



STAINLESS

25TH 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 25th Stainless and its Alloys Conference. Celebrating its 25th 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.

25TH 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-Frueth, *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 nor 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 its 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

9:00am **Welcome Address**
David Brooks, *Senior Vice President*, American Metal Market, USA

Chairman's Opening Remarks & Market Figures USA and the World for Long and Flat Products

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

9:20am **ThyssenKrupp Stainless USA: Setting Tomorrow's Standards Today**

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

9:35am **The US Market for High Performance Long Products**

Pat Gerkin, *CEO*, Schmolz + Bickenbach, USA

9:50am **From Local Champions to Global Players**

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

10:05am **Panel Q & A**

THE BIG PICTURE

10:25am **Growth Perspectives for the U.S. and the Rest of the World**

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

10:40am **Consolidation: How Severe is Overcapacity Really?**

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

10:55am **Panel Q & A**

11:10am Networking Refreshment Break

TRANSPORTATION

11:40am **Stainless Steel Exhaust Systems: A High-Tech Component**

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

11:55am **The Climate is Right for Trains**

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

12:10pm **Panel Q & A**

12:30pm Lunch

PROCESS EQUIPMENT

2:00pm **Opening Remarks**

David Brooks, *Senior Vice President*, American Metal Market, USA

2:05pm **Project Laggards and Bright-Spots**

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

2:25pm **Laser Welded Tubes for Demanding Applications**

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

2:45pm **Panel Q & A**

WHITE GOODS, FOOD PROCESSING & CATERING

3:10pm **"Is Made in the USA Becoming Too Expensive?"**

Pete Dow, *Director of Strategic Sourcing*, ITW Food Equipment Group, USA

3:25pm **Stainless Steel in the Foodservice Industry**

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

3:40pm **Panel Q & A**

4:00pm Networking Refreshment Break

FIRESIDE CHAT

4:30pm **"Roadblocks and solutions for the stainless steel industry"**

Roundtable Discussion with interesting players of the industry. Moderator: **Markus Moll**, *Managing Director*, SMR – Steel and Metals Market Research, Austria

5:30pm Networking Cocktail Reception

DAY TWO: TUESDAY, MAY 17, 2011

7:30am Exhibits & Continental Breakfast Open

ARCHITECTURE, BUILDING & CONSTRUCTION

8:00am **Opening Remarks**

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

8:05am **Stainless Water Pipes**

Steve Lamb, *Consultant*, Nickel Institute, USA

8:20am **Stainless Steel Sinks - An Old Application with a Bright Future**

Darrell H. Lewis, *Director Purchasing*, *Global Fixtures Kitchen & Bath Group*, Kohler Co., USA

8:35am **Stainless Steel Facades and Roofing Systems – A Product Whose Time Has Come**

Bill Zahner, *CEO and President*, A. Zahner Company, USA

Walter Hauk, *CEO and President*, Milleium Tiles, USA

8:50am **Panel Q & A**

DISTRIBUTION PANEL

9:10am **Processing of Stainless Steel and Nickelalloy plate — Perspective of a Leading Player**

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

9:25am **The True Meaning of Service**

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

9:40am **Challenges for Distribution in a Changing Environment**

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

9:55am **Panel Q & A**

10:10am Networking Refreshment Break

RAW MATERIALS

10:40am **Opening Remarks**

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

10:50am **Fundamentals versus Funds – What Matters the Most for the Nickel Price?**

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

11:05am **Outlook for Ferrochrome: Another Supply Shortage Ahead**

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

11:20am **Molybdenum – Growth Opportunities in Many Industry Segments**

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

11:35am **Recycling the Recession**

Alasdair Gledhill, *Nickel Product Manager*, ELG Metals Inc., USA

11:50am **Panel Q & A**

FOCUS ON LATIN AMERICA

12:10pm **Opening Remarks**

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

12:15pm **Mexico – the Unknown Neighbor**

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

12:30pm **Latin America: the Dynamic Part of America**

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

12:45pm **Boom Region Emerging America – Facts and Figures**

Wolfgang Lipp, *Managing Director*, SMI – Steel Market Intelligence, Austria

1:00pm **Panel Q & A**

1:15pm Close of Conference

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EVENTS
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