

# SMU Community Chat

March 23, 2022

Starting at 1 PM Eastern

Michael Cowden, Steel Market Update

Brian Desigio, Structural & Steel Products, Inc.

Matt Brace, Brace Steel



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

# Steel Market Update



SMU Newsletter developed for active buyers & sellers of flat rolled steel.

**Prices – Momentum – Trends – Analysis – with a guarantee**

For more information visit [www.SteelMarketUpdate.com](http://www.SteelMarketUpdate.com)

# Upcoming Events

Date	Event	Status	Venue
<b>April 19-20</b>	SMU Steel 101 Workshop	<b>Live</b>	Memphis, Tennessee
<b>April 26-27</b>	SMU Introduction to Steel Hedging Workshop	<b>Virtual</b>	Online
<b>April 26-28</b>	CRU Steel Decarbonisation Strategies 2022	<b>Virtual</b>	Online
<b>July 19-20</b>	SMU Steel 101 Workshop	<b>Virtual</b>	Online
<b>August 22-24</b>	SMU Steel Summit Conference	<b>Live</b>	Georgia International Convention Center, Atlanta, Georgia

If you would like more information about any of our workshops, you may visit [SteelMarketUpdate.com/Events](https://SteelMarketUpdate.com/Events) or e-mail our team at [Events@SteelMarketUpdate.com](mailto:Events@SteelMarketUpdate.com)



Steel 101 Workshop, Severstal Dearborn 2012

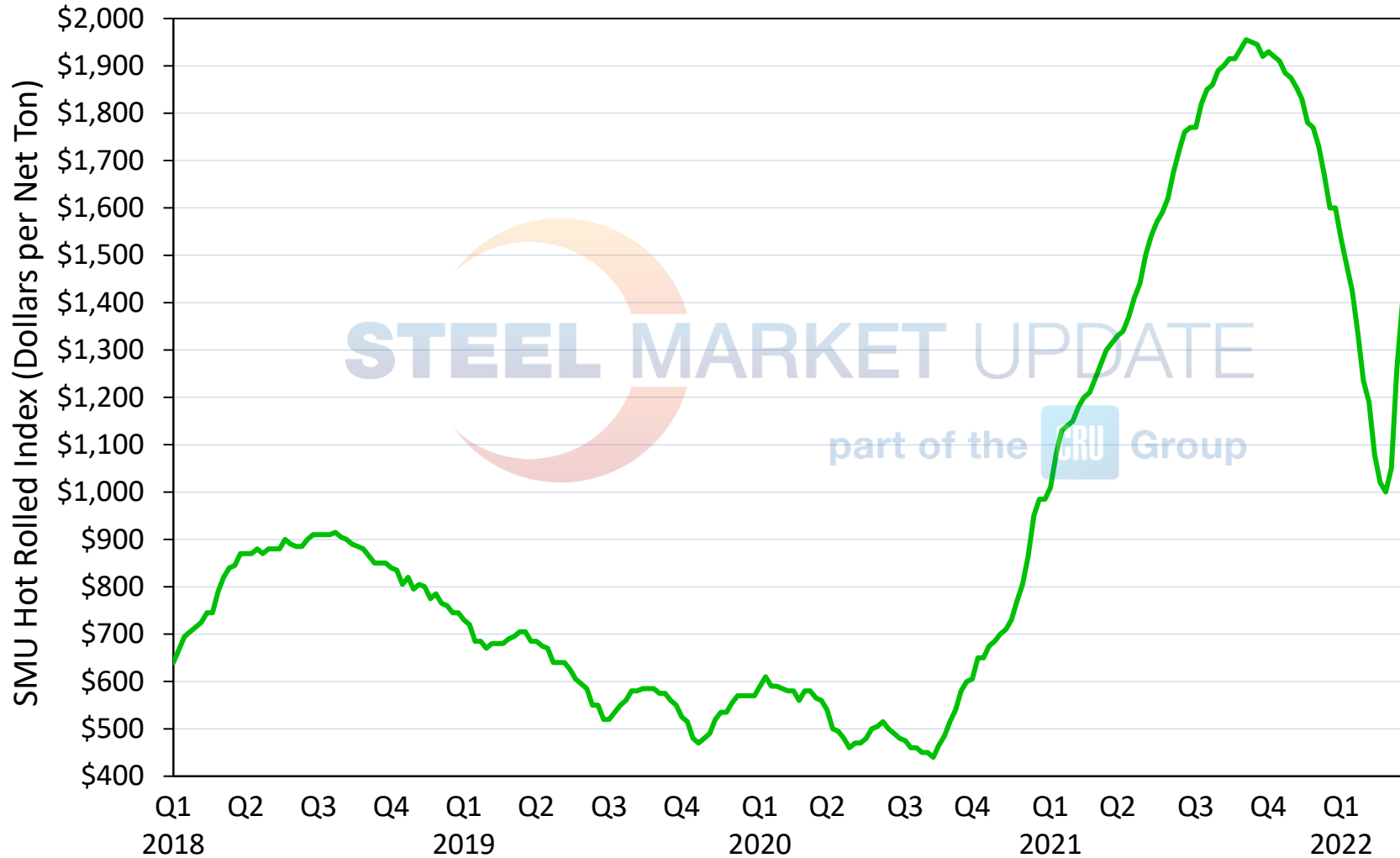
Our goal is to provide quality information to the flat rolled steel industry.

