activities at Wire Expo (May 12-13). For AWPA members, it also includes the AWPA Annual Meeting functions (May 9-10).

**A \$30 discount applies when you register and pay online!**

	<b>AWPA Members</b>	<b>Other Attendees</b>
<b>Early Bird Payments (before April 16)</b>		
Online Credit Card	\$895	\$980
Check/Fax	\$925	\$1010

## Late Registration Payments (after April 1)

Online Credit Card	\$945	\$1030
Check/Fax	\$975	\$1060
Spouse/Guest	\$200	\$200

## Are You Planning On Bringing Several People From Your Company?

If you are attending the Symposium with others from your company, you should consider the value of sponsorship. Complimentary event registrations are included in the sponsorship packages for 2, 4, or 6 people, along with great exposure for your company. Contact AWPA for more information 703-299-4434.

## Here's how to Register

Complete event information and registration is available at [www.awpa.org](http://www.awpa.org). Go to Upcoming Events, select the 2010 Long Products Supply Chain Symposium and click on Event Registration. If your company is listed as a sponsor, please check with a company representative to see if you are one of their complimentary registrations. If your spouse/guest is attending, make sure their name is listed in the "Manage Special Requests and Guest Information" section of the registration page and check the "Spouse/Guest Registration Fee".

AWPA members must have an account in the AWPA database to receive the member discount. AWPA staffers are available to help you if you are unable to find your record or if you need assistance, please call 703-299-4434.

## Cancellations

Meeting registrations cancelled in writing (fax or email), by April 16 are entitled to a full refund. Cancellations made after April 16 are non-refundable.

## Transportation

The Pfister Hotel is conveniently located 8 miles from the General Mitchell International Airport. Taxi service is available from the airport to the hotel for approximately \$26. Shuttle service, which must be arranged in advance, is also available from Airport Service 262-574-5800 or Go Airport Connection 800-236-5450. Rates for shuttle service vary.

## The Pfister Hotel



## Hotel Reservations

The AWPA Annual Meeting and the Long Products Supply Chain Symposium will be held at The Pfister Hotel in downtown Milwaukee, just blocks from the Midwest Airlines Arena where Wire Expo will take place.

Reservations should be made by calling the hotel directly at **414-273-8222** no later than April 16, 2010. Mention you are with the American Wire Producers Association (AWPA) to receive the discounted group rate of \$155 single/double per night. The discounted rate is available May 5-14, based on availability.

## The PFISTER HOTEL and MILWAUKEE

The Pfister Hotel has received accolades as being the best of downtown Milwaukee hotels since it opened in 1893. Nestled in the heart of downtown Milwaukee, the majestically restored Pfister Hotel is within easy walking distance of many dining and shopping options, as well as the Midwest Airlines Convention Center where Wire Expo will be held. Milwaukee is well-known for its rich arts and theatre venues and the "Pfister" is located in the heart of the cultural and entertainment community. Feel free to contact the hotel concierge at 414-390-4669 or the Conventions Visitors Bureau to enjoy all Milwaukee has to offer.

## Cancellations

Hotel reservation deposits are refundable, if notice is received at least 48 hours prior to arrival and a cancellation number is obtained. One night's room and tax will be charged for late cancellations or no shows.

## Weather & Attire

Spring days in Milwaukee average about 60 degrees. Be sure to pack long pants and a sweater or jacket for evening functions. Meeting attire is business casual including the two evening receptions.

## Meeting Checklist

- ✓ Complete online registration
- ✓ Book Airline Tickets
- ✓ Make Hotel Reservations
- ✓ Book Car Rental or Shuttle Reservation
- ✓ Plan Dinner Events and Make Reservations ([www.opentable.com](http://www.opentable.com))

# Milwaukee Restaurants

## 10 Good Picks: Milwaukee Restaurants

### **Bartolotta's Lake Park Bistro**

**3133 E Newberry Blvd, tel. 414-962-6300**

Milwaukee's premiere French restaurant uses fresh ingredients, an adherence to traditional French cooking styles and Wisconsin's only true French Rotisole (Rotisserie) to create exquisite menu items as well as a wine list that is, appropriately enough, exclusively Francaise.

### **Carnevora**

**724 North Milwaukee Street, tel. 414-223-2200**

Carnevora offers a chic and contemporary setting, with mixed music from the 80s, paired with extraordinary service. Offerings range from one-plus Ahi Tuna fresh from Hawaii to imported, grade A-5, Kobe beef from Japan. Carnevora boasts over 400 selections of wine.

### **Eagan's on Water**

**1030 N Water St, tel. 414-271-6900**

A Milwaukee landmark, Eagan's has daily seafood deliveries to provide the freshest seafood available. Its menu also offers an excellent selection of land lovers' entrees and salads. Located in the middle of Milwaukee's busiest night life, its bar is one of the largest in the state.

### **Ichiban**

**2336 N Farwell Ave, tel. 414-278-8056**

Fresh sushi, light and crispy tempura, and a variety of noodle dishes draw raves from the regulars at this well-liked Japanese restaurant. The "Teppan Yaki" room even makes this a popular choice for Japanese steak house fans.

