



Supporting Programs

Public Policy

Public policy issues have a direct impact on many steel markets, often driving product design and influencing materials decisions.

AISI's Public Policy Team monitors U.S. legislation and regulations that may impact the steel industry's Market Development projects and innovations. Federal and state legislators consult the team regularly for input and guidance on key issues.

The Public Policy Team has addressed several legislative and regulatory issues, including:

- Highway construction funding, such as the SAFETEA-LU Transportation Act.
- Occupational Safety and Health Administration construction safety slip/fall protection.
- Flood insurance—reconstruction criteria.
- U.S. Department of Agriculture food nutrition/food aid.
- National Highway Traffic Safety Administration vehicle safety/crash test criteria.
- U.S. Environmental Protection Agency environmental design criteria.
- Metal roof energy tax credit.
- U.S. Department of Housing and Urban Development thermal performance of steel framing.
- High-Performance Steel bridge design research with the U.S. Federal Highway Administration.
- Advanced high-strength steel vehicle crash energy management with the U.S. Department of Energy.
- Federal recycled content procurement requirements.
- Buy America preference for federally funded highway and bridge programs.

National Flood Insurance Program. The industry's focus on rebuilding the Gulf Coast back better with steel includes legislation that reauthorizes and updates the national flood insurance program. AISI drafted an amendment to encourage the use of high-performance construction materials and the enforcement of code standards in the region. The amendment is supported by the Steel Framing Alliance, American Forest and Paper Association, Portland Cement Association and National Ready Mixed Concrete Association. AISI is also working with ProtectingAmerica.org, whose members include Allstate Insurance Company and State Farm Insurance, to pass federal and state legislation that would provide financial protection for consumers by establishing a fund to pay insurance claims when private insurance companies and state or regional catastrophe funds have reached their limits.





Highway Funding. AISI is monitoring highway and transportation funding to ensure that programs authorized under the SAFETEA-LU Transportation Act are released with adequate time for contracts, design, production and fabrication, and to coincide with the building season. The required matching funds and the need to maintain a strong preference for domestic product will be addressed. AISI is also actively engaged in promoting the enforcement of Buy America provisions, as well as in strengthening and expanding them.

Canned Food Nutrition and Package Integrity. AISI is working with the Canned Food Alliance in the drafting of a new Farm Bill. AISI is also continuing to support the final rulemaking for expanding the Supplemental Nutrition Program for Women, Infants, and Children (WIC) to include canned foods. The successful inclusion of canned foods in this market could potentially increase steel demand by 300,000 tons annually.

The Canned Food Alliance and U.S. Department of Homeland Security are working together to educate American families on the amounts and types of canned food to stock in preparation for a national emergency.

CAFE/Fuel Economy Standards. New regulations on automobile fuel economy will be reviewed for steel-related implications. CAFE (Corporate Average Fuel Economy) has already been revised for future trucks from a weight-based calculation to a footprint-based calculation, and driving cycle tests are also being changed. In most cases, these types of changes favor steel because of the emphasis on actual fuel economy instead of theoretical weight class-based standards. However, the accelerated mandatory implementation of CAFE standards often includes a push for alternative materials. This represents the potential to directly impact four million tons of steel demand, making it an important issue to monitor. In addition, AISI will promote the allocation of federal research funds for the FreedomCAR program and for ethanol-based fuels and biofuels to be sure that steel is included.

National Defense. Steel is the backbone of American manufacturing, playing an integral role in the production of equipment vital to our nation's military. The U.S. steel industry and its highly skilled workforce are continually innovating to develop and apply new types of steels for military applications, ranging from aircraft carriers and nuclear submarines to Patriot and Stinger missiles. In addition, land-based vehicles such as the Bradley Fighting Vehicle, Abrams Tank and the family of Light Armored Vehicles utilize significant tonnage of steel plate per vehicle. The U.S. Army's up-armored Humvee includes steel plating around the cab of the vehicle, offering improved protection against small arms fire and shrapnel. These critical applications require consistent, high-quality domestic sources of supply.



A unique example of the role that steel is playing in military applications is the *USS New York*. In mid-2007, the *USS New York*, the fifth in a new class of warships designed for missions that include special operations against terrorists, will be launched. The *USS New York* was built with 24 tons of scrap steel reclaimed and recycled from the remains of the World Trade Center. In this way, steel—which is the most recycled material, more than all other materials combined—is allowing the World Trade Center to live on.

The critical interdependence of domestically produced steel and America’s national security is detailed in a 2007 industry analysis, “Steel and the National Defense,” issued by AISI and three partnering organizations. The analysis urges public policies that promote further investment in domestic manufacturing rather than increased reliance on foreign sources of steel and steel-related products. It highlights the increased need for steel to improve major military platforms, strengthen the nation’s industrial base and harden the vital homeland security infrastructure. It also notes that all segments of the domestic steel industry contribute directly or indirectly to the defense industrial base.



