Get up to speed
at FMA’s Toll Processing Conference

ADVANCED HIGH STRENGTH METALS
Ready or Not, Here They Come!

February 26-28, 2014
Omni Barton Creek Resort
Austin, Tex.

FMA's 18th Annual Toll Processing Conference

www.fmanet.org/tollprocessing
Are you prepared to handle the next generation of advanced high strength metals?

As producers continue developing new grades of lighter and stronger metals to meet CAFE standards, processors are dealing with engineering challenges these materials create for equipment and tooling. Now, more than ever before, it’s important to be prepared for these challenges as the use of high strength steel and aluminum will soon extend beyond automotive applications and become prevalent in other industries as well.

Be ready for what’s coming down the track!

Featured Keynotes

**The Great Game of Business**

*Thursday, Feb. 27 • 8:15 – 9:15 a.m.*

**John P. (Jack) Stack,**
Founder & CEO, SRC Holdings, and Author of *The Great Game of Business*

Jack Stack has been called the Father of Open-Book Management and the “smartest strategist in America.” His dynamic presentation will illustrate how to unleash employees’ enthusiasm, intelligence, and creativity to build a culture of ownership.

**Millennials Ahead! What You Need to Know about Engaging the New Generations**

*Friday, Feb. 28 • 8:15 – 9:15 a.m.*

**Diane Thiefieldt,**
Learning Strategist and Co-Founder, The Learning Cafe

Diane Thiefieldt will provide insight on the multi-generational workforce and impart practical, everyday solutions that will motivate and engage staff of every generation to produce better business results.
**CONFERENCE SCHEDULE**

**Wednesday, February 26, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 a.m.</td>
<td>Outside Processors Council (OPC) Golf Outing</td>
<td>Barton Creek Fazio Foothills</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>Outside Processors Council (OPC) Open Membership Meeting</td>
<td>Houston room</td>
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<tr>
<td>6:30-8:30 p.m.</td>
<td>Welcome Reception &amp; Silent Auction</td>
<td>Darrell Royal Ballroom</td>
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<td>8:30 p.m. – 12:30 a.m.</td>
<td>Shuttles to downtown Austin</td>
<td>Barton Creek Lobby</td>
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**Thursday, February 27, 2014**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m.</td>
<td>Registration Open</td>
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<tr>
<td>7:30 a.m.</td>
<td>Breakfast and Keynote Presentation</td>
<td>Darrell Royal Ballroom</td>
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<tr>
<td>8:00 a.m.</td>
<td>Welcome and Opening Remarks</td>
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<tr>
<td>8:15 a.m.</td>
<td>Keynote: <em>The Great Game of Business</em></td>
<td>Jack Stack, Founder &amp; CEO, SRC Holdings Darrell Royal Ballroom</td>
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<tr>
<td>9:15 a.m.</td>
<td>Break</td>
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<td>9:30 a.m.</td>
<td><em>The Economy Exposed: Kuehl &amp; Kidd Together Again</em></td>
<td>Barton Creek Salons A-C</td>
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<tr>
<td>10:30 a.m.</td>
<td><em>New Developments in Advanced High Strength Steel</em></td>
<td>Barton Creek Salons A-C</td>
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<td>11:45 a.m.</td>
<td>Equipment Innovations for Processing Lighter, Stronger Metals</td>
<td>Barton Creek Salons A-C</td>
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<td>1 p.m.</td>
<td>Buffet Lunch</td>
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<td>1:30-3:30 p.m.</td>
<td>Breakout Sessions</td>
<td>Live Oak and Barton Creek Salons</td>
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<td>7 – 10 p.m.</td>
<td>“A Taste of Texas” Networking Event</td>
<td>Barton Creek Pavilion</td>
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**Friday, February 28, 2014**

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<td>8 a.m.</td>
<td>Announcements</td>
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<td>8:15 a.m.</td>
<td>Keynote: <em>Millennials Ahead! What You Need to Know about Engaging the New Generation</em></td>
<td>Diane Thielfoldt, Co-Founder, The Learning Café Darrell Royal Ballroom</td>
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<td>9:15 a.m.</td>
<td>Break</td>
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<tr>
<td>9:30 a.m.</td>
<td><em>Aluminum Market Overview</em></td>
<td>Barton Creek Salons A-C</td>
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<tr>
<td>10:30 a.m.</td>
<td>“Improving the Mill/Processor Relationship” Best Practices Roundtable Discussions</td>
<td>Barton Creek Salons A-C</td>
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<td>Noon</td>
<td>Boxed Lunch</td>
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<td>1 p.m.</td>
<td>FMA Conference Golf Scramble &amp; Awards Reception</td>
<td>Barton Creek Crenshaw Cliffside</td>
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<td>1:30-3:30 p.m.</td>
<td>Trap Shooting Event &amp; Awards Reception</td>
<td>Copperhead Creek Club</td>
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<td>6 – 7:30 p.m.</td>
<td>Golf &amp; Trap Shooting Awards Reception</td>
<td>Barton Creek Hill Country Veranda</td>
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“The economic presentations at FMA’s Toll Processing Conference provide industry-specific data that many companies cannot get elsewhere and the timing of the event in the first quarter of the year makes the forecasts extremely valuable in my business. I take advantage of the many networking opportunities at this event each year so I am now better equipped to handle problems by knowing key contacts throughout the industry that are suppliers, customers, colleagues, and friends.”

