

# A Few Parting Thoughts

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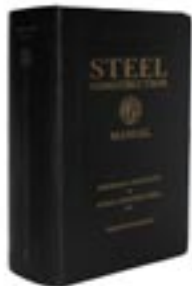
**As my career with AISC and the steel industry comes to an end, I would like to take a moment to reflect on the growth and evolution of our industry—and AISC—over the past decade.**

To meet the demands of the construction marketplace, AISC has expanded its traditional industry roles and in some cases created entirely new programs to address unmet needs. We have taken a proactive stance toward owners, designers, and contractors to help them reduce their risk, improve their profitability, and increase their competitiveness. And as always, AISC has continued to make designing and fabricating structural steel easier. Here are a few highlights from the past 10 years.



## ENGINEERING: EXPANDING THE TRADITIONAL ROLE

**Code of Standard Practice** – The *Code* received a major overhaul, becoming a true consensus document that is regaining acceptance from the design and construction community. The *Code* is now referenced in the AIA master specification.



**2005 Specification for Structural Steel Buildings and the Steel Construction Manual, 13th Edition**—Unification of allowable stress design and load and resistance factor design into one specification and manual simplifies design and increases design efficiency and flexibility. The *Specification* and *Manual* incorporate provisions for HSS and single-angle members (previously separate documents). The 13th edition manual also includes expanded design examples.

**2005 Seismic Provisions for Structural Steel Build-**

**ings and the Seismic Manual, First Edition** (available April 2006) – Provides a uniform approach covering seismic design throughout the country.

**Design Guides** – Valuable design information on specialized topics of importance to the design community. Watch for more design guides in the coming years.

## COMMUNICATIONS: A NEW EMPHASIS, ADDED VALUE

Over the years, AISC has expanded and restructured itself to improve the ease and speed in providing information to the structural steel design and construction industry—and to provide that information as a free service or at reasonable costs.

**The Steel Conference** – NASCC: The Steel Conference has become the premier educational and networking event for designers and constructors.

**Continuing Education** – Our expert committees and regional staff continue to provide the information the industry needs and wants in a timely fashion.

**AISC Web Site** – We've expanded the breadth and depth of information available online and created one of the most data-rich technical web sites around.

**E-Pubs Program** – We listened to our membership and offered them more for their membership: access to a virtual library of AISC's technical resources.

**AISC Steel Solutions Center** – The Steel Solutions Center offers individualized service to anyone with questions about designing or constructing with structural steel, just for the asking.





## UNIVERSITY EDUCATION: PROMOTING STEEL EDUCATION

**Student Steel Bridge Competition** – This program remains the premier student engineering contest with over 2,000 student participants annually.

**Association of Collegiate Schools of Architecture** – This student design competition engages over 2,500 architecture student participants.

**Steel Connection Sculpture** – There are now teaching sculptures on 131 college campuses.

**Adopt-A-School Program** – More than 150 colleges have been adopted and provided with individual assistance by the steel construction industry.

**Steel Courses** – Each year over 10,000 students take steel courses in engineering, architecture, and construction management.

**Educator Support** – New, sophisticated teaching aids are continuously being developed in all disciplines.

## MARKETING: INCREASING MARKET SHARE

**Project Focused Marketing** – By directly pursuing projects in target building categories to increase market share, we've seen an increase of four points in the last four years in parking structures and multi-story residential buildings.

**AISC Steel Solutions Center** – This ground-breaking, single point of contact resource provides personalized project and technical support.

**Overall marketing efforts** have resulted in an additional 800,000 tons of structural steel construction through increasing market share over the past four years.

**We've increased the visibility** of the structural steel industry through presentations and contacts with over 10,000 project owners, architects and general contractors since 2002.

## INFORMATION TECHNOLOGY: FASTER AND EASIER STEEL DESIGN AND CONSTRUCTION

**Interoperability** – AISC was instrumental in developing and promoting the acceptance of data interchange, 3D modeling, and building information modeling—the concepts that permit us to rapidly transfer information from design to construction documents.

**E-Commerce** – AISC facilitated and developed standards for exchanging business transactions electronically, such as mill test reports and advance shipping notices.

## CERTIFICATION: IMPROVING THE RELIABILITY OF STEEL CONSTRUCTION

To improve the level of construction quality, AISC, on the industry's behalf, listened to designers, owners, and contractors. We revamped the certification program with the new *Standard for Steel Building Structures* to obtain increased acceptance and understanding of certification in the marketplace.

Today, more than 630 fabricator facilities are certified, compared to about 300 facilities 10 years ago.

The **Erector Certification Program**, added in the mid 1990s, will reach 100 certified erectors by January 2006 and is growing 20% to 30% annually.

While many of AISC's accomplishments over the past year have been highly visible to the industry, some have been more subtle. For example, AISC and its staff have become tightly integrated into the structural steel construction and design community. AISC staff is an important partner in the day-to-day operation of our industry and as an active partner in its success.

When we drive by a 1,000-car steel parking garage or a 30-story parking, retail, and office structure erected in steel, we feel a certain pride. When we have designers thank us for our technical and marketing support that converted or kept a project in steel, again, we feel that it was one of our jobs.

Similarly, the ever-growing NASCC: The Steel Conference has become the place where the steel design and construction industry meets.

I can't begin to explain how enjoyable it has been to be president of such an organization and I wish I could say the success was due entirely to my vision and foresight. However, in reality, as in Jim Collins' book *Good to Great*, I was able to figure out a way to get the right people in the bus, with enough gas in the tank, and with the support of the Board of Directors, took a seat in the back and watched them take off. Although we have made great strides, I believe that AISC has only just begun, and it is with great satisfaction that I turn the organization over to its new president, Roger Ferch.