

GREAT DESIGNS IN STEEL™

MAY 20, 2026

FULL AGENDA

Time EDT	LOCATION		
7:00 AM	DOORS OPEN & BREAKFAST SERVED		
	WELCOME AND KEYNOTE ADDRESSES - MAIN HALL		
8:00 AM	<p>WELCOME Kevin Dempsey, President & Chief Executive Officer, American Iron & Steel Institute</p> <p>FROM COMMITMENT TO CAPABILITY: SHAPING THE FUTURE OF AUTOMOTIVE SOLUTIONS IN NORTH AMERICA John Cardwell, Chief Marketing Officer & Vice President, Automotive Sales, ArcelorMittal North America</p> <p>STATE OF THE AUTOMOTIVE INDUSTRY Elizabeth Krear, CEO, Center for Automotive Research (CAR)</p> <p>SPECIAL VIDEO ADDRESS - HYUNDAI'S "ART OF STEEL" DESIGN PHILOSOPHY Simon Loasby, Senior Vice President & Head of Hyundai Design Center</p>		
9:30 AM	BREAK		
	TRACK 1 STRUCTURAL SOLUTIONS	TRACK 2 MATERIALS & MANUFACTURING	TRACK 3 MATERIALS & JOINING
9:45 AM	<p>3D REINFORCED BLANKS: ADDITIVE SOLUTIONS FOR LOCALIZED BIW STIFFNESS Nachiket Gokhale and Cristian Alvarez, ArcelorMittal Tailored Blanks</p>	<p>ANALYSIS OF TRIMMED EDGE CONDITION & TRIM DIE DURABILITY FOR ULTRA-HIGH STRENGTH STEELS Sergey Golovashchenko, Arman Hossain & Saeid Nasheralahkami, Oakland University</p>	<p>VIRTUAL WELDING QUALITY ASSESSMENT & AI-DRIVEN WELDING PARAMETER OPTIMIZATION Dr. Tarek Belgasam, Honda R&D, Zhendan Xue, ESTECO North America Inc. & Nick Avedissian, Cadence</p>
10:15 AM	<p>FULL DIGITALIZATION APPROACH TO STRENGTHEN STAMPING & BODY-IN-WHITE ENGINEERING Stéphane Andrietti, AutoForm</p>	<p>SUPPLY CHAIN RESILIENCY: REPLACING ALUMINUM WITH STEEL TO AVOID MANUFACTURING DISRUPTIONS Scott Stevens & Dr. Yu-Wei Wang, Cleveland-Cliffs</p>	<p>COMPARATIVE ANALYSIS OF FASTENER JOINING OF PROJECTION WELDING & MECHANICALLY Rob Edwards, PROFIL</p>
10:45 AM	BREAK		
11:00 AM	<p>DESIGN & DEVELOPMENT OF A BOLTED-ON FRONT CRUSH STRUCTURE FOR ENHANCED PLATFORM MODULARITY Dan Black, Abhishek Das & Deepak Theja, Rivian</p>	<p>ADDITIVE METALS DED (DIRECT ENERGY DEPOSITION) TRIM STEEL TESTING - PHASE II Drew Hill, General Motors</p>	<p>FATIGUE INVESTIGATION ON TRB WORK HARDENED & WELDED SAMPLES Dr-Ing. Thiago Rausch, Mubea & Tim Korschinsky, Fraunhofer LBF</p>
11:30 AM	<p>ADVANCING UNDERSTANDING IN FORMING & FRACTURE IN 3RD GEN STEELS Sriram Sadagopan, ArcelorMittal</p>	<p>ADVANCING AUTOMOTIVE MANUFACTURING THROUGH TUBULAR HYDROFORMING Chris McMahon, ANDRITZ Schuler</p>	<p>ADVANCING LME UNDERSTANDING: STANDARDIZED CHARACTERIZATION & DIRECT OBSERVATION IN RESISTANCE SPOT WELDING Dr. Elliot Biro & JiUng Kim, University of Waterloo</p>
	LUNCH IN MAIN HALL		
