

## Steel Excellence Award winners unveiled by AMM

NEW YORK — Nine companies and two individuals were named winners of AMM's first annual Steel Excellence Awards at a ceremony and dinner in New York during the Steel Success Strategies XXV Conference.

The awards, which recognize advancements rooted in pioneering and implementing business improvements that have delivered real change to the steel industry, were presented in 12 categories.

Three of the 12 Steel Excellence Awards winners, selected by a panel of independent judges from among a total of 21 finalists, were announced previously: AK Steel Corp., West Chester, Ohio, for Best Turnaround of the Decade; ArcelorMittal SA, Luxembourg, for Biggest Impact on the Market over the Decade; and Ken Iverson, former chairman and chief executive officer of Nucor Corp., Charlotte, N.C., for Titan of Steel.

Tuesday evening's event drew a spirited gathering of some 170 guests who speculated on the outcome as co-presenters David Brooks, senior vice president and publisher of AMM, and Jo Isenberg-O'Loughlin, AMM editor and chair of the judging panel, announced the winners of this year's awards.

The recipients announced Tuesday were Steel Dynamics Inc., Fort Wayne, Ind., for best innovation; Latrobe Specialty Steel Co., Latrobe, Pa., for best operational improvement; the Automotive Applications Council of the American Iron and Steel Institute's Steel Market Development Institute, Detroit, for environmental responsibility/stewardship; CSX Corp., Jacksonville, Fla., as Logistics/Transportation Provider of the Year; Reliance Steel & Aluminum Co., Los Angeles, for best mergers and acquisitions; Daniel R. DiMicco, chairman, president and chief executive officer of Nucor, for Industry Ambassador of the Year; Misa Metals Inc., West Chester, Ohio, for Service Center of the Year; David J. Joseph Co., Cincinnati, for Scrap Company of the Year; and AK Steel, for Steel Producer of the Year.

"These companies are leaders in creating the way to a better future for the steel industry," Brooks said. "AMM's Awards for Steel Excellence recognize the key contributions of companies and individuals who through acumen, management, innovation and plain hard work are reinventing the steel supply chain."

Other members of the judging panel were Herbert Fastert, former SMS Demag AG executive and veteran steel technology guru; Norman E. Gottschalk Jr., president of Marmon/Keystone LLC; Thomas C. Graham, founding member of T.C. Graham Associates and a former chairman and chief executive officer of AK Steel and Washington Steel Co., president of the U.S. Steel Group of USX Corp. and president and chief executive officer of Armco Steel Co. LP; Dick McLaughlin, managing director of Hatch Beddows; and Nick Sower, partner and global steel leader at Deloitte & Touche LLP.

## Industry needs less talk, more action

NEW YORK — Nucor Corp.'s top executive believes there's been enough talk in Washington and the time has arrived for more action to stimulate U.S. manufacturing and address trade issues, especially China.

"They (political leaders in Washington) all know what needs to be done," Daniel R. DiMicco, chairman, president and chief executive officer, said.

He told a crowd of some 1,200 attendees at the Steel Success Strategies XXV Conference in New York that he and several other top manufacturing executives attended a meeting with Vice President Joe Biden about three weeks ago on the state of U.S. manufacturing. "The message from that meeting was that they (political leaders) all know what they need to do," he said. "But they haven't done (crap)."

Doing, rather than talking about doing, is the key to pulling the United States out of its economic malaise. DiMicco said that while there are signs that recovery is progressing, the country remains locked in a recession that represents the greatest economic downturn in the U.S. since the Great Depression.

"We've got to start doing something. We have to get back to making things in this country." Those "things" do not include policies and legislation that sap U.S. manufacturing of its strength and fail to create jobs. Instead, DiMicco said, the United States has to get back into the business of manufacturing goods. That's the only way, he said, to solve an employment crisis that by his estimate is far deeper than any government statistics indicate.

DiMicco estimates the "real" unemployment rate in the U.S.—including those

who are under-employed or who have stopped looking for jobs entirely—is around 17 percent, nearly double



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official government statistics indicating that about 9.7 percent of Americans are unemployed.

"We need to add jobs in this country," he said. "This (unemployment) problem is larger than everyone knows. The things that need to be done to get us there are not being done. We are still at the bottom (of the economic recovery) and we're just bouncing along."

DiMicco said economic recovery is a long, slow process and is far from being realized. He said the burgeoning U.S. trade deficit remains a major stumbling block to economic recovery, and again chided China for its trade policies.

The U.S. government's approach toward China on trade has not been tough enough, according to DiMicco. The government, he said, has allowed China to blatantly violate the rules of international trade at the expense of American manufacturing jobs. Holding China accountable for its illegal trade actions, he said, would begin to help the United States solve the trade deficit and would spark job creation that would in turn strengthen the U.S. economy.

He said the United States needs to create between 26 million and 29 million new jobs to address the unemployment issue and said the U.S. government does not seem to have the vision to get that job done.

"I defy anyone to show me where the plan is to do that," DiMicco said. "We have lost 6 million manufacturing jobs since 1998, many of them to failed trade practices."

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