



**FIA Fall Meeting & Marketing Seminar
Westin Downtown – Cleveland, OH
October 15-17, 2024**

Tuesday, October 15, 2024

5:30 p.m.	Registration Open	Vanda Foyer
6:30 p.m.	Welcome Reception Great Lakes Science Center (Transportation provided)	

Wednesday, October 16, 2024

7:30 a.m.	Registration & Breakfast	Orchid West
8:00 a.m.	Economic Update <i>Alex Chausovsky, Bundy Group</i>	Orchid East
9:00 a.m.	Washington D.C. Update <i>Omar Nashashibi, The Franklin Partnership</i>	Orchid East
9:45 a.m.	Break	
10:00 a.m.	SBQ/Raw Materials Panel Session <i>Jeff Cordill, Steel Dynamics; Mark Candy, Eaton Steel; Antonio Alvarez, FRISA; Chad Hendrickson, Charter Steel; Chuck Short, Gerdau; Dan Halm, Metallus Moderator: Tim Triplett</i>	Orchid East
10:45 a.m.	Energy Market Overview <i>Bud Weinstein, Consultant</i>	Orchid East
11:30 a.m.	Construction/Ag Market Overview <i>Chris Kuehl, Armada</i>	Orchid East
12:15 p.m.	Lunch	Orchid West
12:45 p.m.	Break Out Sessions	
	▪ Unlock the Power of Artificial Intelligence for B2B Marketing <i>Kendra Ramirez, KR Digital</i>	Vanda North
	▪ Election & What's Happening in China <i>Omar Nashashibi, The Franklin Partnership</i>	Vanda South
	▪ Q&A Session with FIA Legal <i>Johanna Fabrizio Parker, Benesch Friedlander Coplan & Aronoff LLP</i>	Cattleya
	▪ Defense/Appropriations & Working with the Government <i>Ken Wetzel, SMI</i>	Calypso

1:45 p.m.	Automotive Market Overview <i>Lauri Harbor, Harbor Results</i>	Orchid East
2:30 p.m.	Break	
2:45 p.m.	Defense Market Overview <i>Ken Wetzel and Bryan Bender, SMI</i>	Orchid East
3:30 p.m.	Aerospace Market Overview <i>Glenn McDonald, AeroDynamic Advisory</i>	Orchid East
4:15 p.m.	Adjourn	
5:30 p.m.	Happy Hour & ForgingPAC Raffle Dinner on own	Grand Foyer
6:30 p.m.	Next Gen Activity: Funny Bus Cleveland <i>(Pre-registration required attendees age <35)</i>	

Thursday, October 17, 2024

8:00 a.m.	Breakfast	Orchid West
8:30 a.m.	Reshoring Is Surging - How Your Company Can Benefit <i>Harry Moser, Reshoring Initiative</i>	Orchid East
9:30 a.m.	Panel Session: Successful Marketing for Manufacturing <i>Laura Diedrich, Scot Forge; Darren Wojahn, Charter Steel; Niamh Field, FIA; Moderator: Danielle Smith, Finkl</i>	Orchid East
10:15 a.m.	Break	
10:30 a.m.	Fair Trade Update <i>Myles Getlan, Cassidy Levy Kent</i>	Orchid East
11:15 a.m.	Adjourn	
12:00 p.m.	*Optional Activity: Rock & Roll Hall of Fame <i>(Pre-registration required – limited spots available, boxed lunch included)</i>	
12:00 p.m.	*Optional Activity: Tour of Charter Steel <i>(Pre-registration required – limited spots available, boxed lunch included)</i>	

***Attendees must arrange their own travel to and from the optional activities. Note, the Rock & Roll Hall of Fame is walking distance from the hotel.**