

# *MARKETING COMMITTEE*

*NSA Annual Meeting  
September 2023*



# *Marketing Committee Co-Chairs*

## *Mike Costa*

- TMS International
- [MCosta@tmsinternational.com](mailto:MCosta@tmsinternational.com)
- 267-253-2277

## *David Dessureault*

- Harsco Environmental
- [DDessureault@harsco.com](mailto:DDessureault@harsco.com)
- 450-808-8025



# *2023 Goals and Objectives recap*

1. Update hand out brochures.
2. Update BFS & SFS technical brochures with up-to-date data and visuals.
3. Promote Beneficial uses of steel slag within our industry and external customers.



# Goal #1

Update handout brochures to promote NSA membership



Task	Owner	Status
Find a champion	David Dessureault	✓
Adapt message to target audience.	David Dessureault Mike Costa	✓
Update Visuals	Erica Cliver David Dessureault	✓
Submission for approval by NSA President	David Dessureault	✓
Print new brochure	Erica Cliver	✓
Hand out brochures to target audience.	NSA Booth	✓

# *NSA Handout brochures*



Format was reviewed and modernized with more striking visuals.

The purpose of this revision was to adapt message to appeal new allied members and promote our annual meeting.

300 copies were handed out at AISTech 2023 event in May.

More copies are being printed to be distributed to vendors.



## OUR MISSION

For over a century the NSA has promoted the use and application of iron and steel slag products to sustain the environment.

## OUR VISION

The NSA is committed to "Stimulating Innovation through Continued Education" and the development of sustainable iron and steel slag products in a world of ever dwindling resources.

## NATIONAL SLAG ASSOCIATION

2023 ANNUAL MEETING  
SEPTEMBER 18TH – 20<sup>TH</sup>  
ISLE OF PALMS, SC



There is also plenty to do at Charleston's favorite island resort. Bring the family along and enjoy activities that include swimming, tennis, spa, recreation programs, restaurants, and miles of pristine beaches.

For golfers, take advantage of the islands' award-winning oceanfront paradise golf course to showcase your skills, or *lack thereof*.



# National Slag Association

Since 1918, The National Slag Association (NSA) has promoted the use of iron and steel slag products in a variety of applications including but not limited to construction, agricultural and environmental remediation.





### The NSA counts upon its allied members to provide adapted products and solutions.

The iron and steel slag industry is a harsh environment posing challenges to equipment and those tasked with working in this environment. The National Slag Association is relying on its allied members to provide reliable products and solutions designed to maximize uptime, efficiency, safety, and environmental compliance. The needs of the industry range from loader tires to office consumables. Joining the NSA as an allied member provides direct access to its members and a window to showcase your products and solutions. **Join our family now and start growing your business!**

"Unprecedented business opportunities due to the many relationships developed within the NSA"

-JA Kenco Engineering

**The NSA is comprised of slag processors including Harsco Environmental, TMS International, Edward C. Levy Company, Phoenix Services, Great Lakes Slag, SMS Mill Services as well as iron and steel producers including Nucor Steel, United States Steel Company, Cleveland Cliffs, SSAB, Commercial Metals Company, and Liberty Steel.**

An integral part of our membership includes allied members and the list although not exhaustive includes companies such as Alta Construction Equip, American Chemical Tech, American State Equipment, Brokk Incorporated, Buffalo Wire Works, Carbicrete, Caterpillar Inc, ECG Recycling, Eriez Manufacturing, GVA Krefeld, Haver and Boecker Niagra, Holtman Farzeug Maschinebau GmbH, Kenco Engineering, Kress Corp., Loadman of Tx, MLTUS, Ohio Cat, Phoenix Fire System, Polydeck Screen,

RUD Chain Inc., Sennebogen LLC, SMH Group, Steel City Tire, Stone Products, Superior Industries, The Standard, Titan International, TML Technik, Tricon Wear Solutions, USSC (Fogmaker), Volvo Construction Equipment, Whemco Steel Castings, Yokohama OTR etc.

### Join the NSA Family

Join us and participate in one or more of the following committees:

- Technical
- Environmental
- Marketing
- Safety
- Operations
- Purchasing
- Allied



### Contact Us

National Slag Association  
112 Airport Road Suite 304  
Coatesville, PA 19320  
610-857-5356  
administration@nationalslag.org

<https://nationalslag.org/>

# Goal #2

**Update BFS & SFS technical brochures with up-to-date data and visuals.**

- \*Committee was formed by:
  - Kelly Cook
  - Travis Zimmer
  - Tim Stanfield
  - Charles Ochola



Task	Owner	Status
Find someone to champion	David Dessureault	✓
Form a review committee	David Dessureault	✓
Review brochures with sub committee	David Dessureault & committee*	✓
Update information & Data	David Dessureault & committee	In Progress 75% completed
Update visuals	Travis Zimmer and EDW C. Levy team	Not started
Get NSA's president approval	David Desureault	Not started
Publish brochures	TBD	Not started



# *BFS & SFS brochures*



A sub committee was formed to review the technical information on both documents.

The technical review for the BFS brochure is done and the SFS is at 50%.

BFS brochure is currently undergoing visual conception.

Many hours have been put into the reviews to update information and references. We need to make certain all claimed items can be verified.

# Goal #3

Promote Beneficial uses of steel slag through educational material

Task	Owner	Status
Find a champion	David Dessureault	✓
Support publishing of the slag runner	David Dessureault	In progress
Review John Yzenas's technical document for future publishing	TBD	Not started
Update and submit for approval by NSA's president	David Dessureault	Not started



# *Future Meetings*

---

Spring TEM Meeting

March 2024

Location: TBD

Summer TEM Meeting

June 2024

Location: TBD

STAY SAFE EVERYONE!

