



PROGRAM

# MSCI Canadian Fall Outlook: Forecast 2010

— Featured Speaker —  
**Jayson Myers, Ph.D.**  
President & CEO  
Canadian Manufacturers & Exporters Association

Tuesday, November 10, 2009  
**PLEASE NOTE NEW LOCATION**  
Sheraton Toronto Airport Hotel & Conference Centre  
801 Dixon Road • Toronto, ON M9W 1J5  
Phone: (416) 675-6100  
**Muskoka Ballroom**

For more information visit [www.msci.org](http://www.msci.org)



- 1:00 pm - Introduction and Welcome  
**Moderator: David Rombough**, president, Marmon/Keystone Canada Inc.
  - 1:05 pm - 1:20 pm – **Community Colleges - Educating for the Metals Industry**
    - **Professor David Pastirik**, coordinator, 2 and 3 Year International Business Diploma Programs, School of Business & Entrepreneurship, Niagara College
  - 1:20 pm - 1:50 pm - **“Construction Metals and the Green Rating Systems Race in the New Life Cycle Environment”**
    - **Sylvie Boulanger**, P. Eng., manager of sustainability, Canadian Institute of Steel Construction
  - 1:50 pm - 2:30 pm – **“Canadian Oil and Gas Overview and Outlook”**
    - **David Daly**, CAPP manager fiscal policy, Canadian Association of Petroleum Producers
  - 2:30 pm - 3:15 pm - **“Back from the Brink — How Soon to Glory for the Economy in General and Construction in Particular”**
    - **Alex Carrick**, chief economist, CanaData, Reed Construction Data
- Break —————
- 3:45 pm - 4:30 pm - **“What the \*\*\*\* is going on in the auto industry? Can the suppliers possibly survive?”**
    - **Dennis DesRosiers**, president, DesRosiers Automotive Consultants, Inc.
  - 4:30 pm - 5:30 pm - **Producer Panel — Q&A Discussion about Overall Business Conditions**  
**Moderator: Bob Weidner**, president & CEO, Metals Service Center Institute
    - **John Alma**, executive vice president, ArcelorMittal Stainless International Canada
    - **Brad Davey**, vice president, sales & marketing, Arcelor-Mittal Dofasco Inc.
    - **Robert Dionisi**, vice president, sales & marketing, ESSAR Steel Algoma Inc.
    - **J. Michael Murphy**, director, marketing & sales - industrial, Alcoa North American Rolled Products
  - 5:30 pm - Reception
  - 6:15 pm- Dinner and Guest Speaker **“The Canadian Economy, Trade and the Implications for Business Recovery in 2010”**
    - **Jayson Myers, Ph.D.**, president & CEO, Canadian Manufacturers & Exporters

**All registrations, regardless of payment method, must be faxed to: 847-485-3001.**

### REGISTRATION

- Dinner Only — \$80.00
- Afternoon Meeting and Dinner — \$125.00

Photocopy form for additional participants:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province: \_\_\_\_\_

Postal Code / ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Dietary or Physical Needs: \_\_\_\_\_

Cancellations received by 9:00 a.m. Friday, October 30, 2009 will be refunded in full. After that time, no refunds can be made. Substitutions can be made at anytime. Cancellation notices should be sent via email to [dhaumiller@msci.org](mailto:dhaumiller@msci.org) Credit card refunds will be issued by check.

### REGISTRATION PAYMENT INFORMATION

**FAX Registration Form to: (847) 485-3001**

- Cheque
- Please charge my:
  - AMEX    MasterCard    VISA

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE NOTE:** If you pay by cheque, please send in Canadian funds to Colin Chappelle. If you are paying by credit card, you will be charged in U.S. funds at \$120.00 for program and dinner and \$75.00 for dinner only.

Mail payment - cheques payable MSCI Ontario Chapter to:  
Marmon/Keystone Canada Inc.  
Attn: Colin Chappelle  
1220 Heritage Road  
Burlington, ON L7L 4X9

## Our Featured Speakers



**Jayson Myers** is the President and CEO of Canadian Manufacturers & Exporters, Canada's largest industry and trade association. He is also the Chair of the Canadian Manufacturing Coalition, a coalition of over 43 industry associations that have come together to speak with a common voice on priority issues for Canada's Manufacturing sector.

Mr. Myers is a well-known economic commentator, and is widely published in the fields of Canadian and interna-

tional economics, technological and industrial change. As CME's Chief Economist, he led the association's *Manufacturing 20/20* initiative, the largest cross-country consultation ever convened by Canada's business community on the future of manufacturing in Canada. He has been recognized by consulting firm Watson Wyatt as the most accurate economic forecaster in Canada.

Mr. Myers sits on special advisory councils to the Minister for International Trade, the Minister of Industry, and the Canadian Border Services Agency. He is co-chair of the Work & Learning Knowledge Centre of the Canadian Council on Learning. He is Vice Chair of both the Ontario Manufacturing Council and the Great Lakes Manufacturing Council.

Mr. Myers studied at Queen's University, Kingston and the University of British Columbia in Canada, and at the London School of Economics and Oxford University in the United Kingdom. He has held appointments as a research fellow at Nuffield College, Oxford and a lecturer in international studies at Warwick University, also in the U.K. He is a consultant on Canadian and international business affairs for Oxford Analytica, an international consulting group based at Oxford University.

