FOR IMMEDIATE RELEASE

Steel Tube Institute Appoints Anderson New Director of HSS Committee

CHICAGO, IL, April 11, 2014 - The Steel Tube Institute (STI) has announced the appointment of Joseph G. Anderson as the organization’s HSS (Hollow Structural Sections) Director. The HSS Director works directly with the members of STI’s HSS Committee who represent the majority of the producers of structural steel tubing in the USA and Canada. In this role, Anderson will be responsible for coordinating all of the HSS Committee’s activities, including: budgeting, programs, technical support, promotions, marketing, and marketing communications.

Anderson will take the reins from Mark P. Bula who was hired as the organization’s first HSS Director in 2011. Bula is leaving STI to pursue an entrepreneurial venture in the flat rolled industry.

Anderson is a skilled marketing and sales veteran with experience in developing and managing long-term relationships in many commercial facets of the steel industry. His past position as Vice President of Sales and Marketing at PDM Steel Service Centers in Stockton, CA began in 1996, although his tenure with PDM Steel started in 1980. Prior to those positions, he served as Operations Manager at Western Steel.

Bill Wolfe, Executive Director of STI, is excited to bring Anderson’s in-depth knowledge of the steel distribution channel to the membership. “Joseph’s years in leadership at a major steel service center will be a valuable asset for our members. That first-hand experience along with his marketing acumen will continue the progress we’ve made in recent years raising awareness and preference – and increasing market share – for HSS.”

Anderson studied Business Management at Brigham Young University and has completed both the Dale Carnegie Human Relations Course and the Dale Carnegie Sales Course. Later in his career, Mr. Anderson also completed the Executive Management Course through the American Management Association. He has been a Marketing Committee Member of the American Institute of Steel Construction (AISC) since 2002 and a Member of Metal Service Institute through PDM Steel since 1980.
ABOUT STEEL TUBE INSTITUTE: The Steel Tube Institute was formed in 1930 when a group of manufacturers joined forces to promote and market steel tubing. Their goal was to mount a cooperative effort that would improve manufacturing techniques and inform customers about their products’ utility, versatility and competitive advantages. This, along with providing a forum for the discussion of issues impacting the industry, remains the focus of the Institute’s efforts. www.steeltubeinstitute.org

Steel Tube Institute’s HSS Committee includes the majority of the leading producers of HSS in the United States and Canada. The group has been active as an Institute committee for more than 20 years, providing technical and design help for the industry, and promoting the features, benefits and uses of steel hollow structural sections (HSS). www.steeltubeinstitute.org/hss

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