

SMU Community Chat

May 27, 2020

Starting at 11 AM Eastern

John Packard, President & CEO of Steel Market Update

**Barry Zekelman, Executive Chairman and
Chief Executive Officer of Zekelman Industries**



[SteelMarketUpdate.com/Blog/SMU-Community-Chat-Webinars](https://www.steelmarketupdate.com/Blog/SMU-Community-Chat-Webinars)

Lewis Leibowitz is a prominent international trade and Customs attorney based in Washington, D.C. He advises clients on international trade opportunities and challenges dealing with domestic and international law and government policy. He speaks and writes frequently on international trade legal and policy issues. Lewis has long experience with international trade matters involving government regulations, administrative and judicial proceedings. He has worked on trade issues involving the steel industry, the automotive industry, textiles, agriculture and many other industries. A well-known champion of “consuming industries,” he has worked to guide coalitions aimed at reducing trade barriers, whether imposed by presidential action or administrative decisions. Lewis is a past Chairman of the National Association of Foreign Trade Zones (NAFTZ) and assisted in the creation of the World Free Zones Organization (WFZO). He is an acknowledged leader in foreign trade zone law and policy.



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We are pleased to announce the 2nd annual [SMU NexGen Leadership Award](#), sponsored by the Steel Manufacturers Association. The Award is designed to recognize and celebrate the excellence of emerging leaders within the greater steel community.

SMU is dedicated to helping businesses recruit, train and retain the next generation of talent. Any young motivated employee under the age of 35 who is currently employed by an organization that utilizes carbon steel as part of its core business function is eligible for this award.

This is a great opportunity to shine the light on the hard work of the people in your organization, and celebrate it with the greater steel industry.

The winner will get: a mentorship day with **Chuck Schmitt, President of SSAB Americas**; a free pass to a SMU Steel 101 Workshops; and a free pass to the next SMU Steel Summit.

Nomination details will be announced by SMU in the coming days.

Flat Rolled Price Increases

April 30

- ArcelorMittal announced \$500 HR, \$700 CR and coated

May 1

- USS and UPI announced \$60/ton increase, Nucor announced \$50/ton increase, NLMK announced \$520 HR, \$720 CR and coated

May 4

- Algoma announced \$50/ton increase

May 21

- USS, ArcelorMittal, UPI, NLMK, Nucor and AK Steel announced \$40/ton increase, ArcelorMittal announced \$540 HR, \$740 CR and coated

Plate Price Increases

May 18

- SSAB announced \$40/ton increase

May 19

- ArcelorMittal USA \$40/ton increase (verbal)