– Angelo Capo, General Manager, Sales-Toll Processing, Olympic Steel Corp.
SPEAKERS & SESSIONS

Thursday, Feb. 27

9:30 a.m.
The Economy Exposed: Kuehl & Kidd Together Again

Dr. Chris Kuehl, Armada Corporate Intelligence
Glenn Kidd, Steel Market Analyst

Drawing on their incredible depth of knowledge and entertaining dialogue, this dynamic duo will once again share the stage to impart wisdom and insight to the economic realities of today’s manufacturing environment.

10:30 a.m.
The Next Generation of Advanced High Strength Steel
Moderated by Ron Krupitzer, Steel Market Development Institute (AISI)
Panelists: Alan Pearson, General Motors Co.; Eric Batt, ArcelorMittal USA; Randy Krause, Nucor Steel-Berkeley; Charlie Wilson, SSAB

Steel mill reps and automotive metal experts will discuss the new grades of Advanced and Ultra High Strength steels being developed today and provide a roadmap for addressing the challenges of processing the ever-changing mix of products.

11:45 a.m.
Equipment Innovations for Processing Lighter, Stronger Metals
Moderated by Tim Triplett, Metal Center News

Equipment experts will give tips for improving your processing lines and share ideas for enhancements or upgrades to achieve better results when working with high-strength and lightweight metals.

1:30 – 3:30 p.m.
Breakout Roundtable Sessions (select one to attend)

The U.S. in the Global Economy: Best Team in a Bad Division
Dr. Chris Kuehl, Armada Corporate Intelligence
For a distilled perspective on what’s happening in foreign economies around the globe and how the U.S. measures up join FMA economic analyst Chris Kuehl, Ph.D. in this “Ask the Dr.” session. Group conversation will focus on which indicators to watch for anticipating where the market is headed.

Steel Market Forecast
Glenn Kidd, Steel Market Analyst
Conference audiences have come to appreciate Kidd’s vast knowledge and insight to the steel market. Through practical explanations and entertaining narratives, he gives up-to-date reports on market conditions while relaying his thoughts about which trends will have the most impact.

Employee Engagement – How to Win the Great Game of Business
Kevin Walter, Tasty Catering & Great Game of Business Coach
What if everyone in your company could read financial statements and identify business weaknesses and opportunities? What if they could act on that information to create a healthier bottom-line and an enviable competitive advantage in your marketplace? You would be playing the Great Game of Business!

Sales & Marketing
Ronald Keizer, President, USA Dutch, Inc.
Is your website, social media and sales outreach where you want it to be? Discussion will focus on an analysis of the fabrication market and best strategy for new sales using a redesigned website and social media campaign.

Lean Manufacturing
Edward Kittelson, President, Micron Metalworks
What are the most effective lean tools and approach to make lean work in your shop? Hear a case study from a successful lean implementation and then proceed rapidly through multiple case studies to learn practical techniques that have worked for other job shops.
Friday, Feb. 28

9:30 a.m.
Aluminum Market Overview

Randall Scheps, Alcoa Inc.

The use of aluminum in automotive applications and other industries is on the rise. This informative presentation will give processors what they need to know for dealing with the material’s unique properties.

10:30 a.m.
Best Practices for Improving the Mill/Processor Relationship Roundtable Discussions

Facilitated by members of the FMA Toll Processing Council and Outside Processors Council

Using a collaborative round table format, attendees will participate in non-competitive interactive conversations addressing industrywide concerns and critical issues related to both processors and mills. Representatives from leading steel mills, processors, and suppliers will discuss topics such as communication methods, inventory management, logistics, advancements in equipment and technology, and more. You’ll leave with a list of innovative solutions and ideas that you can apply to your business to improve your operation and contribute to the advancement of the metals processing community overall.

One Location, Two Great Conferences!