We invite over 500 companies to participate in our surveys.

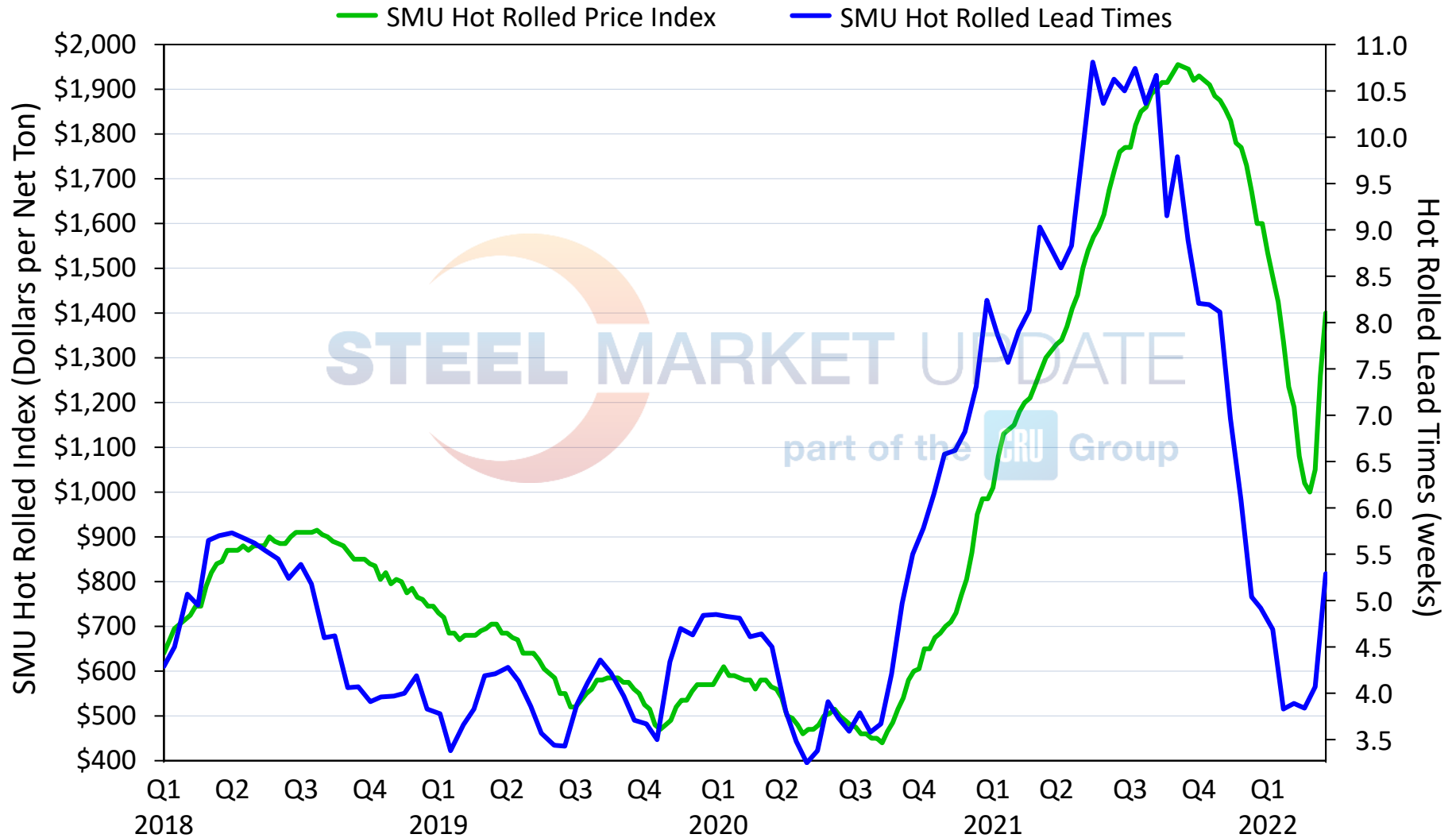
All responses are kept confidential and are never attributed to the individual or company responding.

