

# THE NASA NETWORK

June 2025

## Annual Meeting: Record Attendance and Accolades

This year's NASA Annual Meeting kicked off in late April in Key Biscayne, FL with NASA President, Mike Wagner, welcoming a record number of attendees: 535. Wagner also reported a record number of one-on-one sessions between Members and Suppliers: 375.

NASA is focused on achieving our tonnage goals this year and have nearly one hundred different Supplier programs in place. "We continue to grow. We are a very large organization, but we are also small and nimble," said Wagner. As a testament to our growth, four new Member companies were introduced at the Annual Meeting, as were two new Suppliers.

The Annual Meeting also provided an opportunity to recognize attendees who achieved growth within NASA. Seven Members increased their NASA metal purchases by more than 50% in the past year. Five Metal Suppliers experienced double-digit metals growth within NASA. And, three Operational Suppliers grew their NASA business by more than 50%. These numbers reflect the overall theme of the Annual Meeting, which Chairman, Paul Gedeon, summarized; "Support our Suppliers with everything you've got, and enjoy the meeting!"



### What's New at NASA in 2025

- 4 new Members
- 17 new steel mills
- Leadership Training program
- Resource Library
- Member Scorecard
- NASA Mobile App (coming soon)

Mark your calendar for upcoming NASA events.

**Forecast Conference:**  
**October 22-23, 2025, Chicago, IL**

**Annual Meeting:**  
**April 13-15, 2026, Las Colinas/Dallas, TX**



# Honoring Contributions

NASA is as much about steel as it is about people. Our organization has been shaped by the leadership of the many individuals who have served on our Board of Directors over the years. At the April Annual Meeting, we thanked Paul Blaisdell (McNeilus Steel) for his more than fifteen years on the Board. And there was an extended moment of recognition for Members and Suppliers who passed away since our last gathering. These key contributors and their insights and passions will be greatly missed: Kirk Brannon (Brannon Steel), Keith Sabel (Sabel Steel), and Larry Romboski (NLMK USA).



## Canadian Members Convene in Toronto

“It was an opportunity for our Canadian Members and Suppliers to network and talk about topics specific to their geography,” explained Deana Lecy, NASA Director of Metals Programs. She was referring to the Regional Meeting NASA hosted in Toronto earlier this month. The meeting was attended by 46 people from eleven Member companies. “The last time we held a Canadian Regional meeting was back in 2022. In light of current trade regulations, it was a great opportunity to get Members and Suppliers together discussing supply chain challenges and deepening their connections,” added Lecy. Participants included principles as well as employees from deeper within Member companies.

A highlight of the meeting was a Member-led roundtable which was an initiative borne out of the Supplier Council. The roundtable was moderated by Dan Potter (Salit Steel), an advisory member of the Supplier Council. Attendees were divided into five groups and given a topic to discuss. Topics included market uncertainty and tariffs as well as employee motivation and training. The session ended with each group reporting out ideas to address these topics. “It was a unique way to engage attendees and provide a number of ideas for Members to implement back at their companies,” noted Lecy. We look forward to exploring similar roundtable discussions at future NASA events.







## Leadership Training Certifies 23 Participants

Twenty-three budding leaders from NASA Member companies attended the first NASA Leadership Training Program in Chicago on June 24-26. “Developing the future leaders of the metals industry is a key point of distinction for NASA and a real value for our Members,” explained NASA President, Mike Wagner.

The Leadership Training Program was spearheaded by the co-chairs of the Leadership Development Group; JR O’Brien (O’Brien Steel Service) and Bill Pattison (West Central Steel). Participants represented a range of job functions and years in the business. The event included breakout sessions and speakers with insights into family-owned businesses.

Each participant was given assignments to complete in advance of the event. “Everyone also took a DISC Personality Test, to give insights into their leadership style and areas for improvement,” said Ryan Thomas, Membership Manager. Upon completion of the three-day session, each attendee received a certificate. “The goal of the event was to have attendees leave Chicago armed with the skills to be better leaders,” added Thomas.

## Member Scorecard

A few years ago, NASA implemented a Supplier Scorecard to evaluate Supplier participation levels and value to the NASA community. In 2025, NASA launched a similar Scorecard for Members. “When Members join NASA, there is a requirement that they attend the Annual Meeting. But there are a lot of other opportunities for contributions to NASA that don’t take a lot of time, and that can be vital in helping NASA deliver even more value to Members,” explained Ryan Thomas, NASA Membership Manager.

