Transforming for the Future

MSCI 2017 Annual Meeting

May 7–8, 2017 | Trump National Doral Miami | Miami, Florida

Earlybird & Hotel Deadline: Save $300 by March 24

$300
Increased technology makes operations more efficient and reliable, and meanwhile ...

... new substitutes for metals manufacturing and distribution disrupt our business models.

The Metals Industry is Under a Major Transformation

What we can expect from the new administration and Congress remains to be seen,

but undoubtedly metals executives must discern how international policy and economic growth will impact revenues.

As a trusted advocate for the industrial metals supply chain and an aggregator of critical industry intel, MSCI is your partner for transformation. This year's Annual Meeting will equip your organization for the changes ahead and help you discover opportunities for the future.

Management Level
- C-Suite: 55%
- VP: 29%
- Director: 14%
- Non-Management: 2%

Who Attends
MSCI's Annual meeting draws the top leaders across the metals industry.

Position in Supply Chain
- Service Centers: 62%
- Service Providers: 20%
- Metal Producers: 15%
- Other: 3%

More than 300 attendees are expected to join us in Miami this year!
Sunday, May 7, 2017

**SUNDAY 10:00 AM – 6:30 PM**
Registration

**SUNDAY 4:00 – 5:00 PM**
State of the Institute
M. Robert Weidner, III, president and CEO, Metals Service Center Institute
Incoming Chairman Remarks
Outgoing Chairman Remarks

**SUNDAY 5:00 – 6:00 PM**
America, Our Next Chapter: A Fireside Chat with Chuck Hagel
The Honorable Chuck Hagel has long been admired by his colleagues on both sides of the Senate floor for his honesty, integrity and common-sense approach to the challenges of our times, as well as his bold positions on foreign policy and national security. MSCI President and CEO Bob Weidner and the 24th Secretary of Defense Chuck Hagel will engage in a hard-hitting examination of the current state of our nation and what can guide America back onto the right path during this Fireside Chat.
The Honorable Chuck Hagel, 24th Secretary of Defense & former U.S. Senator (NE)

**SUNDAY 6:15 – 7:00 PM**
VIP Reception
By invitation only

**SUNDAY 7:00 – 9:30 PM**
Poolside Welcome Party

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**MSCI Conference App for iPhones & Androids**

If you have an iPhone, MSCI has a convenient Conference App which will provide you with all the details of the conference, speakers, current attendance list, session room locations, property maps and other helpful information. Go to the App Store and search for MSCI. If you have an Android phone, go to Google Play.

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**OPTIONAL ACTIVITIES FOR SUNDAY**

**SUNDAY 7:15 AM – 12:45 PM**
Deep Sea Fishing with Breakfast

**SUNDAY 8:00 AM**
Golf Tournament with Breakfast
Shotgun Start – Red Tiger Course

**SUNDAY 10:30 AM – 2:30 PM**
Marlins Stadium VIP Tour with Lunch
Monday, May 8, 2017

MONDAY  7:00 AM – 5:00 PM  
Registration

MONDAY  8:00 – 8:45 AM  
Breakfast Buffet

MONDAY  8:00 AM – 4:30 PM  
General Session

MONDAY  8:45 – 9:45 AM  
Make Manufacturing Great Again!  
Invitation extended to high ranking administration official

MONDAY  9:45 – 10:15 AM  
Refreshment Break

MONDAY  10:15 – 11:15 AM  
Global Economic Outlook in the Trump Era  
Holtz-Eakin will address where the economy stands and evaluate where certain economic policy measures are politically in the Trump administration. Holtz-Eakin meets with House and Senate members daily to discuss the country’s most pressing economic concerns which gives him unique insight into the political process for legislation affecting the country’s economy. He will discuss the status of issues like healthcare, energy, tax reform, tax cuts, and more. He will discuss what the ramifications will be for business, the economy and manufacturing.  
Douglas Holtz-Eakin, former director, congressional budget office, economic and fiscal policy expert, president, American Action Forum Policy Institute

MONDAY  11:15 AM – NOON  
Theories on Metal (TOM) Talks  
Inspired by the success of TedTalks™, this is MSCI’s brief format for sharing thought leadership with members: TOMTalks. Hear new “Theories on Metal”—or TOM for short—from your peers, industry leaders whose ideas could revolutionize how you do business. Each TOMTalk lasts 15-20 minutes and immediately applies to the work you do day in and day out.  
Safety Isn’t Expensive, It’s Priceless  
Steve Yates, president, Optimum Safety Management  
David Sheer, vice president & general manager, The Steel Supply Company  
Innovation in the Metals Industry  
Speaker to be determined.

