



**For Immediate Release May 2010**

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**Concrete Reinforcing Steel Institute Appoints  
New Chairman and Board Members**

SCHAUMBURG, ILLINOIS, May 18, 2010 – The Concrete Reinforcing Steel Institute (CRSI) is pleased to announce a new Chairman and the addition of eight new members to its Board of Directors at the Annual Conference on April 27, 2010, in Naples, Fla.

John P. Simmet, President and CEO of Simcote, Inc., St. Paul, Minn., was elected as the new Chairman of CRSI. Simmet's background includes a long history with the industry, starting Simcote with his father in 1977. Being a family-owned, start-up business gave him the unique opportunity to learn the reinforcing bar business from the ground up — ultimately gaining firsthand knowledge of what works and what doesn't work. Simcote is one of the original companies formed specifically to epoxy-coat and fabricate reinforcing steel, or rebar. Simmet has been active in the industry and a member of CRSI for over 32 years.

“Since its founding, CRSI has changed and evolved to adapt to the marketplace. I look forward to the opportunity to continue to make CRSI an organization that provides a great service to the industry,” said Simmet. “CRSI is what it is today, because of all the time and effort people have

put into it over the years. My goal is to continue that momentum and keep CRSI as THE resource for the concrete reinforcing steel industry.”

In addition to a new Chairman, several new members were voted onto the board of directors by the CRSI members at the 86<sup>th</sup> Annual Conference. All new board of director members will serve a three-year term.

New Regional Representative Directors include:

Michael Doucet, Rebar Fabrication, CMC Americas, Seguin, Texas

Robert Shuhert, Ambassador Steel, Auburn, Ind.

The new At-Large Directors are:

Louis Colarusso, ERICO, Solon, Ohio

Jon Kinnischtzke, Evraz Rocky Mountain Steel, Pueblo, Colo.

Keith LePage, Whitacre Engineering, Canton, Ohio

Roger Struble, Davis/J.D. Steel, Bellevue, Neb.

Timothy Thomas, American Steel Fab, Pevely, Mo.

Dale Wolf, Far West Steel, Boise, Idaho

“We look forward to the new board coming in and representing the industry in a variety of ways,” said Robert J. Risser, President of CRSI. By keeping diverse representation on the board, CRSI will be an informed and up-to-date resource for its members. “With our new board, and their new insights, we have a great opportunity to build upon the valued resources we provide our members and the specifying community,” said Risser.

For additional information on these appointments or CRSI, contact Darren Szrom, Vice President of Marketing and Communications, at (847) 517-1200 or via e-mail at [dszrom@crsi.org](mailto:dszrom@crsi.org).

### ***About Concrete Reinforcing Steel Institute***

Founded in 1924, the Concrete Reinforcing Steel Institute (CRSI) is a trade association that stands as the authoritative resource for information related to steel reinforced concrete construction. Serving the needs of architects, engineers and construction professionals, CRSI offers many technical publications, design aids, software programs, educational seminars, promotional activities, membership functions and design award programs. CRSI members are manufacturers, fabricators and placers of steel reinforcing bar and related products, and professionals who are involved in the research, design and construction of reinforced concrete. Serving the construction market in the United States, Canada and Mexico, CRSI is headquartered in Schaumburg, Ill. with regional offices located across the United States.

### ***About Simcote***

Simcote, Inc., of St. Paul, Minn. and Marion, Ohio, is a family business established in 1977. Simcote is one of the original companies formed specifically to epoxy-coat and fabricate reinforcing steel, or rebar. The second-generation business comprises over 60 years of experience in the construction industry. Simcote selects, buys, coats, fabricates and ships its own rebar to ensure a quality product each and every time. Simcote has delivered over 1 million tons of fabricated epoxy-coated reinforcing steel to contractors and jobsites for various infrastructure and building projects throughout the United States.