The Toll Processing Conference will once again be co-located with The FABRICATOR’S Leadership Summit. Attendees from both conferences will come together to hear keynote presentations, share meals and exhibit space, join in networking receptions, and connect with fellow attendees at optional activities. Two fabulous events at the same location will give you an excellent opportunity to expand your network and reach a larger audience. Visit fmanet.org/cls for details.

“All of us, whether we manage service centers or build equipment, need to understand how high-strength light-gauge materials will affect the equipment we operate or design in the future. We need to partner with the mills so everyone across the supply chain understands the challenges these new products present. The Toll Processing Conference is an ideal venue for service center managers, equipment builders, mill executives and toll processors to make valuable connections at all levels so we can all work together to meet the challenges and benefit from the opportunities that these new high strength materials offer.”

- Al Waigand, Vice President-Sales & Marketing, Butech Bliss

SPEAKERS & SESSIONS (con’t.)
### Wednesday, Feb. 26

**8:30 a.m. (first tee time)**

**Outside Processors Council (OPC) Golf Outing**

*Fazio Foothills*

Barton Creek’s signature golf course is an astonishingly beautiful design masterpiece by Tom Fazio. The architectural layout features dramatic cliff-lined fairways, natural limestone caves, waterfalls, and superb TiffEagle Bermuda greens, which gives golfers 18 holes of pure pleasure with no lack of challenge.

$195 per person includes greens fee, cart, and range balls. Deadline to register is **Feb. 14**. Reserve rental equipment by calling (512) 329-4653 and press ‘3’ for the pro shop.

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**5 – 6 p.m.**

**OPC Membership Meeting**

*Houston room*

Learn about the many benefits of membership in the FMA Outside Processors Council and help shape the future of your industry while forming valuable connections with other leaders in your field.

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**6:30 – 8:30 p.m.**

**Welcome Reception & NBT Silent Auction**

*Darrell Royal Ballroom*

Expand your network and build strategic relationships as you mingle with attendees from the Toll Processing Conference and the Leadership Summit.

$0 with conference registration; $50 Guest fee includes shuttle to downtown

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**8:30 p.m. – 12:30 a.m.**

**Visit Austin! Shuttles to Downtown**

Austin, the Live Music Capital of the World! Explore the city’s vibrant music scene and exciting nightlife. You’ll discover unique restaurants and one-of-a-kind entertainment.

$0 with conference registration; $50 Guest fee includes Welcome Reception

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### Thursday, Feb. 27

**7 - 10 p.m.**

**A Taste of Texas**

*Barton Creek Pavilion*

Grab your cowboy boots and 10-gallon hat! Join in the fun and enjoy Texas-themed cuisine, music, dancing, and entertainment.

Special events include live music by Austin’s favorite country/rock band People’s Choice, Texas Hold ‘em and poker tables, and armadillo races!

$95 per person includes dinner, drinks, and entertainment.
Friday, Feb. 28

1 p.m. (shotgun start)
**Annual Conference Golf Scramble**
*Crenshaw Cliffside*

Crenshaw Cliffside Golf Course, designed by Austin native, Ben Crenshaw, features rolling hills and natural plateaus that make for a playable championship layout. Rated 38th among the “50 Best Courses in Texas” by Dallas Morning News the course provides a variety of interesting holes for the average golfer and low handicap player alike.

$160 per person includes greens fee, cart, range balls, and awards reception. Deadline to register is **Feb. 14**. Reserve rental equipment by calling (512) 329-4653 and press ‘3’ for the pro shop.

1:30 p.m.
**Texas Trap Shooting Event**
*Copperhead Creek Club*

The Tube & Pipe Association (TPA) hosts this trap shoot to celebrate one of man’s earliest applications for tubing — launching projectiles! At a first-class shooting facility in beautiful Texas Hill Country, participants will enjoy two rounds of trap for a total of 50 targets. Open to the novice and accomplished shooter alike, prizes will be awarded during the reception afterwards.

$95 per person includes trap shooting and awards reception. Rental guns are available and included in the fee; transportation is not provided.

6 – 7:30 p.m.
**Golf Scramble & Trap Shooting Awards Reception**
*Barton Creek Veranda*

Skill and team prizes awarded. More food, drinks, and networking!

$0 with golf or trap shooting registration. Awards Reception ONLY costs $25 per person.

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*NBT Silent Auction: Show your support of manufacturing education!*

This fun event hosted by the Outside Processors Council raises funds for FMA’s foundation, Nuts, Bolts & Thingamajigs® (NBT). Proceeds will benefit the NBT and OPC scholarship programs and the NBT manufacturing summer camp program. The live charitable auction will open during the Welcome Reception on Wednesday and bidding will remain open through Thursday’s Taste of Texas event. Winning bidders will be announced on Friday morning.