To become a data provider, contact [Brett@SteelMarketUpdate.com](mailto:Brett@SteelMarketUpdate.com)

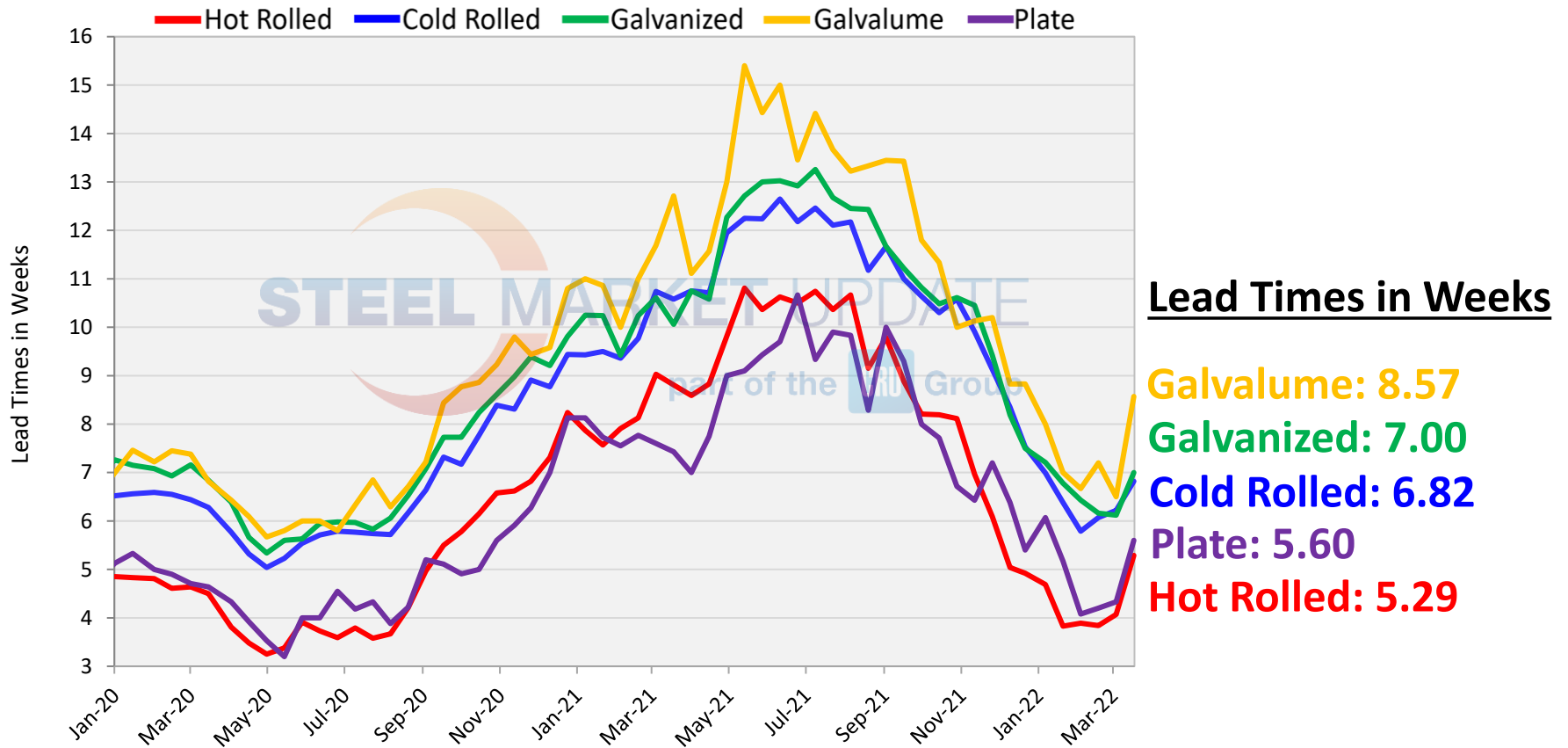
# SMU Hot Rolled Index



# SMU Hot Rolled Index vs Lead Times

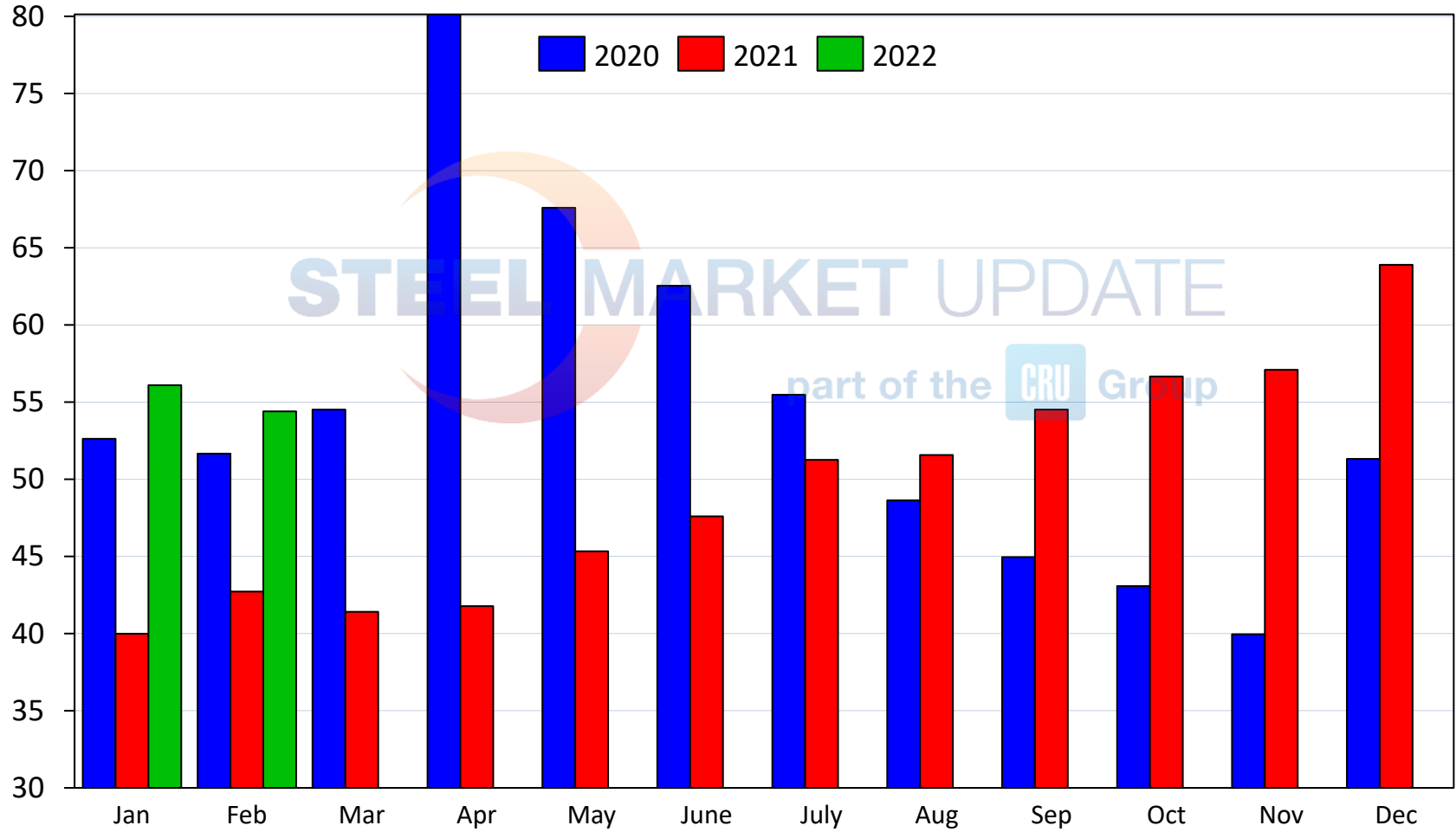