MONDAY  NOON – 1:00 PM  
Luncheon

MONDAY  1:00 – 2:15 PM  
Keys to Innovation: How to Harness the Forces of Disruption  
Mike Steep has identified five major disruptive forces at work in today’s global business environment and shares how they can be used to bring significant breakthrough change to various industries. He will share the tools and information you need to take advantage of the vast opportunities that today’s shifting digital and technological advancements present. His model focuses specifically on locating key industry issues and using technology to turn those problems into significant revenue growth opportunities.  
Michael Steep, senior vice president, global business operations at PARC, a Xerox company

MONDAY  2:15 – 2:45 PM  
Refreshment Break
MONDAY 2:45 – 3:45 PM
Predictive Analytics for Metals Companies
What is “predictive analytics”? How do you employ predictive analytics to benefit your company? How do you get started, and what kinds of problems does it solve? This session featuring Tony Sardella, CEO of leading predictive analytics firm Evolve24, will provide you with answers to these questions. Tony will also present a real world example based on actual, real world data that will help you fully appreciate the power of this technology and how companies in the metals industry can use predictive analytics to get useful answers to difficult business problems and identify what factors are driving change and potential disruption in the industry.

Tony Sardella, CEO and founder of Evolve24 & adjunct lecturer at the Olin Business School at Washington University

MONDAY 3:45 – 4:45 PM
Executive Panel: Leading for Transformation
A panel of metals executives discuss their experiences managing through transformative eras in their company history. How does a leader cultivate a culture of innovation? When faced with uncertainty, how does one manage morale and cast vision? The panel will tackle these and other themes.

Moderator:
M. Robert Weidner, III, president and CEO, MSCI

Panelists:
John J. Ferriola, chairman and CEO, Nucor Corporation
Holman Head, president & COO, O’Neal Industries
Edward J. Lehner, president and CEO, Ryerson Inc.
Gregg J. Mollins, president and CEO, Reliance Steel & Aluminum Co.
Charles W. Schmitt, president, SSAB Americas

MONDAY 5:30 – 6:30 PM
Reception

OPTIONAL ACTIVITIES FOR MONDAY

MONDAY 9:30 AM – 1:30 PM
Cooking Class at Ortanique

MONDAY 11:30 AM – 3:30 PM
Miami City Tour

MONDAY NOON – 4:00 PM
Kayak Tour with Lunch

Tuesday, May 9, 2017

TUESDAY 8:00 AM – 4:00 PM
Board of Directors Breakfast, Lunch & Meeting

TUESDAY 9:00 – 11:00 AM
Board of Directors Spouse Breakfast & Meeting

TUESDAY 6:00 – 7:00 PM
Board of Directors Reception

TUESDAY 7:00 – 9:00 PM
Board of Directors Dinner
About Trump National Doral Miami

Doral’s legendary golf resort was an instant hot spot when it opened in the 1960s, frequented by celebrities and icons of the time. More than 50 years later, the Trump family, innovators with deep roots in real estate paired with an enthusiastic passion for the game of golf, spearheaded the transformation, offering a new generation of style, service and exclusivity infused with the Trump standard of excellence.

In 2012 the Trump Hotel Collection™ acquired Miami’s iconic Doral Golf Resort & Spa with the goal of creating the greatest golf resort in the United States. Today, the 800-acre Trump National Doral Miami® showcases the Trump family commitment to this $250 million transformation ushering in a new era of sprawling luxury and a triumphant return to grandeur. The resort boasts 643 all-new deluxe guestrooms and suites across eight villas, eclectic cuisine, a sprawling 48,000-square-foot Trump Spa, and 72 holes of championship golf across four golf courses.

Trump National Doral Miami
4400 NW 87th Avenue
Miami, FL 33178
Toll-free: 800-713-6725
Phone: 305-592-2000
www.trumphotels.com/miami

Online reservations can be made via a website link from MSCI’s 2017 Annual Meeting webpage. When calling, please mention MSCI to receive the negotiated rate.

Room Rates (single/double occupancy):
Run of House Rooms: $260.00 (plus tax and $20.00 resort fee)
Suites: $535.00 (plus tax)

Cut-off date: Friday, March 24, 2017
Important Deadlines and Policies

Please note: It is recommended that you make your hotel accommodations early to ascertain availability. MSCI cannot guarantee availability or the room rate after Friday, March 24 or when the MSCI room block is filled—whichever occurs first.

