



Association of  
**Women in the Metal Industries**

**Minnesota** Chapter Event



Event date:  
**Tuesday | January 20**

5:30 - Networking  
6:00 - Dinner  
6:30 - Announcements/Program

\$35 Member / Corporate Member  
\$50 Nonmember

Radisson Hotel Roseville  
2540 North Cleveland Ave.  
Roseville, MN 55113  
651.636.4567

**Register by Monday | January 12**

Contact Lynette Benzen  
lbenzen@metalsusa.com  
Ph: 612.710.7842  
Fx: 763.557.9263

Dinner choices are Walleye Almandine or Teriyaki Chicken, each with garden salad and assorted dressings, garlic mashed potatoes fresh vegetables, and chef's choice of dessert.

**“The Building of a Bridge”**

featuring:

**LouAnne Reger, Chief Executive Officer** (J&L Steel Erectors, Inc.)

Few of us will ever forget August 1, 2007 when Minnesota suffered a tragedy of historic proportions as the I-35W bridge collapsed. It was shortly after 6:00 p.m., and over 80 vehicles were on the bridge at the time, resulting in the loss of 13 lives.

Three days later, Mn/DOT issued a “request for qualifications” to rebuild the bridge and on October 8, a \$237 million contract was awarded to Flat Iron Manson, a Joint Venture, to reconstruct the bridge. With that, J&L Steel Erectors was awarded the contract to install all reinforcement steel and post-tensioning materials in the new structure. The original bid was based on 17 million pounds of reinforcement steel and the post-tensioning component was later added.

**LouAnne Reger** is the Chief Executive Officer of J&L Steel Erectors, which has been installing steel for highway and commercial construction projects for nearly 30 years. Building the framework to ensure structures remain safe and strong is J&L Steel Erectors’ specialty. It’s LouAnne’s, too. However, you won’t see her climbing beams or welding steel.



Instead, LouAnne created and supports the structure that makes J&L Steel a success. From its inception, she has handled sales, marketing, project management, accounting, purchasing, and human resources – everything to ensure a strong, thriving company. Today, thanks to LouAnne’s drive and vision, J&L Steel boasts more than \$10 million in revenues, 55 employees, and, most importantly, the respect and admiration of its peers in an overwhelmingly male-dominated industry. It’s no wonder that in 2004, the *Minneapolis/St. Paul Business Journal* placed J&L Steel Erectors among the top 25 women-owned businesses.

LouAnne’s passion for creating frameworks for success extends far beyond her company. She generously contributes her ideas, time, and financial support to advance women in business. She is a two-time past president and founding member of the Association of Women Contractors, which supports women-owned businesses in the construction industry. It’s the only association of its kind in the nation and offers an array of fellowship, scholarship, and educational opportunities. LouAnne is the second woman ever to serve on the board of the Association of General Contractors and has also served as a member of Mankato State University Construction Management Advisory Board, University of Minnesota Construction Management Advisory Board, and St. Catherine’s Entrepreneurial Roundtable.

Yet, regardless of her success, LouAnne holds fast to her humble beginnings as a single mother, barely 20 years old, with little income and even fewer opportunities. But no matter how seemingly insignificant those opportunities, she made the most of them.

Today, LouAnne enthusiastically shares the hard-earned wisdom she’s gained over the past three decades. Instead of pulling up the ladder to success behind her, she eagerly coaxes other women to follow in her footsteps. Her ultimate purpose is to set a framework for success for all women entrepreneurs that will extend – strong and sure – far into the future.

**Food Drive**



Attendees who bring a non-perishable food item will be eligible for a total of \$5 off this month’s meeting fee. Donations will be delivered to Keystone Community Services in Roseville.

**Tell us what you think** about this event, location, and future ideas. E-mail [lbenzen@metalsusa.com](mailto:lbenzen@metalsusa.com) - we would love to hear from you!