May 20

- Nucor announced \$50/ton increase

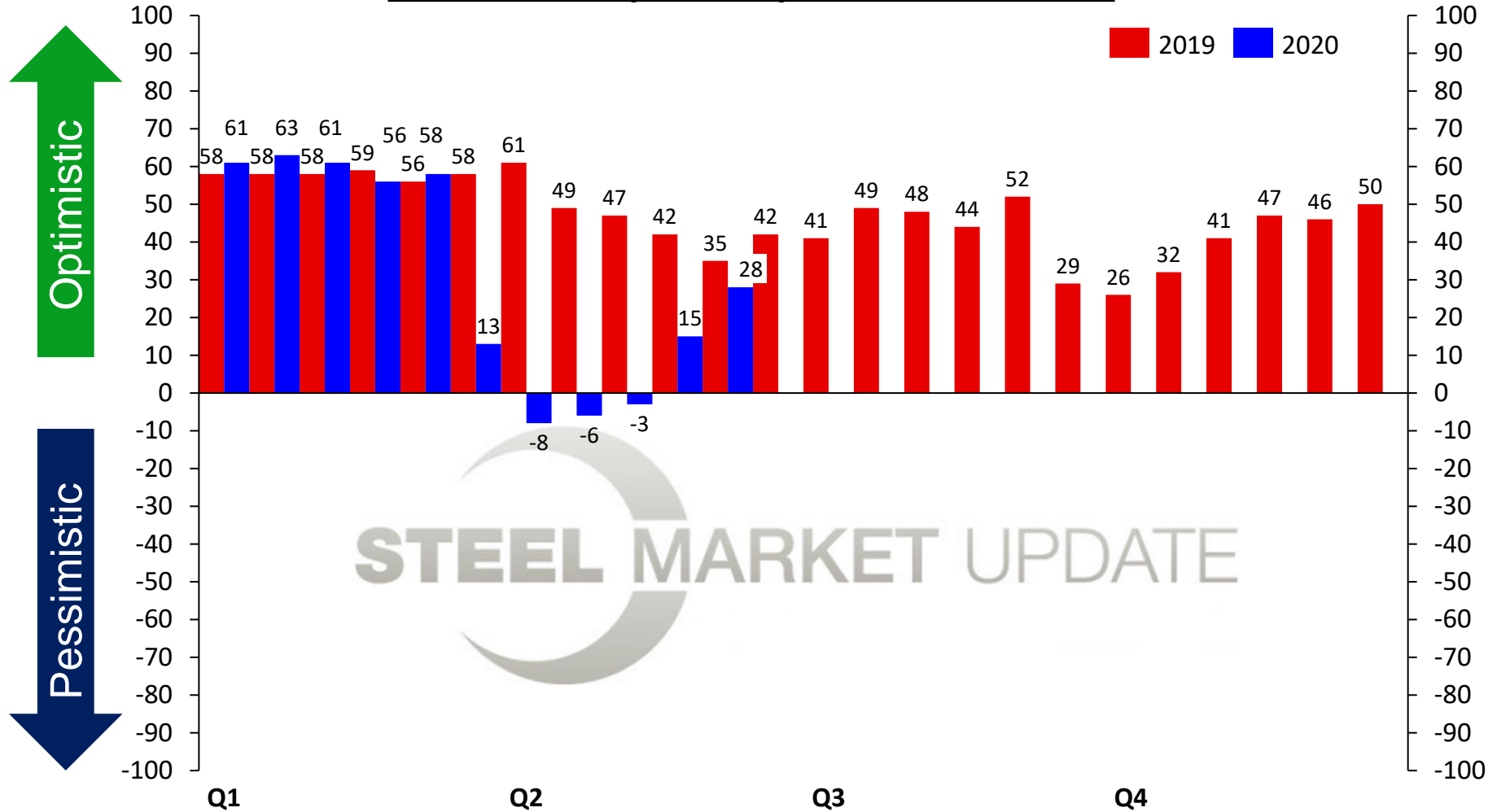
SMU Hot Rolled Price Index



SMU Buyers Sentiment Index

Up 13 points to +28

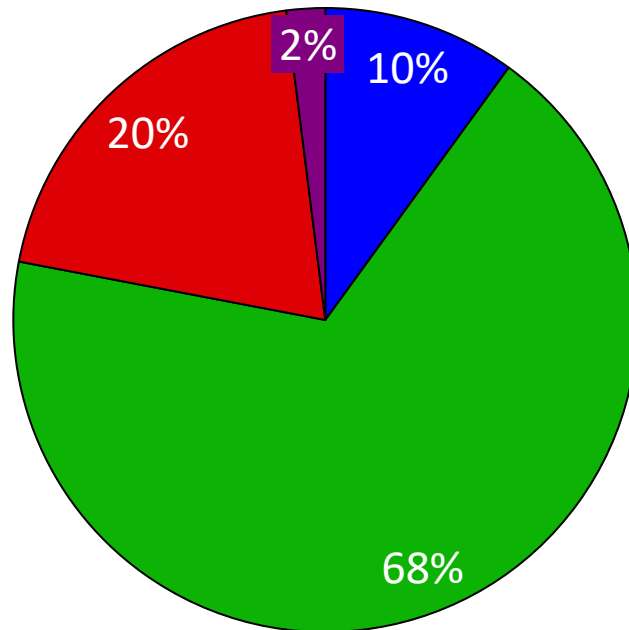
Steel Market Update Buyers Sentiment Index



Price Increase Collection

Given current demand, will the domestic mills be able to collect the full price increases leading to \$540 hot rolled and \$740 base cold rolled and coated?

- Yes – the mills will collect the full price increases
- Yes – the mills will collect a portion of the increases
- Prices will remain the same as they were prior to the increase announcements
- No – prices will move lower from here



Barry Zekelman

Mr. Barry Zekelman is Executive Chairman and Chief Executive Officer of **Zekelman Industries**. Mr. Zekelman is responsible for all aspects of business at Zekelman Industries. He has devoted his entire career to the development of the corporation. He started out at Atlas Tube and assumed ownership, along with his brothers, with his father's sudden passing in 1986. Under Barry Zekelman's leadership as CEO, chairman and president of Atlas, the business grew from \$2 million to over \$1.2 billion in sales. In 2006 Atlas became part of the company now known as Zekelman Industries, with Barry Zekelman as chief operating officer (COO) of the corporation. He became CEO and president in 2008. In 2010 he became executive Chairman and returned to the role of CEO in 2013. Today, Barry Zekelman leads the largest independent steel pipe and tube manufacturer in North America with sales in excess of \$2.7 billion.



