

Strategic Alliance Conference



**October 25-27, 2006
Kansas City, Missouri**

Achieve Breakthrough Results in Facility Development with Alliance Relationships



An Executive Level Conference Sponsored by BlueScope Steel and Butler Manufacturing Company

October 25-27, 2006

1 Pershing Road, Kansas City,

About BlueScope Steel

BlueScope Steel is a leading steel producing and downstream steel business company based in Melbourne, Australia. Together with Butler Manufacturing Company the combined businesses enable services from raw material to finished facility.

Through 75 manufacturing facilities in 16 countries, the company has led the way in developing innovative solutions tailored to customers' specific requirements. The value chain of products includes flat steel products, coated steel used in construction, steel building components and steel building systems throughout the world.

BlueScope Steel is the number one provider of pre-engineered buildings worldwide.

Senior executives of BlueScope Steel from selected parts of the world will be on-hand for peer interaction at the conference.

BlueScope Steel is listed on the Australian Stock Exchange under the symbol BSL.AX.

At this conference you'll learn:

- **Innovative ways to improve your facility development** — Learn how alliances help companies overcome the many and varied challenges faced by every company building facilities throughout the world.
- **What other companies are doing** — Learn from a business alliances authority how to effectively use alliance relationships to integrate the supply chain and deliver breakthrough results.
- **Why companies are acting now** — Aggressive companies are teaming with the best suppliers to produce extraordinary value. The top-performing companies are using alliances to obtain competitive advantages beyond what is available in the open marketplace.
- **How to evaluate your supply chain** — Eliminate non-value added activities resulting in a lower total cost for facility development.
- **How to develop and implement an alliance** — Work within your company culture to get started on a results-based facility alliance, including Butler alliances.

KEYNOTE PRESENTATION:

Advantages of Alliance Relationships and the Value of Partnering



Stuart Kliman is a founder and director of Vantage Partners. He works with clients to help them maximize the value they get out of key, complex relationships. Stuart has managed and delivered a variety

Questions? Call

WESTIN CROWN CENTER

MO 64108 816-474-4400

AGENDA

Wednesday, October 25, 2006 –

Butler Research & Development Facility

- 1:00 p.m. Bus leaves for the R&D Facility
- 1:45 p.m.-5:15 p.m. Building Materials Quality & Innovations Demonstration
- 6:45 p.m.-9:30 p.m. Reception/Networking & Dinner

Thursday, October 26, 2006 – Westin Crown Center

- 7:00 a.m. Breakfast
- 8:00 a.m. Stuart Kliman – Advantages of Alliances
- 12:00 p.m.-1:00 p.m. Lunch
- 1:00 p.m.-3:30 p.m. Customer Case Studies
- 3:45 p.m.-4:45 p.m. Panel Discussion – Questions & Answers
- 4:45 p.m.-5:00 p.m. Close
- 6:00 p.m.-8:30 p.m. Networking & Kansas City BBQ Dinner

Friday, October 27, 2006 – Optional Golf Outing

- 7:00 a.m.-7:30 a.m. Breakfast On Own
- 7:30 a.m. Bus leaves for *The National*, a Tom Watson Signature Golf Course
- 8:00 a.m.-1:30 p.m. Golf

SAMPLE CASE STUDIES

- Critical Path Improvement in Facility Development
- Time Savings in Multi-site Construction
- Facility Development in New Markets
- Architectural Choices in Global Environments

“Vantage Partners and Stu Kliman have been extremely useful in shaping and delivering direction and communications on lessons learned in managing alliances. He has a broad and practical view of partnering activities in different industries and a talent for candid and focused communications that have helped teams to get the right messages in a straight forward fashion.”

— *Guy Eifferman*
Vice President, Alliance Management
Merck and Company

of projects ranging from helping business development groups build and implement standard alliance negotiation processes, to helping alliance management organizations define their mission and core implementation processes. Likewise, he has helped sourcing organizations define their supplier negotiation systems and value goals, and he has worked with internal teams to help them more successfully collaborate across internal

boundaries. In addition to his day-to-day consulting work, Stuart also oversees Vantage Partners' Corporate Education organization and Vantage's Marketing group.