# Steel Mill Lead Times



# Service Center Inventories

### Shipping Days of Supply – Flat Rolled



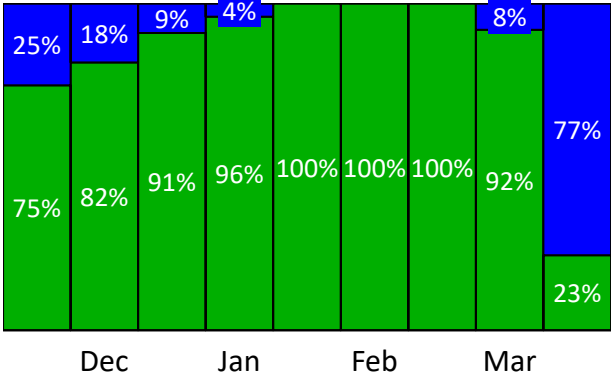


# Mill Negotiations

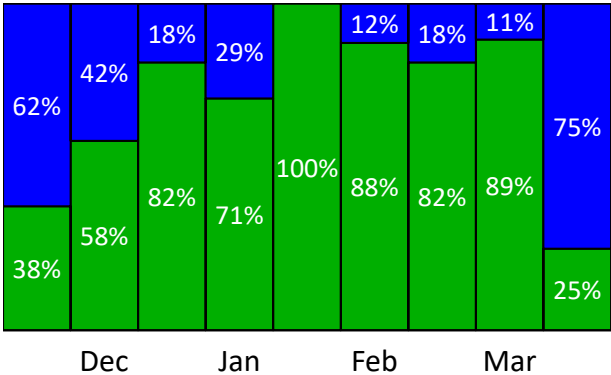
Are you finding the domestic mills are willing to negotiate pricing on brand new orders placed this week?