12:00 PM	<p>AUTOMOTIVE EXCELLENCE AWARD PRESENTATION PREPARING TOMORROW'S ENGINEERS: A MODEL FOR INDUSTRY-UNIVERSITY COLLABORATION Mike Davenport, Auto/Steel Partnership</p>		
1:15 PM	BREAK		
1:30 PM	<p>STEEL SIDE SILL TUBULAR DESIGN FOR BATTERY PROTECTION OF BEV / HPEV Harsha Kusnoorkar, Hyundai America Technical Center, Mike Benoit & Miao Yu, Cleveland-Cliffs</p>	<p>SIMPLIFYING ROLL FORMING OF UHSS/AHSS MATERIALS Franz Liebler & George Paul, Dreistern</p>	<p>SELECTING THE BEST DIC LENGTHSCALES FOR MATERIAL TESTING & SIMULATION Dr. Cliff Butcher, University of Waterloo</p>
2:00 PM	<p>NEXT-GENERATION BODY ARCHITECTURE ENABLED BY STEEL TUBE AIR FORMING (STAF) Ryuichi Funada, Sumitomo & Dr. Kazuhiro Saitou, University of Michigan</p>	<p>PROTOTYPE DEVELOPMENT OF AHSS STEEL BATTERY ENCLOSURES: FORMING PROCESS INSIGHTS & CORRELATION WITH NUMERICAL SIMULATION Dr. Caroline Kella, ArcelorMittal Global R&D</p>	<p>EFFECT OF METALLIC COATINGS ON THE FORMING CHARACTERISTICS OF AUTOMOTIVE SHEET STEEL Dr. Ming Shi, General Motors & Dr. Sobhan Nazari, Cleveland-Cliffs</p>
2:30 PM	<p>DIGITAL TWIN MATERIAL CHARACTERIZATION OF DUAL-PHASE STEELS USING LINOVIS: FROM STRAIN-RATE EFFECTS TO AUTOMATED 3D-DIC FORMING LIMIT EVALUATION Dr. Martin Schwab, 4a-engineering GmbH & Dr. Akbar Farahani, eSavant LLC, USA</p>	<p>ENHANCING ACCURACY IN STAMPING ANALYSIS THROUGH COUPLED VIRTUAL DEFORMATION SIMULATION FOR IMPROVED PART PERFORMANCE Sarah Maharajan, Keysight Technologies</p>	<p>COMPARATIVE STUDY ON FRACTURE RESISTANCE OF ULTRA-HIGH-STRENGTH PHSS Dr. Jun Hu, Cleveland-Cliffs</p>
3:00 PM	BREAK		
3:15 PM	<p>EFFICIENT AHSS & UHSS STEELS FRONT END DESIGNS AS GIGA CASTING ALTERNATIVES John Catterall, Auto/Steel Partnership & Madhu Jampala, Detroit Engineered Products</p>	<p>PRESS HARDENING OF INTEGRATED LARGE & COMPLEX COMPONENTS Jan Larsson, AP&T</p>	<p>DEVELOPMENT OF DYNAMIC FRACTURE CRITERION FOR HIGH-STRENGTH STEEL GMAW HAZ Tae Hwa Lee, General Motors</p>
3:45 PM	<p>STYLED STEEL WHEELS FOR ELECTRIFIED VEHICLES ADVANTAGES Louis Belli, Maxion Wheels</p>	<p>MICROSTRUCTURE DIFFERENCES DRIVING FORMABILITY BEHAVIOR IN AHSS Sarah Tedesco, General Motors</p>	<p>THE NEED FOR IMPROVED METAL FORMING SIMULATION MATERIAL CARDS Dr. Danny Schaeffler, Engineering Quality Solutions, Inc.</p>
	CLOSING REMARKS - MAIN HALL		
4:15 PM	<p>THE STEEL INNOVATION HORIZON Dr. John Speer, D.Phil, Professor of Metallurgy Colorado School of Mines & Director Emeritus ASPPRC</p>		
4:45 PM	NETWORKING SOCIAL HOUR		
6:00 PM	EXHIBIT HALL CLOSES		