

THE NASA NETWORK

June 2026

Listening to Your Feedback

Shortly after the Annual Meeting in Dallas, the NASA Community received a post-event survey requesting feedback on the April gathering. Similar surveys are distributed following each NASA event to ensure attendee input continues to guide future planning and improvements. “The Management Team carefully reviews all survey results, especially the comments section,” said Mike Wagner, NASA President. “We take that feedback seriously and use it to make meaningful adjustments for future events.”

Feedback received spans a wide range of topics, including venue selection, food and accommodations, keynote speakers, and overall program format. While some enhancements can be implemented quickly, others require additional time and planning. Wagner noted that many event venues are secured several years in advance, making specific changes part of a longer-term process.



NASA also values attendee input regarding keynote speakers. Historically, the organization has sought respected steel industry executives who are willing to volunteer their time and share valuable insight with the NASA Community. “There are many outstanding leaders in the steel industry who truly value the opportunity to speak with our Members and Suppliers,” Wagner explained. “At the same time, we carefully balance the event budget with our ongoing goal of delivering exceptional value to attendees.”

NASA encourages all Members and Suppliers to continue completing post-event surveys, as attendee feedback plays an important role in shaping future conferences and programs. Wagner also encouraged Members to share suggestions for best practices—one of the most anticipated highlights of the Forecast Conference each October—by contacting Lauren Rizzo at Lauren@steelalliance.com.

Mark Your Calendar:

Be sure to include these upcoming NASA events in your schedule.



Oct. 28-29, 2026: Forecast Conference, Westin O’Hare, Rosemont, IL

April 12-14, 2027: Annual Meeting, JW Marriott Camelback, Scottsdale, AZ

April 3-4, 2028: Annual Meeting, Waldorf Astoria, Orlando, FL

Thank You, Paul!

Attendees at the Annual Meeting in April gave a rousing round of applause in appreciation for Paul Gedeon (Lane Steel) who wrapped up his two-year term as Chairman of the NASA Board of Directors. During this time, NASA launched a mobile app to enhance Member communications, hosted a two-day Leadership Development Training seminar for budding leaders, and implemented a Member Scorecard.

In accepting a thank-you gift from the NASA community, Gedeon said: “There has been a lot of unrest recently in terms of steel demand, fuel costs and steel costs. NASA, and events like the Annual Meeting, is a great way for everyone to be together and navigate these situations. Keep supporting one another!”



NASA App is Where It's At!



Attendees at the 2026 Annual Meeting took advantage of the new NASA App, which was loaded with all kinds of event information like registration list, agenda, floor plan, and more. The NASA App is also a useful tool all year round, with updates happening constantly. “The app will continually evolve to meet the needs of our Members,” said Mike Wagner, NASA President.

Here are some recent updates to the App:

- Directory phone and email added to the user profile. This allows easy contact via the app to others in the directory. Simply click on either the email or phone number in the user's profile to make a connection.
- Within the directory, users can now filter by user type (Member, Metals, Operational, etc.). There is also a filter for Products and Services.
- Through the App, users will be automatically logged in to any NASA Resources that require a log in—as long as the user's login and password are saved in their profile. Auto-login will include the private section of the NASA website.

Shared Success Campaign Launches

In 2026, NASA launched a new advertising and social media campaign highlighting the shared success that is generated through NASA connections between Members and Suppliers. The first ad appeared in the February issue of *Modern Metals* and featured NASA Member Expanded Solutions. Additional success stories will be featured in ads and LinkedIn posts throughout the year. *If you have a shared success story you'd like to share with our Members, please contact Lauren Rizzo at Lauren@steelalliance.com.*

A NASA SHARED SUCCESS

steelalliance.com

Expanded Knowledge

In 2023, Expanded Solutions joined NASA as a Preferred Metals Supplier. "Now we have direct access to the 120+ NASA Members and their 400+ operating locations," says Drew Bahner, General Manager at Expanded Solutions. "We've provided training to the Member company salespeople to increase their knowledge of the expanded metals segment. This has resulted in double-digit growth at Expanded Solutions."

