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## Mr Williams resigns as president of Steel Framing Alliance

*Sunday, 10 Aug, 2008*

The Steel Framing Alliance announced that Mr Larry W Williams has resigned as president of the SFA and will leave the organization on September 1st 2008 in order to join the International Iron & Steel Institute GM market development & sustainability.

As president of SFA for the past 5 years, Mr Williams has led the steel framing industry's market development efforts in both the residential and commercial markets in the United States and Canada.

Mr Don Moody chairman of SFA board and also GM of Nucosteel said that "Mr Larry has done a tremendous job leading SFA and he certainly will be missed. He understood the changing market dynamics of the industry and in recent years managed a transition of the organization's focus from trade association activities to product management and marketing initiatives."

During his tenure at SFA, Mr Larry led advancements in the competitiveness of steel framing through insurance discounts and technical initiatives, as well as implementation of the industry's technical field marketing program.

Also during this time, SFA membership grew from 300 to 1,500 architects, engineers, builders, contractors, distributors, stud and component fabricators, tool and equipment manufacturers, steel producers and zinc producers.

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