■ Yes ■ No

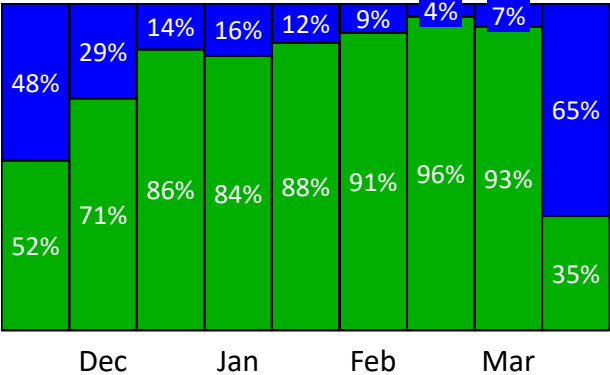
Hot Rolled



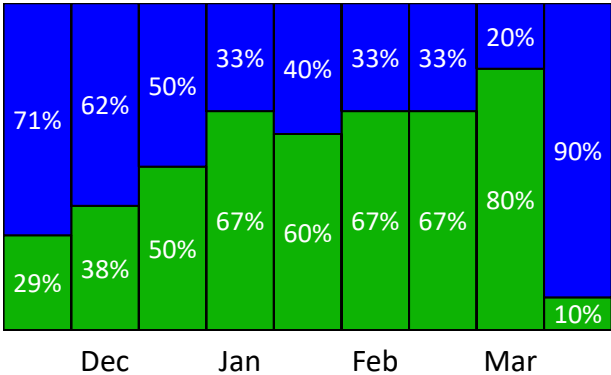
Cold Rolled



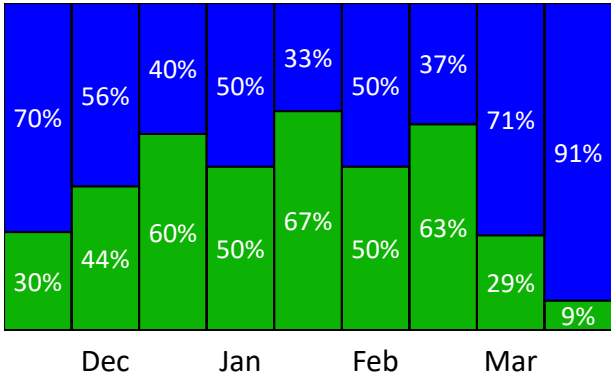
Galvanized



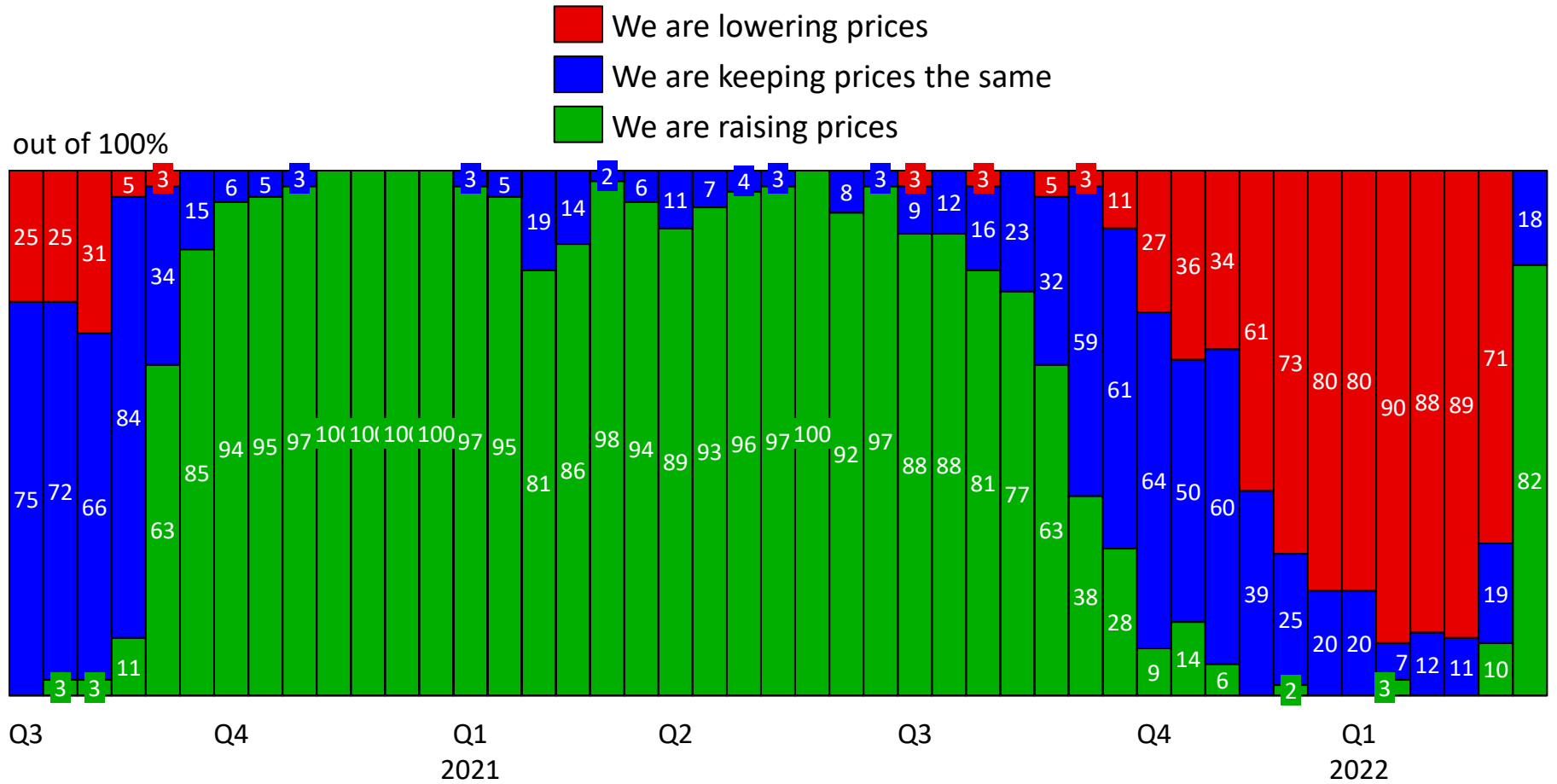
Galvalume



Plate

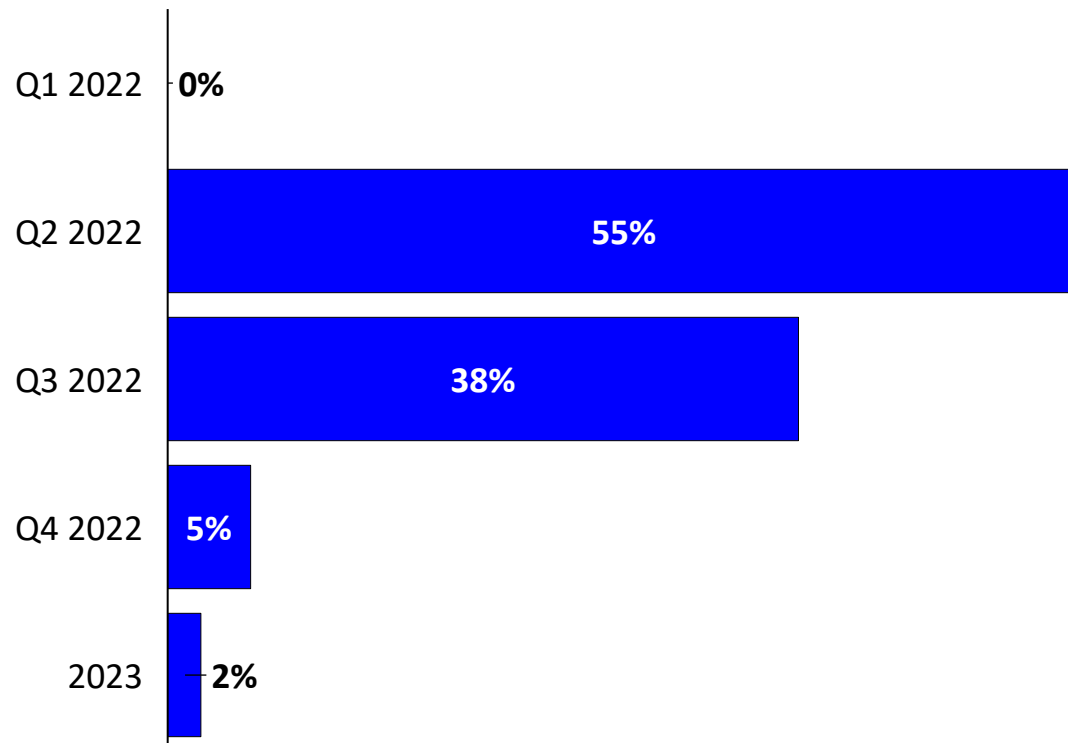


**Service Centers-** Compared to two weeks ago, how is your company handling spot pricing to your customers at this time?



# HRC Price Peak

When do you think HRC prices will peak and why?





**Brian Desigio** serves as President, Chief Operating Officer and Board member of Structural & Steel Products, Inc. where his passion for building infrastructure fits perfectly with a company seeking to expand its market leadership.

After receiving his MBA from Cornell University, Brian spent much of the following two decades leading strategic growth and development for global manufacturing organizations including General Mills and Valmont Industries with market focus ranging from agriculture, energy, infrastructure and telecommunications.