All reservation requests must be accompanied by a first night room deposit, or guaranteed with a major credit card. Deposits will be refundable only if the reservation is cancelled at least 4 days prior to arrival.

Hotel check-in time is 4:00 pm and check-out time is 11:00 am. While the hotel will attempt to accommodate early check-in and late departures, it cannot be guaranteed depending upon hotel occupancy.

Press and Sponsorship Policies

No MSCI policy is intended to prevent accredited members of the press from attending MSCI events. Members of the press are defined as employees of publications that are subject to a circulation audit by a reputable third party (i.e., BPA). Each press outlet will receive one complimentary press registration. Any attribution from a formal presentation or informal conversation outside of a formal conference session requires the permission of any speaker or member and MSCI before their comments or information from their presentation may be printed or distributed or published. Please note that recording of programs, materials and/or presentations (e.g., audio taping and/or videotaping) is prohibited. MSCI has the right to deny attendance to individuals or publications not abiding by this policy.

Only event sponsors may distribute products or promotional materials at MSCI venues. Please contact Monique Kaiserauer at (847) 485-3004 if you are interested in becoming a sponsor.

Attendance Lists

Advance attendance lists are available on the MSCI website and mobile app and are updated regularly.

Activity & Registration Cancellation Policies

A full refund will be issued for cancellations received in writing by MSCI by 5:00 pm Friday, March 24, 2017; cancellations received in writing by 5:00 pm before Wednesday, April 12, 2017, will receive a refund of 50% of registration fees paid. No shows and cancellations received after that time will not be eligible for refunds. Substitutions may be made at any time. Written cancellations or substitutions will be accepted by the MSCI Member Services Department.

Activity registration deadline is Friday, March 24, 2017.

No refunds on cancelled activities or golf will be issued after this date as we are obligated to provide guarantees to our vendors.
Red Tiger Golf Course

Sunday, May 7   |   8:00 am shotgun start

This golf resort is home to four uniquely designed golf courses, including one of golf’s most famous - The Blue Monster. With the most recent course transformations of the Red Tiger, Golden Palm and Silver Fox, Trump National Doral sets itself apart from all others by offering distinct and exciting Doral golf experiences all at one location.

The spectacular Red Tiger golf course, given its name by the late, great Jackie Gleason, just may have undergone the most dramatic change of any of the course renovations at Trump National Doral.

Due to the talents of the Gil Hanse design team, the Red Tiger is an exciting challenge for the average golfer but also a surprising test for the more expert player. Set on just 120 acres, its primary design resembles a New England style course but the different varieties of palm trees throughout gives it its distinctive South Florida personality. While the goal of every tee shot should be to take advantage of the gently contoured fairways, the undulation of the small scaled greens requires accurate shot-making. To arrange for individual tee-times, please contact the course directly at (800) 713-6725.

Fee: $325.00 per person, inclusive of breakfast and refreshments, tournament and greens fees, golf cart, four caddies and gratuities.

TaylorMade RSI rental clubs are available to rent for $85.00 and are charged to your room portfolio.

Golf pairing requests will be taken until Monday, May 1, 2017. Please email confirmed foursomes to Rose Manfredini. After that time, we will be unable to accommodate special requests.
Tours & Activities

Tour registration deadline: Friday, March 24, 2017
Deep Sea Fishing with Breakfast
Sunday, May 7 | 7:15 AM – 12:45 PM
$535.00 pp
On a sport fishing boat fully outfitted with tournament-quality tackle, you’ll enjoy four hours led by an experienced professional familiar with Miami’s waters and the special spots most productive for salt-water game fishing. Depending upon the season, sailfish, dolphin, wahoo and bonito are plentiful in the warm waters and offshore reefs located just off Florida’s Gold Coast. Price includes transportation to the Bayside Marketplace, continental breakfast, salt water fishing license and gratuities for captain and mate.

Golf Tournament with Breakfast
Sunday, May 7 | 8:00 AM
$325.00 pp
Join the tournament on the Red Tiger course with breakfast and a shotgun start at 8:00 am. The Red Tiger is an exciting challenge for the average golfer but also a surprising test for the more expert player. Set on just 120 acres, its primary design resembles a New England style course but the different varieties of palm trees throughout gives it its distinctive South Florida personality.

