



Gulf Coast Steel Initiative **REBUILDING STRONGER WITH STEEL.**

January 29, 2007

Dear Colleague:

Seventeen months after Hurricane Katrina tore the region apart, the rebuilding effort continues to be a monumental undertaking. To meet this unprecedented demand the steel industry through its Gulf Coast Steel Initiative (www.steel.org) is bringing innovations in building technology through steel framing and roofing to help the devastated region rebuild stronger and better homes. We are working on implementing long-term strategies to positively impact future construction practices in the region.

Some of our recent efforts include -

Working together with the Builder Community

Through our *Builder Cooperative Program* we are working to train and energize builders to move towards building stronger homes using steel. This program is developed to shorten the learning curve by providing a builder with dedicated support in the planning, training and construction phases once the builder commits to using steel in a pre-determined number of homes.

Training the Local Workforce

We are working with local contractors and technical schools to train workers on how to build homes using steel framing and roofing. Recently we launched training programs in steel framing at Louisiana Community College and Nunez Community College in LA.

Improving Building Standards

In response to the need for increased performance by building materials in severe weather conditions, AISI's revised *Prescriptive Method* has increased the wind load requirement for residential framing up to 150 mph. This change has made steel more competitive in high-wind regions such as south Florida and the U.S. Gulf Coast. This method has recently been approved as an American National Standard by the American Standards Institute.

SUPPORTING COMPANIES:

AK Steel Corporation

California Steel Industries, Inc.

Dofasco Inc.

IMSA ACERO, S.A. de C.V.

IPSCO Inc.

Mittal Steel USA

Nucor Corporation

Shenango Incorporated

Steel Dynamics, Inc.

United states Steel Corporation

USS-POSCO Industries

Wheeling-Pittsburgh Steel Corporation

PARTICIPATING ORGANIZATIONS:



American Iron and Steel Institute



 Steel Framing Alliance



Steel Recycling Institute

Increasing Customer Confidence

We are enthused that there has been significant amount of interest expressed by builders and homeowners in the region to use steel in rebuilding the region. Recent coverage (news clip from recent coverage attached below) in the media is an example of how the region is embracing the use of steel to build a stronger Gulf Coast region.

We remain committed to rebuilding a better, stronger Gulf Coast region.

Sincerely,

A handwritten signature in black ink, appearing to read "David Jeanes", written in a cursive style.

David Jeanes
Senior Vice President
Market Development
American Iron and Steel Institute



Homeowners Choose To Rebuild With Steel January 22, 2007

Watch the news segment –

<http://www.wlox.com/Global/story.asp?s=5973440>

It's an alternative to the conventional home. Some people along the coast are putting aside the bricks and wood paneling when they're rebuilding homes. Rosina and Pete Lepre live along Bayview Avenue in Biloxi. After losing their home to Hurricane Katrina, they knew they wanted to rebuild with something that could withstand the wrath of Mother Nature. That's why the couple decided to build with steel.

Seventeen months after Katrina, Rosina and Pete Lepre live in what's left of their home. Rosina Lepre says the place that was their master bedroom is now the place where the couple eats, bathes and sleeps.

"The ceilings were ten foot high, so the water only got up nine feet and the other part of the house was eight feet so it was inundated," says Rosina Lepre.

The Lepres' new home is under construction and framed with steel. It's drawn the attention of leaders in the steel industry who are promoting steel as a good choice for those rebuilding. Dozens of industry leaders traveled to the coast for a look.

"Steel framing has been used since the 1930s. The first house that was built was built with steel framing," says Larry Williams with the [Steel Framing Alliance](#).

Nearly 80 years later, Williams says more homeowners along the Gulf Coast should rebuild with steel.

"It is an excellent alternative in the Gulf Coast market where there is such problems with termites, mold is an issue. It's about a third of the weight of wood framing and obviously much less than concrete," says Williams.

Williams also says when you factor in labor and the cost of materials, steel frames cost only a little more. The Lepres say it's worth the price.

"We figured we may as well go all the way and do something that is going to stay the next time. Barring a twister or a cyclone or something like that, this place will be here now. It really takes something to take this one down. We are not going to worry about this one," says Lepre.

The Lepres say their new steel home will meet all the new FEMA guidelines. Builders with Southern Steel say they expect to have the couple ready to move into their new home within the next four to five weeks.