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- SMU Will Conduct Our Conference on August 24-26th
- We will offer a “virtual” conference option for the first time
- A final decision on a “live” conference at the Georgia International Convention Center will be made on June 1st
- We have a strong program and our “virtual” online platform will have special networking opportunities

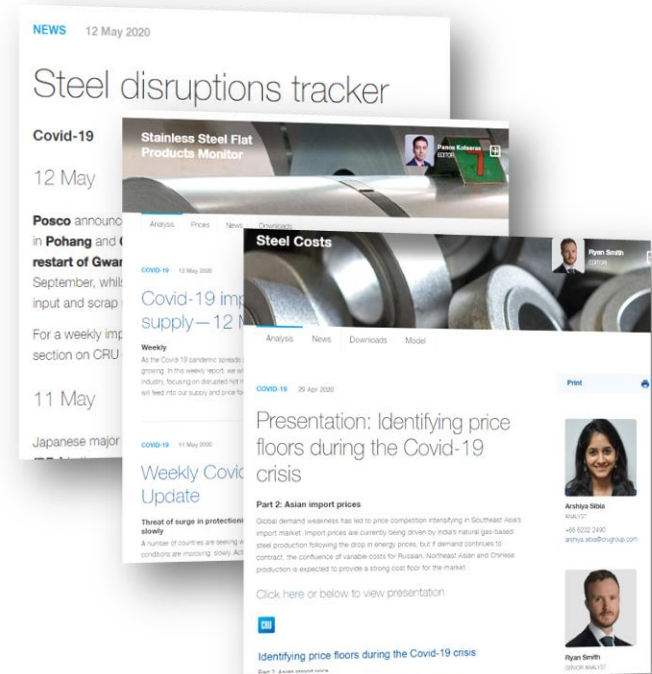
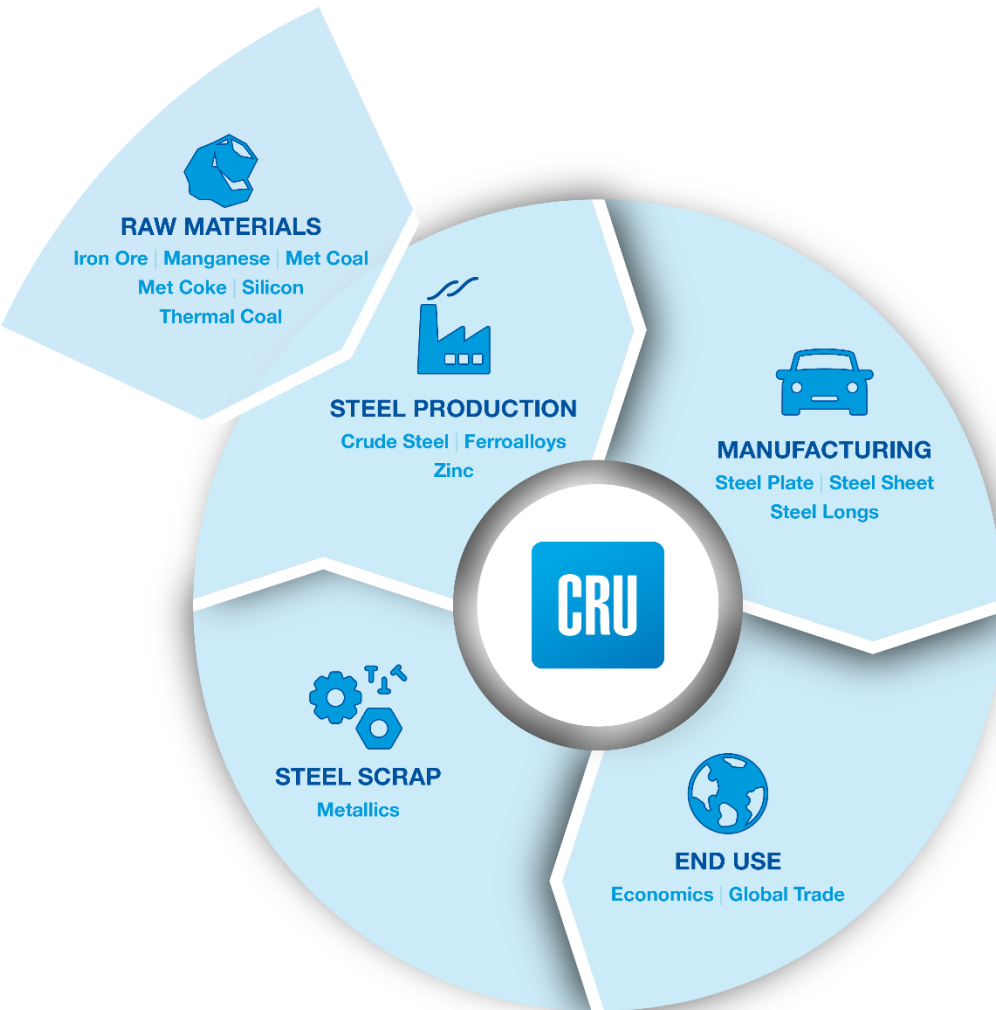


Additional details can be found at www.SteelMarketUpdate.com/Events/Steel-Summit

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Thank You

Thank you for attending our SMU Community Chat Webinar.

A special thank you to Mr. Zekelman for his participation in today's community chat.

Our next webinar will be **Wednesday, June 3rd at 11 AM ET** featuring **Lewis Leibowitz**.

To contact John Packard – John@SteelMarketUpdate.com

For information about subscribing to SMU contact Paige Mayhair at Paige@SteelMarketUpdate.com

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