

## Market Development Management Team



**David C. Jeanes, P.E.** *Senior Vice President, Market Development*

Dave Jeanes oversees AISI's Market Development programs to advance the competitive use of North American steel. He directed the organization of the steel industry's Market Development Strategic Plan to establish market growth. His career in the steel industry includes experience in business development, industry marketing, structural research and construction management. He served as an officer with the U.S. Army Corps of Engineers. He received his education at the University of Massachusetts in civil engineering, the Wentworth Institute in architectural engineering, and Virginia Tech in engineering administration. He is a licensed Professional Engineer.



**David Anderson** *Director, Bar and Rod Programs, Market Development*

Dave Anderson manages the activities of the Long Products Market Development Group, focusing on the automotive/heavy equipment and construction/infrastructure markets. He has worked for Rockwell International and Inland Steel, where he provided bar and rod technical services to the automotive industry. He holds a Master of Science degree in metallurgical engineering from the Illinois Institute of Technology.



**Delbert F. Boring, P.E.** *Vice President, Construction Market Development*

Del Boring directs the activities of AISI's Construction Market Program. He is a leading steel industry authority on structural fire protection, and has managed industry participation in the development of U.S. and Canadian building codes. He was recognized in 2000 with the ANSI Meritorious Service Award for his significant achievements in the voluntary consensus standards system. He is an ASTM Fellow. He holds a Bachelor of Science degree in civil engineering and a Master of Science degree in structural engineering from Ohio State University. He is a registered Professional Engineer.



**Walter J. "Chip" Foley** *Director, Market Development Public Policy*

Chip Foley is responsible for overseeing AISI's Market Development lobbying and government funding efforts. He is also vice president of government relations for the Steel Recycling Institute. In his dual roles, he works with state organizations such as the Northeast Recycling Council and the Toxics in Packaging Clearinghouse. He is chair, corporate sector of the Lieutenant Governors Association, and serves on the board of directors of the National Council for Public-Private Partnerships. He graduated from Penn State University with a Bachelor of Arts degree in political science.



**William Heenan** *President, Steel Recycling Institute*

Since 1990, Bill Heenan has overseen Steel Recycling Institute (SRI) programs to promote and sustain steel recycling in the United States. In 2004, he was named Recycler of the Year by the National Recycling Coalition (NRC) for his lifetime achievements in recycling and for assisting NRC in the recycling of all commodities in the U.S. and Canada. He also served as president of TheSteelAlliance. Before joining SRI, he was general manager, tin mill products for United States Steel Corporation. He is a board member of Keep America Beautiful, Inc. and the National Recycling Coalition. He holds a Bachelor of Science degree in marketing/accounting from St. Thomas University.



**Ronald P. Krupitzer** *Vice President, Automotive Applications*

Since 2001, Ron Krupitzer has been developing and implementing strategies for AISI's Automotive Applications Committee and participating in the Auto/Steel Partnership. He joined AISI as senior director, automotive applications and was promoted to his current position in 2006. He came to AISI from DaimlerChrysler Corporation with 34 years of experience in the steel and automotive industries. He received his Bachelor of Science and Master of Science degrees in metallurgy and materials science from Case Western Reserve University.



**Richard Tavoletti** *Director, Container Market Program*

Rich Tavoletti is director of AISI's Container Market Program. He is also executive director of the Canned Food Alliance. He joined AISI in 2001 following eight years at the Steel Recycling Institute, where he developed consumer awareness programs such as EcoQuiz; Rock, Roll and Recycle; and co-op promotions with Ford Motor Company and General Motors Corporation. He holds a Bachelor of Science degree in marketing from Indiana University of Pennsylvania.



**Larry Williams, APR** *President, Steel Framing Alliance*

Larry Williams joined the Steel Framing Alliance in 2001 as director of administration and public affairs. During that time, he also served as managing director of the Light Gauge Steel Engineers Association. He has been involved in the steel framing industry since 1993. He has more than 20 years of experience in marketing and association management, and is an accredited member of the Public Relations Society of America. He holds a Bachelor of Science degree in public relations from Pacific Union College.



**Robert J. Wills, P.E.** *Director, Construction Codes and Standards*

Robert Wills is director of construction codes and standards. He is responsible for guiding steel industry activity related to the development processes for national, state and local building codes and standards organizations. He was involved in developing the International Building Code and the NFPA 5000 Building Construction and Safety Code. He is widely recognized for his expertise in fire safety engineering, structural fire testing and performance, wind engineering, and geotechnical and foundation engineering. He has a Bachelor of Science degree in civil engineering from Mississippi State University and is a registered Professional Engineer.