By joining NASA, independent steel service centers gain the tools to buy smarter, operate better, and compete stronger—without sacrificing independence—while tapping into a trusted peer network unmatched in the industry. Reach out and make a NASA Connection today.

Drew Bahner
Expanded Solutions

NORTH AMERICAN STEEL ALLIANCE

To join the NASA community, contact Ryan Thomas: ryan@steelalliance.com

Totten Tubes Elevates Productivity with Steel Storage Systems

"We never have enough floor space," noted Paul Totten, President and COO of Totten Tubes. Complicating matters were the "blue racks" stacked eight cradles high at Totten Tubes premier location in Azusa, CA. "When we needed a tube from the lower cradle, it took fifteen to twenty minutes to pull the material. This was intolerable," recalled Totten. With a new location opening in Vancouver, the business needed to optimize efficiency. (Totten Tubes has six warehouse locations in California, Washington, Arizona and Utah.)

By a stroke of good fortune, Totten happened to sit next to Lauren McCallin who is CEO of Denver-based Steel Storage Systems. She was attending her first NASA Annual Meeting in 2021. "In a high volume, high variety facility like Totten Tubes, cradle racks can be a big challenge," McCallin explained.

"After a few site visits, Steel Storage Systems submitted a design solution for the Vancouver and Azusa locations. "We looked at the best ways to accommodate various diameter tube, maximize floor space and retain operating room for the overhead crane. Our modular solution was a series of roll-out cantilever racks—our SpaceSaver system—customized with taller receptacle levels at the bottom and shorter levels on top," reported McCallin.



Another NASA Shared Success

The new SpaceSaver "red racks" (Totten requested red paint) allow the warehouse team to directly access material. No more lifting higher cradles to get to a tube in a lower cradle. What took as long as 20 minutes, now takes only three-to-five minutes—reducing material handling by as much as 75%.

Totten Tubes has also added SpaceSaver racks to their San Diego site. "Our partnership with Steel Storage Systems has given us a new way to look at spaces as we expand into new markets. More facilities become feasible for our operations knowing Steel Storage Systems can design a solution," said Totten.

And Steel Storage Systems has gotten a boost to their business as well. "Paul agreed to allow us to film a product video at their operations, highlighting our red racks. It has been a great sales tool for us!" stated McCallin.

Meet JR O'Brien

JR O'Brien, Executive VP of O'Brien Steel Service, was recently appointed to the NASA Board of Directors. He looks forward to supporting Members and the NASA Management Team. NASA Network spoke with JR who told us more about himself and the impact of the LDG on his career.

Q. How long have you been involved with NASA?

A. O'Brien Steel Service became a Member in 2008.

Q. Why did O'Brien Steel Service originally join NASA?

A. Primarily to get closer with our mill Suppliers and key vendors. As a smaller company, we sometimes found it difficult to make meaningful connections at larger industry organizations. NASA gave us a more focused opportunity to connect directly with our main Suppliers and develop stronger relationships.

Q. What other benefits has NASA membership provided?

A. One of the greatest benefits has been the networking. Some of our best internal initiatives have come from conversations with fellow NASA Members where we learn how they operate, how they address common challenges in our industry and what ideas we may be able to adapt within our own company.

Q. What committees/roles have you supported within NASA?

A. I participated in the Membership Committee for several years and eventually transitioned to the Leadership Development Committee (LDG).

Q. How has the LDG impacted your professional growth?

A. Through the group, I have participated in training sessions and discussions that would have been difficult for a company of our size to offer on its own. The LDG allows NASA Members to pool our ideas, resources and experiences to create a much more robust career development offering than any one company could likely provide individually.

Q. What got you interested in a career in steel?

A. O'Brien Steel Service is a third-generation company. Growing up I wasn't focused on a career in the family business. It was not until a few years after I graduated college and was in the workforce that I decided to join the family business.

JR O'Brien: Close-Up



Birthplace: Peoria, Illinois.

Education: Bachelor's degree in Finance from Univ. of Illinois.

