

NOVEMBER MEETING ANNOUNCEMENT



- PROGRAM :** Tour of Steel Dynamics Inc. – Structural & Rail Products Mill
Columbia City, IN
- LOCATION:** **Dinner and Tour at SDI**
(See map on next page)
- DATE / TIME:** Wed., November 12, 2003
First tour begins at 4:30 PM. Tours to run consecutively with dinner.
Dinner will be served 4:45 – 6:45 PM.
- COST :** \$16.00 SAE Members and Retirees
\$20.00 Non-member/or at the door
\$10.00 Students
- MENU :** Buffet including Beef Pot Roast, Whipped Potatoes w/ Gravy, Green Beans w/
Bacon & Onions, Garden Salad, Rolls, Dessert Table
- RESERVATIONS:** **ADVANCE RESERVATIONS REQUESTED BY NOVEMBER 4th.** Company
reps are listed on the last page.

Visit the Section website at <http://www.saesections.org/fortwayne/>

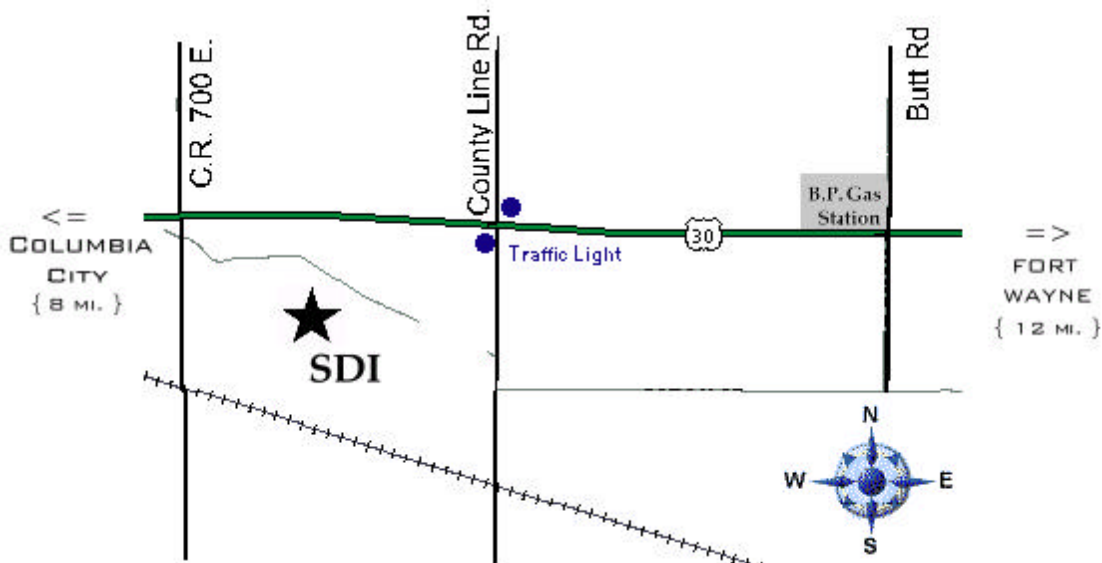
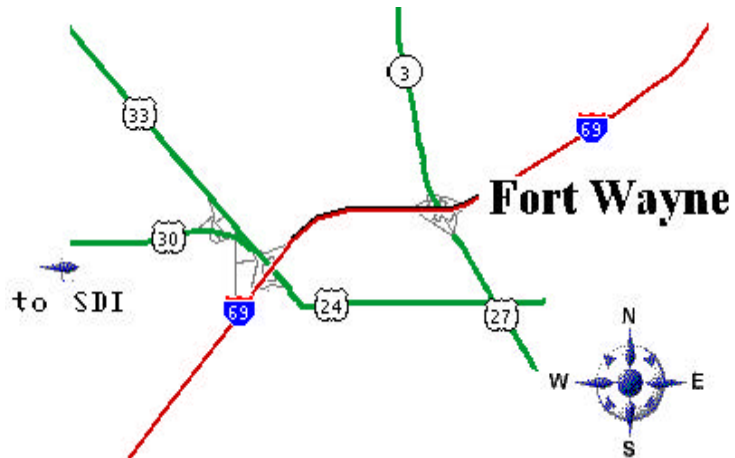
About the Program and Dinner ...

We will get a first hand view of SDI's new Structural Steel and Rail Mill in Columbia City. The mill produces a wide variety of structural steel shapes and lengths, plus rails for railway use. Tours will begin at 4:30 pm in groups of ten. A catered buffet will be served at the mill's cafeteria, running consecutively with the tours, allowing you a preference to eat before or after your tour.

