



New England Steel Industry Coalition

February, 2010

Dear SFNE Members and Colleagues,

The steel industry came together for a very productive and well-attended meeting on January 15th. Our goal was to gauge interest in developing an action plan to change the way that the Commonwealth of Massachusetts and other New England state governments allocate infrastructure and building funds.

Right now at least two-thirds of the region's bridge and road projects are going to concrete manufacturers. The industry representatives in attendance at the January 15th meeting unanimously agreed and committed to take steps to change this inequity. They decided that it is now time to ensure that the steel industry gets its share of billions of dollars available for bridge and roadwork.

To move this effort forward the industry will retain the services of Regan Communications Group (RCG), one of the largest privately-owned public relations firms in the country. RCG together with a small industry group has spent the past six months working to rebuild the steel industry's relationship with Massachusetts' transportation leaders, a relationship that had been deteriorating for years because of a lack of communication and education in the face of intense lobbying by the concrete industry.

Now with the support from all who will benefit from increased transportation dollars being directed to the steel industry, RCG will begin to work to demonstrate to transportation officials that they are using outdated information and regulations pertaining to cost and economic impact for infrastructure projects.

Specifically RCG will:

- (1) Submit to the Massachusetts Secretary of Transportation and the Highway Commissioner, and their staffs, recommended revisions to the existing guidelines and regulations by which Requests For Proposals (RFPs) are written and put out for bid.
- (2) Submit to the Highway Commissioner recommended engineering parameters for a prototype of a short-span steel bridge that will address the Transportation Department's need for alleviating traffic delays through safe, speedy and cost-effective construction.

- (3) Monitor all RFPs for infrastructure (bridge and road) work that are issued by the Transportation Department. Those RFPs that specifically call for concrete will be scrutinized to determine if steel is a viable option. In those instances where steel is a viable option, we will work with the coalition to challenge the RFP in order to allow the steel industry to compete for the work.
- (4) Continue to work with the steel industry coalition to educate the staffs of the Massachusetts Secretary of Transportation and the Highway Commissioner as to the ongoing benefits and advances in the steel industry.
- (5) Expand the steel industry's education campaign to include key government transportation officials in other New England states. Transportation officials in Rhode Island, for example, have already expressed an interest in meeting with our team.

The campaign message follows:

- Steel is competitively priced and, over time, less expensive than concrete.
- Steel is more environmentally-friendly.
- Steel adheres most closely to federal regulations regarding durability.
- Steel contracts support far more companies and create far more jobs for taxpayers who reside within the New England states.

About Regan Communications Group (RCG)

The team members at Regan Communications include Jim Kerasiotes, Joseph Gill and Alan Eisner. Jim Kerasiotes is the former Massachusetts Highway Commissioner, Secretary of Transportation, MBTA Chairman and Chairman and CEO of the Massachusetts Turnpike Authority. Joseph Gill has over 26-years of experience in engineering and management related to the highway and transportation industry including three and one-half years as MassHighway's Bridge Engineer, another two years as Deputy Chief Engineer and four years as the Chief Engineer at the Massachusetts Turnpike Authority. Alan is the president of Regan Communications Group and is responsible for providing strategic consulting on all major accounts as well as coordinating the firm's major accounts.

The cost and commitment:

At the January 15th meeting, the industry agreed to retain RCG for a period of six months. The cost for the project is \$10,000 per month. Before, during and after the meeting the industry has received verbal pledges that will fund the first few months of the campaign. SFNE has agreed to provide management and administrative support for the campaign. However, before an agreement can be signed to get this project off the ground, the full financial commitment must be reached.

How you can help:

1. Pledge your support. Complete the enclosed Steel Industry Coalition Pledge. Flexible payment plans can be made, but the commitment must be upfront so that SFNE can enter into an agreement with Regan Communications Group.
2. Join the Steel Industry Coalition Task Force. The Task Force will operate as part of SFNE's newly created Legislative Committee. The Task Force will be responsible for overseeing RCG activities, fundraising and for providing regular progress reports.

Having attended the January 15th coalition meeting I know that the industry has responded very enthusiastically to this endeavor, which could provide significant benefit to the region's steel industry. RCG wants to get started on March 1st so your immediate pledge is critical.

I look forward to working with you on this important project.

Regards,

A handwritten signature in cursive script that reads "Eric Greene".

Eric Greene
SFNE President



New England Steel Industry Coalition

Pledge Form

Company _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

- Our company will support the steel industry advocacy project to change the way that the Commonwealth of Massachusetts and other New England state governments allocate infrastructure and building funds.

Name _____ Title _____

Email _____

We will commit \$ _____ We will pay: Now Monthly In Two Installments

- Our check made out to SFNE is enclosed. Please charge my credit card.

Credit Card Payment: **Master Card** **VISA** **AMEX**

Name on Card _____ Expiration _____

Account Number _____ Security Code _____

Card Holder's Signature _____

Card Holder's Email _____

Billing Address _____

Steel Industry Coalition Task Force

- The following has agreed to serve on the Steel Industry Coalition Task Force.

Name _____ Title _____

Email _____

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