Hobbies: I enjoy hiking, golfing, skiing and spending time with my family. I like being outdoors and outdoor activities which are a great way for me to relax.

Favorite steel application: Anything construction related. It is fascinating how steel supports so much of the infrastructure our economy depends on, whether that is buildings, bridges, equipment, transportation or industrial facilities. Steel may not always be the most visible part of a project, but it is often what gives it the strength and durability to last!

Visit the Resource Library



Thanks to the eleven NASA Members and Suppliers who have posted content to the NASA Resource Library. Videos, documents, presentations and webinars relating to all-things steel can be found in the library under the Resources tab on the NASA website.

Think about the unique content created within your company—we'd like to add this content to the library so we can keep sharing NASA knowledge with one another. To submit a file for the Resource Library, email Lauren Rizzo at Lauren@steelalliance.com.

NASA Sponsors *Steel 101* Webinar

NASA is hosting a series of Steel 101 webinars throughout 2026. Members, Suppliers, Operational Suppliers and their employees are invited to join these virtual events to learn more about our industry basics, or for a refresher. If you have an expertise in an area of steel and would like to share your knowledge via a webinar, we'd like to hear from you! There are still openings for a few webinar dates later this year. Email Deana Lecy about your interest and specific topic at deana@steelalliance.com.

Hosted by Drew Bahner, Expanded Solutions

He will review how expanded metal is manufactured, specified, sold and used across a range of industries and commercial applications.



Next Webinar is Set For:

**June 23, 2026
at 1 pm Central.**

[Register Now!](#)

NASA Welcomes Two New Members

The Annual Meeting in April was the first NASA networking opportunity for the community's two newest Members: Bilstein Cold Rolled and Kenwal Steel. Welcome!

Kenwal Steel

A trusted name for 78 years, Kenwal offers a range of steel products including flat rolled steel. Services include pickling and cutting. Located in: Dearborn, MI; Burns Harbor, IN; Lebanon, TN; and Ontario, Canada



Bilstein Cold Rolled

Dating back to 1911 this global company produces high-performance cold-rolled steel strips in a range of grades. Located in: Bowling Green, KY





Chocolate Lab Inspires Next Generation

It's melted, molded into shapes and has differing ingredients for desired outcomes. These are all traits common in steel making and chocolate making. Despite the 2,400-degree melting temperature differential, the basic production steps in chocolate and steel making are nearly the same. Tapping into this commonality, Nucor's West Virginia team developed a 12-week curriculum for its local middle school. The goals: to be engaged in the community and inspire youth to one day seek opportunities in the steel industry.

"We started with a half-day workshop and grew from there," explained Erica Cardona, the program's champion at Nucor Steel West Virginia. A supervisor on the mill's quality team and a Nucor metallurgist helped create the curriculum that was rolled out to 25 seventh graders in a Mason County, West Virginia middle school. The three Nucor teammates also facilitated the course that spanned twelve weekly lessons. Nucor was in the classroom on odd-numbered weeks, while a teacher facilitated a corresponding lesson in the even-numbered weeks.

The curriculum started with the students dividing up into teams, each tasked with designing and ultimately making a custom chocolate bar to meet cost and recipe requirements. The teacher reviewed the periodic table and elements used in the production of steel. Nucor shared a video of the steel-making process followed by a hands-on lesson. The activity demonstrated the processes similar to those used in EAF steelmaking, including melting recycled materials and casting molten metal while emphasizing safety. Students were introduced to steel-making vocabulary and quality testing tools as well as various steel industry job functions, like safety, production, engineering and quality. The student teams melted chocolate utilizing their custom recipes and poured the chocolate into ring-shaped molds. Each team also presented a cost analysis for their chocolate bar and what they learned throughout the activity. Student teams were evaluated by the Nucor team on the basis of safety, teamwork and innovation while the students conducted self-evaluations based on taste, strength and surface quality.

Feedback from the school and students has been amazing. "Students said they are now interested in a career in our industry and more teachers and schools are requesting the curriculum," explained Cardona. She and the Nucor team are looking at ways to refine the curriculum so other Nucor sites—and even NASA Members—can implement the program at their nearby schools.