The Scorecard uses a weighted system to measure Member participation in eight categories including completing the Plan Survey and Total Tons Survey; purchasing from Operational Suppliers; and attending the Forecast Conference. “The Total Tons Survey data, for example, is important information for the Management Team,” emphasized Thomas. “Not having this data from every Member leaves a big void in the numbers we use to help negotiate programs with Suppliers,” added Thomas.

# Berman Brothers Break Out of the Middle Market

"We are in a sweet spot in the market," said Dustin Sisco, General Manager of Berman Brothers, referring to the service center's Jacksonville, FL location, which is sandwiched between branches of O'Neal Steel and Kloeckner Metals. Berman Brothers became a NASA Member in 2023. "It was an opportunity for us to network with operators who are in the same world as we are," recalled Sisco.

But the clear benefit of membership for Berman Brothers has been the access to NASA's metals programs. "We are driving as much purchasing as we can through NASA. As a result of our NASA Membership, we are not stuck in the middle of the market in terms of competitiveness. We can better compete on price and inventory because of NASA. We can go toe-to-toe," reported Sisco.

In addition to embracing NASA, this third-generation family business is quickly embracing automation in operations. Leadership is also expanding into a full service fabrication shop, all welcome moves for customers. "There are a lot of manufacturing hubs in our region, mostly supporting logistics and transportation. On any given day, we have dozens of different companies picking up steel from us," said Sisco.



9/11 Memorial

## Close Up: Berman Brothers

**"We know metal. We scrap it. We sell it. We fabricate it."**

**Products:** Carbon and galvanized steel, aluminum, and stainless steel in all product forms including heavy wall pipe.

**Services:** Metal recycling, service center, and fabrication—press braking, rolling, forming, shearing, punching, cutting, and welding.

**Located in:** Jacksonville, FL

**Claim to Fame:** We have provided material for every iteration of the Gator Bowl and we were a subcontractor for fabrication of the 9/11 Memorial fountains at Ground Zero in New York City.

## Berman Brothers Featured in New Ad

In the April and June issues of *Modern Metals*, Berman Brothers was featured in a campaign intended to recruit future Members. In the ad, Dustin Sisco highlights the competitive edge Berman Brothers has gained as a result of NASA's networking and metals buying opportunities.



**Dustin Sisco**  
General Manager  
Berman Brothers

**NASA MEMBERSHIP:**  
"GIVES US A COMPETITIVE EDGE."

**THE NASA CONNECTION:**  
**Competing Toe-to-Toe**

Jacksonville, Florida-based Berman Brothers joined NASA in 2023 initially to tap into the opportunity to network with 120+ other service center Members. That's been invaluable. Although, the most important benefit of membership, says Dustin Sisco, General Manager for Berman Brothers, has been the commitment from the NASA Suppliers. "With their support, we can compete toe-to-toe in the market."

Becoming a NASA Member is a way for the Berman Brothers team to honor the legacy of their third-generation business, adds Sisco. "Our reputation for excellent service helped build the business. With NASA's support, we can keep growing. Nothing can stop us."

To join the NASA community, contact Ryan Thomas: [ryan@nasaalliance.com](mailto:ryan@nasaalliance.com)

**NORTH AMERICAN STEEL ALLIANCE**

## A Word From Our Suppliers

*The NASA Annual Meeting in April included a Supplier Town Hall with a panel of representatives from our key Metal Suppliers. Here are a few excerpts from the Town Hall.*

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“There are some bright spots in the market including energy, construction, and automation. Our BlueScope Building division is really busy with a backlog of projects in the pipeline.”—Ashley Kotowski, VP Sales and Marketing, North Star BlueScope

“Plate and heavy carbon, specifically, are less influenced by consumer-driven products. We are seeing the heavy transport, like marine, markets coming back nicely. Oil and gas is having a renaissance, coming back rapidly due to pent-up projects.”—Jeff Moskaluk, Senior VP Chief Commercial Officer, SSAB Americas

“It’s busy! Every data center uses 600 tons of tube to move cooling water. It’s not just the tube or pipe, but the need for the fabrication, labor, welding, and robotics to build these pipes. All of these aspects drive the economics. I think we are going into a Golden Age. The question is, are we ready for it?”—Barry Zekelman, Executive Chairman and CEO, Zekelman Industries

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## Please Contribute to the NASA Resource Library

As another benefit to Members, NASA is building a resource library for Members and Suppliers to access—and populate. “We are looking for videos, documents, and presentations related to steel making, product knowledge/education, safety, training, HR, and best practices. These materials can support any functional team within your operations,” explained John Ring (Dalco Metals), Chairman of the Marketing/Communications Committee. These materials will be available for easy download through the NASA website. **Please send your contributions to Lauren Rizzo at [lauren@steelalliance.com](mailto:lauren@steelalliance.com).**