Marlins VIP Behind-the-Scenes Tour with Lunch
Sunday, May 7 | 10:30 AM – 2:30 PM
$390.00 pp
You will experience an exclusive VIP tour of the Miami Marlins Ballpark. During the Dedicated Engineering Tour, conducted by Claude Delorme, the Executive Vice President of the Miami Marlins, you will learn about the structural highlights, including the roof that opens in 13 minutes, and have access to popular hospitality and player restricted areas plus an exclusive photo opportunity behind Home Plate. Lunch will be at Casa Juancho.

Cooking Class at Ortanique
Monday, May 8 | 9:30 AM – 1:30 PM
$300.00 pp
This popular restaurant is set in the heart of Coral Gables serving an upscale Caribbean menu. The Ortanique three-course cooking class will be instructed by owner and chef Cindy. Take turns preparing a part of each course. After each course is cooked and plated, you will enjoy what you have created—along with a paired glass of wine.

Miami City Tour
Monday, May 8 | 11:30 AM – 3:30 PM
$250.00 pp
Explore Miami’s most famous and historic neighborhoods as you learn about this eclectic city and its colorful heritage. Hear about Miami’s early pioneers and their stories of adventure and hardship in the Florida wilderness that has become the historic neighborhoods of Coral Gables, Coconut Grove, Little Havana, and Miami. You will stop in each neighborhood for guided walks, taste a Cuban coffee, visit a boutique cigar manufacturing facility and visit internationally recognized Domino Park. This tour gives you a taste of the diversity that makes life in Miami a truly international experience.

Kayak Tour with Lunch
Monday, May 8 | NOON – 4:00 PM
$310.00 pp
On this two-hour guided kayaking tour, you will enjoy the tranquil waters and natural beauty of Miami Beach. Kayak across bay waters to an uninhabited island off Miami Beach. Explore a restored natural environment and hear the amazing history of railroads and the beginnings of the famous beach destination—Miami Beach.

Tour registration deadline: Friday, March 24, 2017
Sponsorship Opportunities

Don’t miss the opportunity to generate new leads and raise positive awareness of your company. Be a 2017 Annual Meeting sponsor and build on your relationships within the metals supply chain.

There are a number of outstanding sponsorship opportunities. For more information and to secure your sponsorship, speak with Monique Kaiserauer at (847) 485-3004.

Deadline to submit artwork is Thursday, March 30. Limit one sponsor per event unless otherwise noted.

**$7,500 LEVEL**

Includes one complimentary registration*, signage, listing in the conference app, and display of literature. Meal sponsorships also include a reserved table, and the golf sponsorship includes custom flags. Choose from:

- Welcome Party May 7
- Golf Tournament May 7
- Breakfast May 8
- Lunch May 8
- Annual Meeting App
- Bottled Water provided at refreshment breaks and throughout the conference
- Drawstring Backpacks provided upon registration
- Bound Notebooks or Padfolios provided upon registration
- Room Drop of company literature or takeaway item May 7**
- Room Keys provided upon check-in

**$3,500 LEVEL**

Includes custom napkins, signage, listing in the conference app, and display of literature. Choose from:

- Refreshment Break May 7 – AM or PM
- Registration Hospitality May 6 or May 7

**$2,500 LEVEL**

Includes a reserved table for 10 registered attendees and signage.

- Producer Member Co-sponsored Fireside Chat May 7

**$1,500 LEVEL**

Includes reserved high-top table and signage during the reception, and listing in the conference app. VIP Reception by invitation only.

- Affiliate Member Co-sponsored VIP Reception May 7

*Complimentary registrations are valued at $1,945 **Limit 2 sponsors per evening
MSCI 2017 Annual Meeting Registration: Part 1

See the Schedule and General Information sections of this brochure for deadlines and additional information regarding activities. You may also direct questions to MSCI Member Services at (847) 485-3000. Or, visit our website for information or to register online. Please copy for additional participants.

<table>
<thead>
<tr>
<th>MEMBER DELEGATE INFORMATION:</th>
<th>☐ First-time Attendee</th>
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<tbody>
<tr>
<td>Name</td>
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<td>Name for Badge</td>
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<td>Title</td>
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<td>Company</td>
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<td>Emergency Contact Name/Number</td>
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<td>Email</td>
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<td>Special Dietary or Physical Needs:</td>
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* Please include your cell phone number. We'd like to keep this on file should we need to get in contact with you before, during or after the conference.