**Sylvie Boulanger** is Manager of Sustainability for the Canadian Institute of Steel Construction (CISC). A native of Sutton, Quebec, Sylvie obtained her bachelors, masters and doctorate in civil and structural engineering from Alberta (Edmonton), California (Berkeley) and Switzerland (Lausanne). She is also Quebec's Regional Manager for CISC. Sylvie promotes the sustainable, economical and efficient use of steel in construction through technical and marketing activities with architects, engineers, owners, researchers and government across Canada. She is a member of AISI's Construction Sustainability Task Group and a member of the North American Steel Construction Conference planning committee and a member of the North American Steel Construction Conference planning committee. She writes for CISC's Advantage Steel Magazine (including her column "Ask Dr. Sylvie"). She is also Secretary of the CISC Committee on Architecturally Exposed Structural Steel.

**Alex Carrick** is Chief Economist for CanaData, Reed Construction Data's Canadian economic forecasting and statistical service. CanaData's products include a monthly forecast newsletter, cost indices, regional and custom starts reports and an annual conference. He is a frequent contributor to the Daily Commercial News and the Journal of Commerce. He has delivered presentations throughout North America on the Canadian, United States and world construction outlooks. Mr. Carrick has been with Reed Construction Data Canada since 1985. Previously, he was Secretary-Treasurer and Economist for the Canadian Institute of Steel Construction for thirteen years. A trusted and often-quoted source for the media, Mr. Carrick holds a Masters in Economics.

**David Daly** is the Manager of Fiscal Policy with the Canadian Association of Petroleum Producers. David Daly has over 20 years experience in the oil and gas industry – 13 years with a major integrated oil company and 10 years with CAPP. As Manager of Fiscal Policy, David works directly with federal and provincial governments to ensure competitive royalty and tax structures for the upstream oil and gas industry. Before joining CAPP in 1999, David held senior positions in Corporate Finance, Business Development, and Economic Analysis at Petro-Canada for over 13 years. He holds a Masters degree in economics from McMaster University, and an MBA from McGill University.

**Dennis DesRosiers** is president of DesRosiers Automotive Consultants, Inc. Since starting his consulting company in 1985, Dennis has become literally the "go-to-guy" for interpretive insights into the Canadian and US automotive industry and is considered by the automotive industry as one of North America's leading analysts. His thinking is sought not only by automotive executives throughout the supply chain but also by government policy makers and the media.

He has been a leading innovator in discovering the internal algorithms that drive the North American automotive industries from the OE level through to the traditional aftermarket. Through his ability to identify, analyze and interpret the paradigms within the automotive sector, he has become a leader in identifying emerging trends.

**David Pastirik** is Professor of International Business at Niagara College and Coordinator of the International Business Programs. He has been at the college since 2004.

Prior to joining the college, David had over twenty seven years of specialty steel industry experience in stainless, tool, engineering, and mining steels. He has worked in production, quality control, technical services, sales, and marketing with Atlas Specialty Steels and Integris Metals.

David is also an adjunct lecturer on steelmaking at McMaster University, and international business at Niagara University. He is a graduate of McMaster University's School of Engineering and the MBA Program of Niagara University, Lewiston, New York. He is a member of the Professional Engineers of Ontario, ASM International, and the Forum for International Trade Training.

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### Toros Assadourian

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Gatsteel Industries Inc.  
361 Attwell Dr  
Rexdale, ON M9W 5C2  
CANADA

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President & Chief Executive Officer  
Samuel, Son & Co., Limited  
2360 Dixie Rd  
Mississauga, ON L4Y 1Z7  
CANADA

### Brad Davey

Vice President, Sales & Marketing  
ArcelorMittal Dofasco Inc.  
1330 Burlington St E  
Hamilton, ON L8N 3J5  
CANADA

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President  
Alliance Steel Corporation  
1060 Boul. des Laurentides  
Laval, QC H7G 2W1  
CANADA

### Robert W. Dionisi

Vice President, Sales & Marketing  
ESSAR Steel Algoma Inc.  
5515 North Service Rd, 3rd Floor  
Burlington, ON L7L 6G4  
CANADA

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Russel Metals Inc.  
1900 Minnesota Ct Ste 210  
Mississauga, ON L5N 3C9  
CANADA

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Wilkinson Steel and Metals  
888 S.E. Marine Dr  
Vancouver, BC V5X2V3  
CANADA

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Executive Vice President  
Welded Tube of Canada  
111 Rayette Rd  
Concord, ON L4K 2E9  
CANADA

### David H. Rombough

President  
Marmon/Keystone Canada Inc.  
1220 Heritage Rd Burlington  
ON L7L 4X9  
CANADA

### Beric Sykes

President  
Venture Steel Inc.  
60 Disco Rd  
Etobicoke, ON M9W 1L8  
CANADA

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President  
Ryerson Canada Inc.  
7525 Financial Dr  
Brampton, ON L6Y 5P4  
CANADA

### Ian E. Williams

Regional Director  
Metals Service Center Institute  
1456 Rogerswood Ct  
Mississauga, ON L5J 1R6  
CANADA