GREAT DESIGNS IN STEEL™

MAY 20, 2026

FULL AGENDA

Time EDT	LOCATION		
7:00 AM	**DOORS OPEN & BREAKFAST SERVED**		
	WELCOME AND KEYNOTE ADDRESSES - MAIN HALL		
8:00 AM	**WELCOME** Kevin Dempsey, President & Chief Executive Officer, American Iron & Steel Institute **FROM COMMITMENT TO CAPABILITY: SHAPING THE FUTURE OF AUTOMOTIVE SOLUTIONS IN NORTH AMERICA** John Cardwell, Chief Marketing Officer & Vice President, Automotive Sales, ArcelorMittal North America **STATE OF THE AUTOMOTIVE INDUSTRY** Elizabeth Krear, CEO, Center for Automotive Research (CAR) **SPECIAL VIDEO ADDRESS - HYUNDAI'S "ART OF STEEL" DESIGN PHILOSOPHY** Simon Loasby, Senior Vice President & Head of Hyundai Design Center		
9:30 AM	**BREAK**		
	TRACK 1 **STRUCTURAL SOLUTIONS**	**TRACK 2** **MATERIALS & MANUFACTURING**	**TRACK 3** **MATERIALS & JOINING**
9:45 AM	**3D REINFORCED BLANKS: ADDITIVE SOLUTIONS FOR LOCALIZED BiW STIFFNESS** Sebastian Busch & Nachiket Gokhale, ArcelorMittal Tailored Blanks	**ANALYSIS OF TRIMMED EDGE CONDITION & TRIM DIE DURABILITY FOR ULTRA-HIGH STRENGTH STEELS** Sergey Golovashchenko, Arman Hossain & Saeid Nasheralahkami, Oakland University	**VIRTUAL WELDING QUALITY ASSESSMENT & AI-DRIVEN WELDING PARAMETER OPTIMIZATION** Dr. Tarek Belgasam, Honda R&D, Zhendan Xue, ESTECO North America Inc. & Nick Avedissian, Cadence
10:15 AM	**FULL DIGITALIZATION APPROACH TO STRENGTHEN STAMPING & BODY-IN-WHITE ENGINEERING** Stéphane Andrietti, AutoForm	**SUPPLY CHAIN RESILIENCY: REPLACING ALUMINUM WITH STEEL TO AVOID MANUFACTURING DISRUPTIONS** Scott Stevens & Dr. Yu-Wei Wang, Cleveland-Cliffs	**COMPARATIVE ANALYSIS OF FASTENER JOINING OF PROJECTION WELDING & MECHANICALLY** Rob Edwards, PROFIL
10:45 AM	**BREAK**		
11:00 AM	**DESIGN & DEVELOPMENT OF A BOLTED-ON FRONT CRUSH STRUCTURE FOR ENHANCED PLATFORM MODULARITY** Abhishek Das & Deepak Theja, Rivian	**ADDITIVE METALS DED (DIRECT ENERGY DEPOSITION) TRIM STEEL TESTING - PHASE II** Drew Hill, General Motors	**FATIGUE INVESTIGATION ON TRB WORK HARDENED & WELDED SAMPLES** Dr-Ing. Thiago Rausch, Mubea & Tim Korschinsky, Fraunhofer LBF
11:30 AM	**ADVANCING UNDERSTANDING IN FORMING & FRACTURE IN 3RD GEN STEELS** Brian Lin, ArcelorMittal	**ADVANCING AUTOMOTIVE MANUFACTURING THROUGH TUBULAR HYDROFORMING** Chris McMahon, ANDRITZ Schuler	**ADVANCING LME UNDERSTANDING: STANDARDIZED CHARACTERIZATION & DIRECT OBSERVATION IN RESISTANCE SPOT WELDING** Elliot Biro & JiUng Kim, University of Waterloo
	LUNCH IN MAIN HALL		