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<th>SPOUSE/GUEST INFORMATION:</th>
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<td>Special Dietary or Physical Needs:</td>
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SIGN UP FOR MEETINGS AND EVENTS

**IMPORTANT!** This section must be completed to ensure each registrant is registered for specific meal events.

<table>
<thead>
<tr>
<th>SUNDAY, MAY 7</th>
<th>MONDAY, MAY 8</th>
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<tbody>
<tr>
<td>Fireside Chat</td>
<td>Breakfast</td>
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<td>Delegate</td>
<td>Delegate</td>
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<tr>
<td>Spouse/Guest</td>
<td>Spouse/Guest</td>
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<tr>
<td>Welcome Party</td>
<td>Lunch</td>
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<td>Delegate</td>
<td>Delegate</td>
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<td>Spouse/Guest</td>
<td>Spouse/Guest</td>
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<td>Reception</td>
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<td>Delegate</td>
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<td>Spouse/Guest</td>
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TOUR REGISTRATION DEADLINE: The registration deadline is March 24, 2017. Please register as early as possible as tours that do not meet minimum attendance requirements will be cancelled. After this date, tour registrations will be taken on a space-available basis only.

REGISTRATION DISCOUNTS: Save $300 if you register before March 24, 2017.

CANCELLATIONS: Because guarantees are based on advance ticket sales, no tour refunds or exchanges will be made after March 24, 2017. MSCI reserves the right to cancel tours and refund the ticket price if the minimum number of tickets is not sold.
MSCI 2017 Annual Meeting Registration: Part 2

See the Schedule and General Information sections of this brochure for deadlines and additional information regarding activities. You may also direct questions to MSCI Member Services at (847) 485-3000. Or, visit our website for information or to register online.

Delegate Name:

### Golf Registration—Optional

<table>
<thead>
<tr>
<th>Club</th>
<th>Price</th>
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<tbody>
<tr>
<td>TaylorMade Rental Clubs</td>
<td>$85</td>
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#### Golf Tournament

- **Golf Fees (includes tournament fees, golf cart, breakfast, lunch and refreshments)**
  - Delegate: $325

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
<th>QTY</th>
<th>Subtotal</th>
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<tbody>
<tr>
<td>Sun, 5/7</td>
<td>7:15 AM – 12:45 PM</td>
<td>$325</td>
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#### Golf Registration—Optional

<table>
<thead>
<tr>
<th>Golf Tournament</th>
<th>Club Rental</th>
<th>HDCP</th>
<th>Cost</th>
<th>QTY</th>
<th>Subtotal</th>
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<tbody>
<tr>
<td>Sunday, May 7 – 8:00 am shotgun start</td>
<td>Golf Fees (includes tournament fees, golf cart, breakfast, lunch and refreshments)</td>
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<td>Delegate</td>
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<td>Club Rental — TaylorMade Rental Clubs</td>
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<td>NONE</td>
<td>$85</td>
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### Activities/Tours—Optional

- Tours have minimum participant requirements. Please do not wait to register on property, as tours without minimums met will be cancelled beforehand.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Time</th>
<th>Cost</th>
<th>QTY</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep Sea Fishing with Breakfast</td>
<td>SUN, 5/7</td>
<td>7:15 AM – 12:45 PM</td>
<td>$535</td>
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<tr>
<td>Marlins VIP Behind-the-Scenes Tour with Lunch</td>
<td>SUN, 5/7</td>
<td>10:30 AM – 2:30 PM</td>
<td>$390</td>
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<tr>
<td>Cooking Class at Ortanique</td>
<td>MON, 5/8</td>
<td>9:30 AM – 1:30 PM</td>
<td>$300</td>
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<tr>
<td>Miami City Tour</td>
<td>MON, 5/8</td>
<td>11:30 AM – 3:30 PM</td>
<td>$250</td>
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<tr>
<td>Kayak Tour with Lunch</td>
<td>MON, 5/8</td>
<td>NOON – 4:00 PM</td>
<td>$310</td>
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### Payment Information

- Enclosed is a check payable to the Metals Service Center Institute (must be in U.S. funds) along with this completed form.

- Please charge my credit card: [ ] Visa  [ ] American Express  [ ] Master Card

- Number
- Exp

- Cardholder Name
- Cardholder Signature

**TOTAL AMOUNT ENCLOSED**

**Return Form & Payment to:**

**IF USING REGULAR MAIL:**

Metals Service Center Institute
25868 Network Place, Chicago, IL 60673-1258

**OVERNIGHT OR COURIER DELIVERIES:**

JPMorgan Chase
131 S Dearborn, 6th Floor, Chicago, IL 60603
Attn: Metals Service Center Institute; Box # 25868

**IF BY FAX:**

Fax: (847) 485-3001

**OR REGISTER ONLINE:**

MSCI 2017 Annual Meeting