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PITTSBURGH / PA / USA**



**METALCON**  
A FUTURE BUILT BY HAND

***FOR IMMEDIATE RELEASE***

## **METALCON Announces Title Sponsors, Keynote Speakers and Show Highlights for Pittsburgh**

**(Newton, Mass., – May 29, 2019)**—[METALCON 2019](#), the metal construction industry’s largest international event for metal construction products, technologies and solutions, announces its program line-up for this year’s annual conference and tradeshow taking place in Pittsburgh from Wednesday, Oct. 16–Friday, Oct. 18.

METALCON’s commitment to the industry goes far beyond exhibits. The [Total Experience](#) includes 275 leading companies exhibiting the latest products and technology together with education and training sessions—ALL located on the show floor. Industry experts will share their knowledge with designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries in the popular METALCON theatre, conveniently located off the center aisle.

METALCON 2019 is sponsored by long-time partners United States Steel Corporation (U.S. Steel) and PPG, both headquartered in Pittsburgh and both actively involved with METALCON since its inception 29 years ago.

U.S. Steel is a leading integrated steel producer and Fortune 250 company with major operations in the United States and Central Europe.

“We are proud to be a sponsor of this key event for the construction industry—a market we proudly serve,” said Sara Greenstein, senior vice president of consumer solutions for U. S. Steel. “We are excited to sponsor the [construction technology hub](#), which will exhibit the latest construction technology products and solutions. We value METALCON and look forward to hosting the event in our company’s home town.”

PPG, a global supplier of paints, coatings and specialty materials, is one the world’s largest coatings companies, operating in more than 70 countries. PPG products have been used to coat historic landmarks around the world, including the Louvre Museum in Paris, the Freedom Tower in New York City and Emirates Towers in Dubai.

“METALCON has been a strong supporter of the coil coatings industry throughout the years,” said Rodolfo Ramirez, industrial coatings director of sales and strategic segments for PPG. “As a premier METALCON sponsor, PPG is proud to welcome you to Pittsburgh, our hometown. We hope you visit us and explore the landmarks protected by PPG coatings, including Pittsburgh’s convention center, PNC Park and Heinz Field.”

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PPG is also featuring one of this year's keynote speakers. Former professional ice hockey center and seven-time Stanley Cup winner, Bryan Trottier, who played 18 seasons in the NHL for the Pittsburgh Penguins and New York Islanders will share his life journey, including the challenges he faced/overcame along the way and life lessons learned. He will cover the importance of leadership, the uniqueness of team and how it strengthens an organization, the importance of diversity in an organization—diversity of thought, perspective and experience. He will even share a few ice hockey stories.

In addition, U.S. Steel will host special guest Rocky Bleier, a four-time NFL Superbowl Champion and running back for the Pittsburgh Steelers to present a keynote address. Bleier embodies heroism, determination, teamwork, and leadership. Shortly after being drafted by the Pittsburgh Steelers in 1968, he was drafted by the U.S. Army to fight in Vietnam. He was quickly thrust into combat, seriously wounded and told he would never walk again. Bleier bravely rehabilitated himself to condition for re-entry into the NFL and defeating all odds, regained his running back position. Through his story of courage and determination, he defines what it takes to succeed in times of change, how to conquer insurmountable odds and become an extraordinary achiever.

Furthermore, METALCON is partnering with a charity near and dear to Bleier, the [Veterans Leadership Program of Western Pennsylvania](#), for this year's giving back program. Each year, METALCON gives back to the local community where the show takes place. This year's giving back program will raise money for essential housing, employment, and vital supportive services for eligible Pittsburgh-area veterans, service members, and their families with the goal of improving their self-sufficiency, sustainability, and quality of life.

Other noteworthy presentations include **IMPACT 2030, The State of the A/E/C Industry** presented by Frank A. Stasiowski, FAIA, PSMJ Resources and METALCON Founder and CEO; and **The 3 Keys to Getting Out of the Day-to-Day in Your Business** and **Structuring Your Company for Maximum Productivity** by Danny Kerr of Breakthrough Academy, who is back by popular demand to address these pertinent business topics. METALCON will also feature an **Update on the Status of Steel Tariffs**.

This year's two Learning Centers will offer five 30-minute sessions between 1:00 and 5:30 p.m., on Wednesday and Thursday. The Metal Construction Association will lead sessions on:

- **New Testing for Metal Roof Flashings;**
- **Sealants Types and Application Guidelines for Metal Construction;**
- **Thermally Broken Attachment Systems;**
- **Next-Generation Solar Applications;**
- **The Limitless Applications of MCM;** and
- **Expand Your Metal Roofing Business.**

Also in the Learning Center, the Metal Roofing Alliance is presenting **Quality Metal Roofing - Why it Matters**.

Additional presentations include:

- **How to Build a Local Brand that Generates More Business;**
- **Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster;**
- **Expand Your Metal Roofing Business;**
- **Young Installers - The New Labor Force;** and
- **Basic Estimating Guidelines & Complexities of Insulated Metal Panels.**

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Our special programs, which take place on Tuesday, Wednesday and Thursday, aim to provide cutting-edge education and training, which cannot be found elsewhere. Returning for its fourth year, attendees can become certified in the eight-hour **Metal Roof Installation Training Program** by leading industry experts Jim Bush, vice president of sales & marketing for ATAS International and Scott Kriner, president of Green Metal Consulting.

Other special programs include:

- **To Code...and Beyond, Using Insulated Metal Panels to Future-Proof Buildings;**
- **Metal Roofing: Thermal Expansion & Contraction, Problematic Conditions and Retrofit Using Metal;**
- **Roll Forming for the Metal Construction Industry, Part I and II;**
- **Soldering Techniques;** and
- **NIA's Metal Building Insulation Code Compliance, Air Barriers and Thermal Buildings.**

"I am so excited about this year's steel city program of events," said METALCON Show Director, Claire Kilcoyne. "We have a solid line-up of educational sessions from our two local sports icons' keynote addresses to industry-related topics and overall A/E/C business advice. We can't wait for our home town title sponsors to show us around this amazing city."

METALCON takes place at the David L. Lawrence Convention Center, 1000 Ft. Duquesne Blvd., Pittsburgh, PA 15222. For more information on this three-day event, visit [www.metalcon.com](http://www.metalcon.com)

**About METALCON:**

Established in 1991, METALCON is the largest international event in the metal construction industry. Unique in both its service and show management to this industry, METALCON is the only annual tradeshow and conference devoted entirely to the application of metal in industrial, institutional, light commercial and residential projects. Its success is based on three key methods of education: exhibits, an extensive conference program and interactive, learning opportunities. METALCON is produced by PSMJ Resources, Inc., and sponsored by The Metal Construction Association. This is the event's first time in Pittsburgh. For more information, visit [www.metalcon.com](http://www.metalcon.com) or call 800-537-7765.

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