12:00 PM	**AUTOMOTIVE EXCELLENCE AWARD PRESENTATION** **PREPARING TOMORROW'S ENGINEERS: A MODEL FOR INDUSTRY–UNIVERSITY COLLABORATION** Mike Davenport, Auto Steel Partnership		
1:15 PM	**BREAK**		
1:30 PM	**STEEL SIDE SILL TUBULAR DESIGN FOR BATTERY PROTECTION OF BEV / HPEV** Harsha Kusnoorkar, Hyundai America Technical Center & Miao Yu, Cleveland-Cliffs	**SIMPLIFYING ROLL FORMING OF UHSS/AHSS MATERIALS** Dr-Ing. Cornelia Tepper, Dreistern	**SELECTING THE BEST DIC LENGTHSCALES FOR MATERIAL TESTING & SIMULATION** Cliff Butcher, University of Waterloo
2:00 PM	**NEXT-GENERATION BODY ARCHITECTURE ENABLED BY STEEL TUBE AIR FORMING (STAF)** Ryuichi Funada, Sumitomo & Dr. Kazuhiro Saitou, University of Michigan	**PROTOTYPE DEVELOPMENT OF AHSS STEEL BATTERY ENCLOSURES: FORMING PROCESS INSIGHTS & CORRELATION WITH NUMERICAL SIMULATION** Dr. Caroline Kella, ArcelorMittal Global R&D	**EFFECT OF METALLIC COATINGS ON THE FORMING CHARACTERISTICS OF AUTOMOTIVE SHEET STEEL** Ming Shi, General Motors & Dr. Sobhan Tiji, Cleveland-Cliffs
2:30 PM	**DIGITAL TWIN MATERIAL CHARACTERIZATION OF DUAL-PHASE STEELS USING LINOVIS: FROM STRAIN-RATE EFFECTS TO AUTOMATED 3D-DIC FORMING LIMIT EVALUATION** Dr. Martin Schwab, 4a-engineering GmbH & Dr. Akbar Farahani, eSavant LLC, USA	**ENHANCING ACCURACY IN STAMPING ANALYSIS THROUGH COUPLED VIRTUAL DEFORMATION SIMULATION FOR IMPROVED PART PERFORMANCE** Sarah Maharajan, Keysight Technologies	**COMPARATIVE STUDY ON FRACTURE RESISTANCE OF ULTRA-HIGH-STRENGTH PHSS** Dr. Jun Hu, Cleveland Cliffs
3:00 PM	**BREAK**		
3:15 PM	**EFFICIENT AHSS & UHSS STEELS FRONT END DESIGNS AS GIGA CASTING ALTERNATIVES** John Catterall, Auto Steel Partnership & Madhu Jampala, Detroit Engineered Products	**PRESS HARDENING OF INTEGRATED LARGE & COMPLEX COMPONENTS** Jan Larsson, AP&T	**DEVELOPMENT OF DYNAMIC FRACTURE CRITERION FOR HIGH-STRENGTH STEEL GMAW HAZ** Tae Hwa Lee, General Motors
3:45 PM	**STYLED STEEL WHEELS FOR ELECTRIFIED VEHICLES ADVANTAGES** Louis Belli, Maxion Wheels	**MICROSTRUCTURE DIFFERENCES DRIVING FORMABILITY BEHAVIOR IN AHSS** Sarah Tedesco, General Motors	**THE NEED FOR IMPROVED METAL FORMING SIMULATION MATERIAL CARDS** Dr. Danny Schaeffler, Engineering Quality Solutions, Inc.
	CLOSING REMARKS - MAIN HALL		
4:15 PM	**THE STEEL INNOVATION HORIZON** Dr. John Speer, D.Phil, Professor of Metallurgy Colorado School of Mines & Director Emeritus ASPPRC		
4:45 PM	**NETWORKING SOCIAL HOUR**		
6:00 PM	**EXHIBIT HALL CLOSES**		

GDIS Agenda (04.06.26) - Schedule is subject to change