Texas Iron & Steel Adds Processing After NASA Connection



In 2021, Matt Wright attended his first Annual Meeting after Texas Iron & Steel became a NASA Member. Wright is the third generation to lead the family business which serves the oil & gas and construction sectors. “I was issued my first W2 when I was five years old. I was responsible for replenishing paper in the fax machine!” recalled Wright.

Texas Iron & Steel initially joined NASA at the encouragement of employees who had worked at another NASA Member company. “The connection that NASA offered to mills was compelling and several Members are similar to our company in terms of size and offerings,” he said.

Since joining, Wright has made important connections with mills and other Members, too. “The added benefit of NASA is the willingness of the other distributors to open their doors to us,” explained Wright. This has been important as the business adds processing services to their operations.

Micky Tschirhart at Scion Steel was especially helpful. “After meeting Micky at a NASA event, we arranged a tour of the Michigan operations to see how their processing was done. It really validated what we were envisioning. Seeing our ideas come to life was invaluable.” Within a month of that fateful visit, Wright had signed a purchase order for processing equipment.

In the past six months Texas Iron & Steel has added press brakes, saws, a 6-axis robotic structural plasma cutting system and a tube laser. “We just added a jumbo tube laser which likely is the biggest tube laser in the region,” noted Wright. He is now working with NASA Operational Supplier, Enmark, to connect the shop floor via their Envision ERP platform.

Wright has been diligent about supporting NASA Mill Suppliers as well, leading to recognition at the 2026 Annual Meeting of being one of only six Members who grew their business with NASA Suppliers by more than 50%. “We redirected our Mexico buying to domestic (US) mills like Atlas and Nucor. We appreciate the recognition and look forward to increasing our NASA buys again next year!”

Texas Iron and Steel Close-Up

Products: Structural shapes, plate, sheet, bar, tube and pipe in carbon, aluminum and stainless.

Services: Saw, plasma and laser cutting; bending.

Locations: Two in Longview, Texas.

Uniqueness: Willingness to go the extra mile for our customers. We seek to add value to the relationship, whether that means custom processing work or Saturday deliveries.

Looking for Mentors

Are you looking for a way to provide guidance to a rising star in the NASA Community? The Leadership Development Group is looking for Mentors to share their insights and support a budding leader at one of our Member companies. Most Mentors/Mentees meet virtually on a monthly or semi-monthly basis over the course of a year. Last year, NASA facilitated the matching of 26 Mentor/Mentee pairings. Most pairings consider their Mentor experience mutually beneficial and a great way to build a deeper bond with a fellow NASA Member. *Contact Ryan Thomas if you want to support the next generation of steel leaders by becoming a Mentor, ryan@steelalliance.com.*



Overheard in Dallas

The NASA Annual Meeting in April included speakers and presentations to help Members and Suppliers manage through these dynamic times. Here are a few excerpts from the Dallas dais.



Our first Member Scorecard was extremely successful. The Scorecard, which had tasks completed throughout 2025, resulted in better Member engagement which in turn captured more accurate data, revealing that NASA Members collectively purchased more than 11 million tons of steel last year.” — Mike Wagner, NASA Management Team



In the US, data center construction has us booked in the beam segment for the rest of the year.” — Juan Benjumea, Gerdau



We are seeing strong demand for data centers, energy, infrastructure and the border wall.” — Nathan Fraser, Nucor Sheet



**Artificial intelligence is forcing a transformational undertaking to our IT system . . . we are looking at ways to utilize AI across operations, sales, purchasing, etc. It’s changing every day.”
— Christopher Hoyt, Atlas Tube**



**Our next Regional Networking event is planned for July in Birmingham, Alabama. This will enable deeper connections between NASA Members and Suppliers, especially those not able to attend bigger events. Please join us!”
— Chris Oggenfuss, SSAB**



Throw away the playbook, this is not your grandfather’s steel market!” — Timna Tanners, Wells Fargo Securities