### **Kegel's Inn**

**5901 W National Ave, tel. 414-257-9999**

Kegel's Inn is the most authentic German beer hall and restaurant in the Milwaukee area, replete with incredible murals, leaded glass, and heavy wooden beams. You will enjoy the food, the decor, and warm hospitality.

### **Karl Ratzsch's**

**320 E Mason St, tel. 414-276-2720**

Karl Ratzsch's serves excellent traditional German food in a convivial atmosphere. Various schnitzels, red cabbage steeped in vinegar and sugar, and homemade spaetzle, accompanied by an impressive selection of German beer and wine, friendly service and the best apple strudel in town.

### **Louise's Trattoria**

**801 N Jefferson St, tel. 414-273-4224**

Louise's menu is California-influenced Italian, with pastas, salads and wonderful gourmet pizzas. Standouts include chicken piccata, cioppino, baked lasagna, pappardelle with Italian sausage and more. Service is attentive but unintrusive.

### **Mader's German Restaurant**

**1037 N Old World 3rd St, tel. 414-271-3377**

Mader's offers wonderful traditional German food: schnitzels, sauerbraten with gingersnap sauce, a near-legendary pork shank, Hungarian goulash, brats as well as hundreds of beers and German chocolate cake for dessert.

### **Osteria del Mondo**

**1028 E Juneau Ave, tel. 414-291-3770**

This Italian restaurant features dishes from many regions of the country, including tagliatelle verdi al ragu and veal scallopine and mascarpone and ricotta stuffed ravioli. After dinner, relax in the cigar lounge or at the comfortable bar.

### **Sanford**

**1547 N Jackson St, tel. 414-276-9608**

Sanford's contemporary decor complements the inspired continental menu. It uses the freshest seasonal ingredients for dishes such as grilled tuna with cumin wafers, and a Sardinian grilled scallop over couscous with walnut aioli. The desserts are decadent treats.



Milwaukee may be best known for bratwurst, but the city offers plenty of other dining options.



# Registration Form

MAY 10-11, 2010 | PFISTER HOTEL, MILWAUKEE, WI

Please complete one registration form for each attendee. The registration fee covers all the events at the Long Products Supply Chain Symposium including a lunch and two receptions, as well as the Wire Expo Exhibits, Reception, and Technical Sessions. For AWPA members the fee also includes all functions of the AWPA Annual Meeting. *Please complete all fields.*

Registrant Name (as you wish to appear on badge)	Title
Company Name	Phone
Address/PO Box	Email
City, State, Zip, Country	Website

## Fees and Payment

Online registration and payment is a \$30 discount! Go to [www.awpa.org](http://www.awpa.org).

If you require special accessibility or accommodations, please contact AWPA at [info@awpa.org](mailto:info@awpa.org).

### ATTENDEES

\$\_\_\_\_\_ Early Bird Registration Fee - **\$1010 postmarked by April 16 (online \$980)**

\$\_\_\_\_\_ Late Registration Fee - **\$1060 after April 16 (online \$1030)**

\$\_\_\_\_\_ Spouse/Guest Fee - **\$200** Spouse/Guest Name: \_\_\_\_\_

YES or  NO WAI Wire Expo – complimentary

Are you interested in AWPA Membership? Please check a potential member type. Full descriptions can be found on the AWPA website at [www.awpa.org](http://www.awpa.org).

- |                                                         |                                                               |                                                 |
|---------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Active                         | <input type="checkbox"/> Associate Canadian Wire Manufacturer | <input type="checkbox"/> Associate Rod Supplier |
| <input type="checkbox"/> Associate US Wire Manufacturer | <input type="checkbox"/> Associate Mexican Wire Manufacturer  | <input type="checkbox"/> Associate Supplier     |

### AWPA MEMBER DISCOUNT

\$\_\_\_\_\_ Early Bird Registration Fee - **\$925 postmarked by April 16 (online \$895)**

\$\_\_\_\_\_ Late Registration Fee - **\$975 after April 16 (online \$945)**

\$\_\_\_\_\_ Spouse/Guest Fee - **\$200** Spouse/Guest Name: \_\_\_\_\_

\$\_\_\_\_\_ Max Moore Award Contribution - **\$50**

YES or  NO AWPA Annual Meeting – complimentary

YES or  NO WAI Wire Expo – complimentary

**PAYMENT TYPE**  Check or  Credit Card (Only:  Amex  VISA  MasterCard)

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Please make a copy for your records and return the completed form with payment to:

**American Wire Producers Association, PO Box 79483, Baltimore, MD 21279-0483 Or FAX: 703-299-9233**

A payment CONFIRMATION will be provided by email.

**Cancellation Policy:** Registrations cancelled in writing, by 4/16/10 are entitled to a full refund, and non-refundable after 4/16/10.

**Hotel Information:** Reservations are to be made directly with the Pfister Hotel (414-273-8222). Discount rates through 4/16/10, based on availability.

Register Online at [www.awpa.org](http://www.awpa.org) >>>