In addition to his early nuclear engineering experience at Norfolk Naval Shipyard, Brian draws upon an extensive background in mergers and acquisitions which included leading completion of close to fifty transactions worldwide over the course of his career.

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**Matt Brace** started Brace Steel in 2018 as a leader in the Texas market for rebar fabrication and serves as Chief Executive Officer and Board member of Structural & Steel Products, Inc.

Matt has spent more than 30 years in the steel industry spanning recycling, steel making and fabrication. This experience includes responsibility for \$3.5 Billion of sales for Commercial Metals Company as well as serving as Chairman of the Concrete Reinforcing Steel Institute (CRSI).

An entrepreneur at heart, Matt invests heavily in people and believes that integrity of heart and mind is the key to his success. Matt's experience working for companies of all sizes, public or privately-held, enable a unique perspective and insights into the industry as a whole.

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# Thank You

Thank you for attending our SMU Community Chat. And a special thank you to Dr. Sjöström for his participation today.

To contact Michael Cowden: [Michael@SteelMarketUpdate.com](mailto:Michael@SteelMarketUpdate.com)

To contact Brian Desigio: [bdesigio@s-steel.com](mailto:bdesigio@s-steel.com)

To contact Matt Brace: [mbrace@s-steel.com](mailto:mbrace@s-steel.com)

For information about subscribing to SMU, contact Paige Mayhair: [Paige@SteelMarketUpdate.com](mailto:Paige@SteelMarketUpdate.com)

To participate in our survey contact Brett Linton: [Brett@SteelMarketUpdate.com](mailto:Brett@SteelMarketUpdate.com)

To become a data provider for our service center inventory report, contact Estelle Tran: [Estelle.Tran@CRUGroup.com](mailto:Estelle.Tran@CRUGroup.com)

Stay safe and stay tuned to Steel Market Update!