Stuart is a frequent speaker and writer on issues of negotiation and relationship management. He has written numerous articles including, *Mending Broken Relationships*, *Effective Management of Network Relationships*, *The Network Relationship Launch*, *Deploying*

Alliance Management Discipline Across An Alliance Portfolio - The Use of Alliance Tiering and Outsourcing: The Procurement Dialogues. In addition to his work at Vantage Partners, Stuart has taught at the Harvard Program on Negotiation.

Stuart is a graduate of Franklin and Marshall College and Harvard Law School and is a member of the Maryland Bar.

Past Participant Comments – “What did you consider the most important benefit of this conference?”

“I am convinced that alliances are the future for our business.”
Director, Construction/Maintenance – Walgreen Co.

“All topics were informative. I felt the conference was very informative in regards to the makeup of alliances. Overall for a 1½ day conference, it was well planned and useful.”
Director of Construction – Wegmans Foods

“I was very impressed at the openness everyone demonstrated and felt they did a credible job of keeping the discussions objective and free-flowing without making the exercise sound like a sales pitch.”
Director of Purchasing – Worthington Industries

“What was most beneficial was visiting with others who have similar situations. It reinforced the advantages of strategic alliances. It also helped my understanding of Butler offerings much better.”
Vice President, Design & Construction – Toys 'R' Us

“First, it was the opportunity to interact and network with other facility professionals and discuss our challenges and learn about potential solutions. Secondly, I was able to gain a better understanding of Butler’s capabilities and the benefits of establishing an alliance with Butler for potential future projects.”
Senior Project Engineer - Facilities – Pella Corporation

“The chance to visit with the other attendees and share our mutual challenges was time well spent, a rewarding learning experience.”
Manager, Franchise Tire Centers – The Goodyear Tire & Rubber Company

Select Past Participants

3M Company
Ace Hardware Corporation
Albertson’s, Inc.
Amazon.com
American Freightways
Andersen Corporation
Anheuser-Busch Companies
ARAMARK Uniform Services
Armstrong World Industries
AutoZone, Inc.
Avery Dennison Corporation
Ball Corporation
Best Buy Company, Inc.
The Budd Company
Cargill Steel
Caterpillar, Inc.
Collins & Aikman
Cooper Industries, Inc.
Copeland Corporation
Corporate Express
Costco Wholesale
Crown Cork & Seal Company, Inc.

Cummins, Inc.
Deere & Company
Defense Commissary Agency/CIF
Del Monte Foods
Delphi Automotive Systems
Do-It-Best
E.I. DuPont de Nemours, Inc.
Eli Lilly and Company
Ethan Allen Inc.
FedEx Ground
Frito-Lay, Inc.
Gates Rubber
General Motors
Goodyear Tire & Rubber Company
Gorman-Rupp Company
Harley-Davidson Motor Company
The Hertz Corporation
International Paper
Johnson & Johnson
Johnson Controls, Inc.
Kellogg Company
Kimberly-Clark Corporation

Kroger Company
La-Z-Boy Inc.
Lemans Corporation
Lexmark International, Inc.
Masco Corporation
Meijer, Inc.
Meineke Car Care Centers, Inc.
Miller Brewing Company
Monsanto
National Guard Assoc. of the U.S.
Naval Facilities Engineering Comm.
Noland Company
O’Reilly Automotive
Owens Corning
Pella Corporation
Penske Truck Leasing
Pepsi Bottling Group
Perrier Group of America
Pfizer Inc.
Pioneer Hi-Bred International Inc.
PPG Industries, Inc.
Procter & Gamble Company

ProLogis
Quaker Oats Company
Reynolds International
Sears Roebuck & Co.
ShopKo Stores, Inc.
SUPERVALU, Inc.
Sysco Corporation
Target
Toys ‘R’ Us
Unisource Worldwide, Inc.
United States Coast Guard
Universal Studios
USA Waste Services, Inc.
USACE, Kansas City District
U.S. Steel Group
Voigt & Schweitzer, Inc.
Walgreen Co.
Waste Management
Weyerhaeuser Company
Whirlpool Corporation
Wm. Wrigley Jr. Company
W.W. Grainger, Inc.



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