

NEWS – Tag: *NASA Forecast Conference features Steel Market Update’s John Packard as keynote speaker. Read more.*



Over the past 11 years Steel Market Update has become the recognized leader in analysis on the flat rolled and plate steel markets. The core product, developed by John Packard, President & CEO (and the original founder) of SMU, comes from an ongoing dialogue between SMU and buyers and sellers of steel. John’s 31-year career in selling steel and managing steel-related companies for service centers, trading companies, toll processors as well as his own sales agency are critical to the success of the SMU publication, workshops and their SMU Steel Summit Conference which is held at the end of August in Atlanta every year.

As a keynote speaker for NASA’s 2019 Forecast Conference, October 21st – 22nd, John will present SMU proprietary items that will include:

- SMU Service Center Inventories Analysis
- Mill Lead Time Trends
- Mill Price Negotiation Trends
- SMU Sentiment Index
- SMU and CRU Flat Rolled and Plate price indices
- Changes in Capacity 2020-2022



John Packard

Click [here](#) to Register for the Forecast Conference. Use event code: *nasa-event*.

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