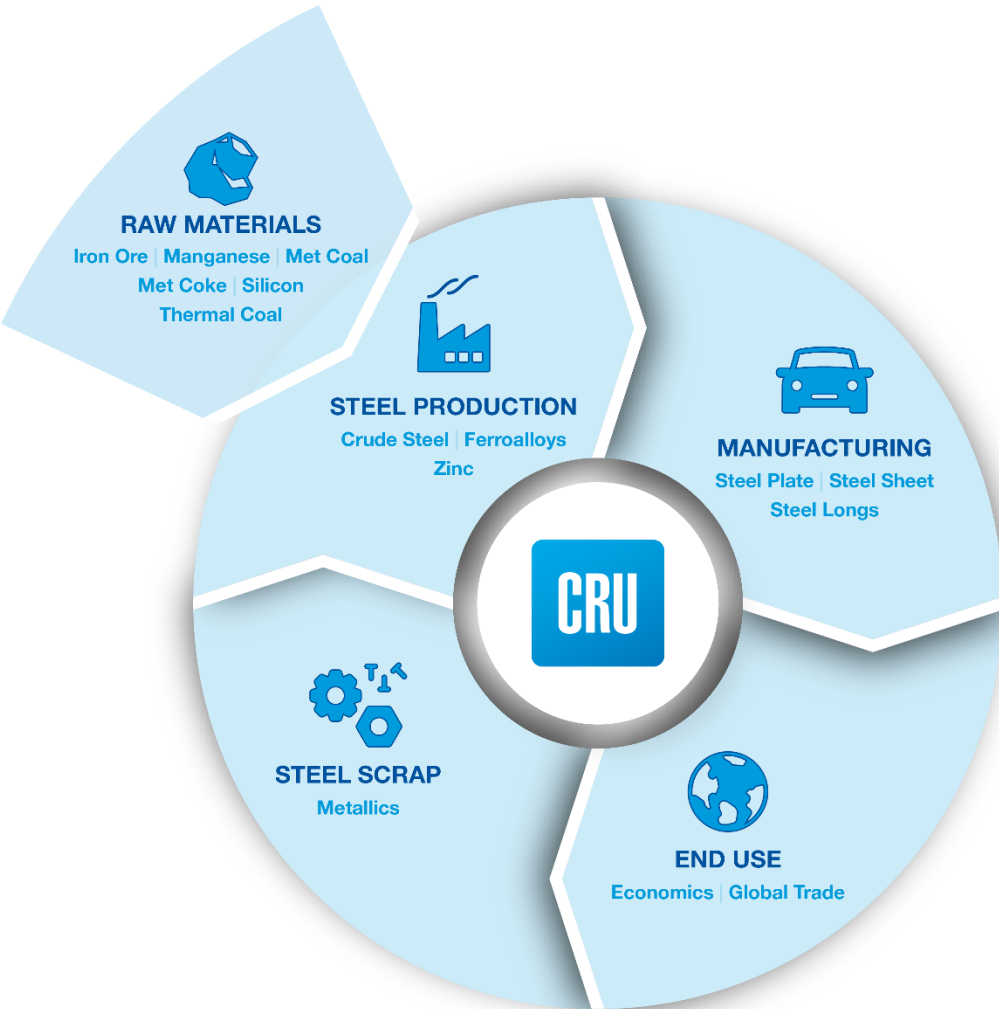
**Edward J. Lehner** is President and Chief Executive Officer (CEO) of **Ryerson**, a leading value-added processor and distributor of industrial metals, with operations in the United States, Canada, Mexico and China. Eddie began serving as Ryerson’s CEO in June 2015 after having served as Ryerson’s executive vice president and chief financial officer since 2012.

Prior to joining Ryerson, Eddie served as the chief financial officer of PSC Metals, Inc., a diversified metals company, and before that, as the chief financial officer of SeverCorr, LLC., a primary steel manufacturing company headquartered in the southern United States.

Eddie’s career also includes senior general management, operational, financial, accounting, tax and consulting roles for Nucor, Birmingham Steel, Inc., Laurel Steel and Deloitte.

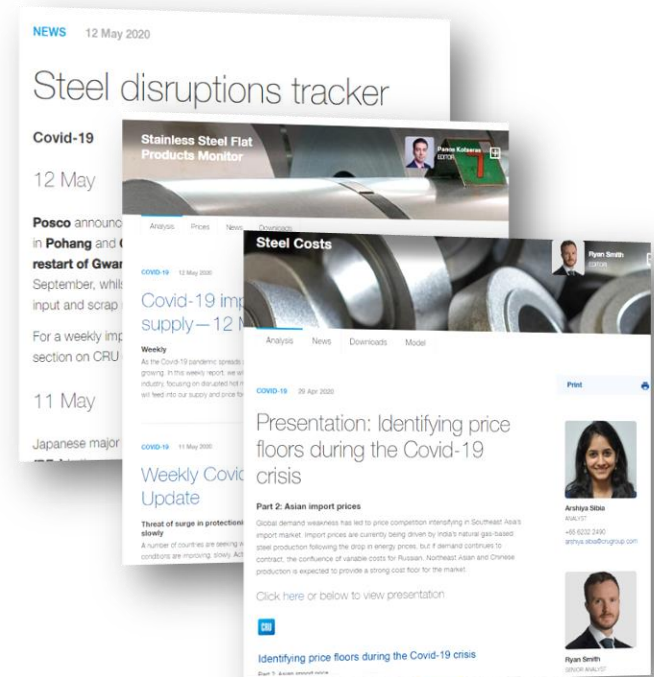
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