U.S. NAVY/PHOTOGRAPHER'S MATE 2ND CLASS GEORGE TRIAN

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Communications

The AISI Strategic Communications Council and Communications Team provide strategic critique and coordination of Market Development and steel industry communications objectives, leveraging the impact of messaging. A major focus is The New Steel Campaign, aimed at educating federal legislators on the importance of steel solutions to critical national issues.

The New Steel Campaign: Taking Industry’s Story to Policymakers. With 64 new Members in the 110th U.S. Congress and hundreds of new staffers as a result of turnovers, the New Steel Campaign in 2007 is aggressively taking its message to Washington policymakers. This message is coordinated with Market Development. The campaign strategy is based on a platform of global competitiveness, establishing that America’s steel industry is the vanguard of U.S. manufacturing, is reducing its environmental footprint and is essential to America’s economic and national security.

With climate change in the news, the campaign’s *Clean Little Secret* ad has captured the attention of opinion leaders with its message highlighting the steel industry’s progressive environmental record. Another ad, *Brains Behind the Brawn*, emphasizes that the steel industry utilizes advanced technologies, employs a skilled workforce, is highly automated and is characterized by innovative strategies. The ads are appearing on radio, online, in publications widely

THE CLEAN LITTLE SECRET

More steel is recycled each year than all other materials combined. But that’s just part of steel’s environmental story.

Three-fourths of all American steel ends up recycled into new products, part of the steel industry’s comprehensive environmental commitment. Over the past decade, American steelmakers have reduced the energy required to produce one ton of steel by 28 percent – and we’ve already reduced emissions to levels well below Kyoto standards. Innovation and technology have transformed America’s steel industry into one of the world’s most competitive, sustainable and environmentally progressive.

The New Steel **Feel the Strength.**

For more information, visit www.newsteel.org A message from the American Iron and Steel Institute (AISI)

BLUE WORLDWIDE



JEFF AMBERG

read on Capitol Hill, and on transit ads in subway stations frequented by congressional staff and Members of Congress. An underlying message of the campaign: given equal opportunity to compete, America's steel industry can take on any steel sector in the world, but that requires other nations to abide by the same set of rules. A premise of the campaign is that as policymakers understand the modern profile of America's steel industry, they can better shape sound public policy that recognizes steel as a strategic industry to America's national and economic security.

Manufacturing Technology

The AISI Manufacturing Technology programs provide a critical bridge between steel-making practices and advancing the leading-edge design and fabrication of a range of steel products. Staying competitive in today's marketplace requires constant advances in material properties ranging from formability to durability. Materials must perform while also meeting demanding criteria to support sustainability. AISI's Manufacturing Technology Team provides strategic support for each of the market programs, including:

- Development of advanced high-strength steel properties.
- Process control to improve overall quality.
- Durability studies to improve overall product life.
- Life cycle analysis to support environmentally sustainable design.
- Analysis of competitive materials to assess properties and potential.



The Third Generation of Advanced High-Strength Steels. In the automotive market, the seemingly conflicting demands of lightweighting for fuel economy and improving vehicle safety have brought about a revolution in automotive steel grades. These attributes are achieved by varying combinations of improved strength, formability and energy absorption. The first generation of advanced high-strength steels (AHSS) was produced in the late 1990s. Currently, steelmakers are introducing a second generation of advanced high-strength steels. In between these two generations exists a range of properties such as strength and ductility combinations that could prove more cost-effective than second-generation steels. AISI is exploring research projects that could lead to the development of a third generation of AHSS. AISI and partners QuesTek Innovations, Northwestern University, Ohio State University and Sandia National Laboratories have submitted proposals to the U.S. Department of Energy Office of Science to explore the development of this third-generation steel solution.



GENERAL MOTORS CORPORATION

Life Cycle Project Grants. AISI and the Association for Iron and Steel Technology jointly operate the Ferrous Metallurgy Education Today (FeMET) Initiative to promote interest in the steel industry to students and academia. One of the components of the program is the Design Grant, which provides students and professors with the opportunity to address an important issue or challenge collaboratively. The teams are awarded up to \$50,000 for their projects. In 2007, two universities have been awarded grants: the University of Missouri, Rolla on “Life Cycle Greenhouse Gas Emission— Comparison of Steel with Other Materials,” and Carnegie Mellon University on “An Environmental Life Cycle Comparison of Steel Versus Wood in Residential and Commercial Construction.” These grants to develop steel-intensive solutions to market challenges are supported by AISI’s automotive, construction and container programs.

High-strength steels make up 68% of the exterior panels for the Pontiac Solstice. AISI is exploring research projects to advance steel’s competitive edge through the development of additional next-generation steels.