Contact NBT to learn how you can participate.
**Conference Details**

**Conference Venue**

Omni Barton Creek Resort & Spa  
8212 Barton Club Drive  
Austin, TX 78735  
(512) 329-4000 / (866) 572-7369  
www.bartoncreek.com/FabricatorsandManufacturersAssoc

**Conference Fees (per person):**

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<th>Category</th>
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<tr>
<td>FMA/TPA/OPC members</td>
<td>$895</td>
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<tr>
<td>General</td>
<td>$1,145</td>
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**CLICK to REGISTER NOW**

**NOT a MEMBER?**

Click to learn how FMA membership can benefit you and your company.

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**Transportation**

Omni Barton Creek offers in-house transportation to and from Austin-Bergstrom International Airport. You can reserve online at bartoncreek.com/transportation-request or call the concierge at 512-329-4535. Please note you are part of the FMA Conference group in order to receive a 20% discount ($37.60/pp/each way).

Guests arriving at the airport should proceed to the baggage claim area to pick up their luggage. All ground transportation is located on the upper level above the baggage claim area. Exit the doors upstairs and proceed across the crosswalk to the “Hotel Shuttle Area”. The Omni Barton Creek shuttle (black with Omni Barton Creek logo) will be waiting in this area. In the unlikely event that you cannot locate Barton Creek’s driver, contact the resort at 512-329-4535 for assistance. At the end of your stay, Omni Barton Creek vans depart every hour for the airport. Reservations are required.

Omni Barton Creek offers both self and valet parking. Overnight valet parking is $25 per vehicle, per night, and day valet parking is $12 per vehicle. Self-parking is included in the resort fee for those guests staying at the conference venue.
**GOLF INFO**

Check in for tee times in the pro shop located on first floor of the resort. Bringing your own equipment? Drop and store your clubs at the pro shop upon check-in. Reserve rental equipment by calling 512-329-4653, press “3” for the pro shop.

**THREE SPRINGS SPA & FITNESS CENTER**

Relax and renew yourself with unique body and skin therapies, expert fitness instruction, yoga, and fresh spa cuisine. Make appointments for massages, facial/body treatments, and hair/nail salon services by calling 512-329-5656. The fitness center features group exercise classes, personal training, free weights, assisted weight machines, TRX Training Center, and outdoor running and stretching areas. For a class schedule and costs, call 512-329-4577.

**ATTIRE**

Business casual dress is suggested for attendees during conference sessions. Remember meeting room temperatures vary widely; it is recommended that you bring a sweater or jacket. The Thursday and Friday evening receptions are scheduled to be held outdoors; weather permitting. Dress is casual and comfortable clothing. Please keep in mind that Austin’s average temperatures for this time are 70° high and 50° low. Golfers must dress appropriately while on the golf course and driving range. Fashions designed specifically for golf are acceptable. No jeans, cargo shorts or cut-off shorts are allowed.

**ALTERNATIVE HOTEL OPTIONS**

- La Quinta Inn & Suites - Austin Southwest*
  4424 South Mopac Expwy | Austin, TX 78735
  (512) 899-3000

- Hampton Inn Austin/Oak Hill*
  6401 U.S. Highway 290 West | Austin, TX 78735
  (512) 891-7474

- Holiday Inn Express Austin-Sunset Valley*
  4892 U.S. Highway 290 West | Austin, TX 78735
  (512) 891-9500

- Omni Austin Downtown*
  700 San Jacinto Blvd. | Austin, TX 78701
  (512) 476-3700

- Omni Austin at Southpark*
  4140 Governor’s Row | Austin, TX 78744
  (512) 448-2222

*A complimentary shuttle from Barton Creek Resort will pick up and return to these hotels on Wednesday, 2/26, Thursday, 2/27, and Friday, 2/28.*
**SPONSORS & EXHIBITORS**

**Catch the attention of key decision-makers!**

Various high-profile opportunities are available that will highlight your brand and make your logo visible to the right people. Let us customize a sponsorship/exhibit package that will meet your marketing objectives and best fit your budget. Plus, you’ll get double the exposure as audiences from both the Toll Processing Conference and The FABRICATOR’S Leadership Summit will share exhibit space and be present for the Welcome Reception, Breakfasts, and Keynote presentations.

[Download the Sponsorship and Exhibit Application]

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**Tabletop Exhibitors:** Paragon B2B/MetalWare; Acero Prime; BKD LLC; The Hollingsworth Co.; Striker Systems; TimeSavers