Guests that are coming out for the tour will need to wear long pants (no skirts), durable shoes (no open-toe shoes or tennis shoes), and a long sleeve shirt. This is a walking tour through the mill on uneven surfaces. We encourage flat shoes. Please consider that the environment in the mill is not conducive to light-colored clothing and there is a possibility your clothing may become soiled. Also, if anyone has a pacemaker, they will not be able to tour the LMF. SDI will provide a hardhat, safety glasses, green jacket and earplugs.

DIRECTIONS TO PLANT SITE

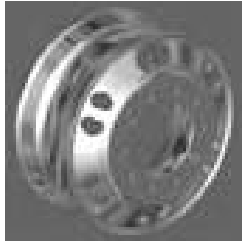
- From I-69 (Fort Wayne), take US 30 West. {exit I-69 exit # 109 }
- Follow US 30 West for approximately 12 miles to County Road 700 E. (If you come to the "Whitley County" Water Tower, (at the third traffic light) you've gone two roads too far).
- Turn left on to County Road 700 E.
- Turn left into the first driveway.
- Stop at the Guard House and Sign-in.





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Upcoming Events:

- **International Truck & Bus Meeting & Exhibition**

November 10-12, 2003
Fort Worth Convention Center
Fort Worth, Texas, USA

The final conference program may be found at <http://www.sae.org/calendar/itb/program.pdf>

- **Is the Automotive Industry Ready for a Dose of Enterprise Medicine?
Telephone/Webcast**

November 7, 2003 (11:30 a.m. - 1:00 p.m. ET) - Via Internet & Telephone
International Truck and Engine Corporation Fort Wayne, IN
The Webcast is Free – Bring your lunch – Advance reservations to your Company Rep. by Nov. 3rd

Overview:

You're a supplier or OEM fighting to thrive or even survive in one of the world's most challenging industries. Chances are your company has undertaken some of the initiatives that espouse greater efficiencies, product differentiation, and increased sales, only to find that higher profits remain elusive.

While technology innovation, cost reduction, and increased productivity are absolutely vital for any company to be competitive, it's no secret that the ultimate weapon is the people who have to make it happen. Most companies have excellent people. But managers are very often prevented from making common sense and sound business decisions by a corporate culture that's steeped in politics, protecting status quo, CYA, and avoiding "harsh facts" - and it starts with senior management.

Engineer, management consultant, and Enterprise Medicine creator Dan Paul and business author Jeff Cox illustrate this often-stifling corporate phenomenon through their best-selling book, *The Cure*. Through this fascinating story about a fictitious company that sees its industry-leading reputation slipping away, *The Cure* portrays the symptoms of poor corporate health, then prescribes the treatment for achieving what Jack Welch was known for at General Electric - a hard-wired dynamic and "boundary-less" management culture.



We've teamed Mr. Paul with noted automotive analyst and consultant Kim Korth to present a 90-minute tele-webcast event that no automotive supplier or OEM can afford to miss. Join us and follow Dan Paul as he:

- describes the dysfunctional symptoms of divisiveness, internal competition, and denial so common in companies
- outlines the Enterprise Medicine change process that drives out fear and fosters open communication, common commitment, and a united direction
- demonstrates an online tracking tool that keeps newly energized teams aligned, motivated, and hard-wired

And then Kim Korth will:

- offer her "voice of the customer" reaction to Enterprise Medicine and its applicability to the automotive industry
- recommend other fixes that automotive companies must undertake and how those interventions relate to Enterprise Medicine objectives
- recommend other strategies that automotive companies can employ and how those complement or contradict what is proposed in *The Cure*.

Ample time will be allotted for Q&A interaction with both speakers.

Company Representatives

Please make meeting reservations and dinner payments with your company representative (or online at www.saesections.org/fortwayne/):

Rich Taylor..... Dana Corp., Churubusco
Dan Gochenour..... Eaton Clutch, Auburn
Steve Burman..... Dana Corp., Spicer Axle
Dan Grohnke..... International Truck
David Gibson..... Cooper Standard
Bongsu Kang..... IPFW
Ramiro Bravo..... Tri-State University
Dave Aschliman..... Indiana Institute of Technology
Jim Roussey..... All Others (P) 260.486.8500

Upcoming Section Meetings:

**December 10 - No Chrome Technology for
End-of-Life Vehicle Compliance (Goegleins)**



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