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Business Author, Mid-Market Transformation Specialist to Keynote Fastener Fair in Detroit

Chicago, IL - Fastener Fair USA, the only exhibition in the U.S. bringing together innovative fastener manufacturers, distributors, suppliers and end-users, is pleased to announce the keynote presenter for the show, taking place May 22-23 at the Cobo Center in Detroit, Michigan. Steve Blue, President and CEO of Miller Ingenuity, will present "From Rust-Belt to High-Tech: Transform. Ignite. Disrupt," the opening day of the show at 9:00 am. All registrants are invited to attend, and then join them after for the ribbon-cutting ceremony.

In his keynote, Steve will provide attendees a blueprint for senior executives that want to revitalize, reinvent, and rejuvenate their companies. They will also take away key principles for:

- Transforming a rust-belt company from mediocre to an Olympic level performance
- Unleashing creativity and innovation organization-wide
- Disrupting the competition and establishing a rust-belt company as a high-tech leader

Learn how to unleash a blizzard of new high margin products that will delight your customers and destroy your competition. This presentation is highly entertaining, incredibly informative, and even better, comes with loads of content and action plans to help you start immediately implementing change.

Steve Blue is President and CEO of Miller Ingenuity, an internationally recognized business transformation expert, media contributor, 5x-author, and dynamic keynote speaker. His expertise lies within transforming company cultures through innovation and investments in workforce growth, turning rust-belt companies into high-tech powerhouses. Steve serves on numerous boards in safety, banking, healthcare, and university business schools. He is the best-selling author of five critically acclaimed books that target executives, leaders, entrepreneurs, and anyone seeking to learn the secrets of success in the corporate world. Steve's latest book, *Metamorphosis: From Rust-Belt to High-Tech in a 21st Century World*, is a detailed blueprint for CEOs and senior leaders to transform their businesses from failing rust-belt companies with small margins into high-tech leaders with superior profits.

New this year, Fastener Fair USA will feature two stages to help better serve the industries and positions in the industry. The Distributors Conference help fastener distributors gain competitive advantage, learn new technology, and study best practices through presentation from industry experts. The Tech Talks Theater will be more technical in nature, giving you insight to what pushes the industry forward, the latest products and technology, all the way down to what kind of material will work best for your application. Fastener Training Institute will be hosting for a second time,

Fastening 101 – Understanding Threaded Fasteners with Emphasis on Automotive Fasteners course. Held the day before the show and sponsored by the Fastener Education Foundation, this course will delve into fastener engineering, automotive fastener basis, and trends in the industry.

The full line-up of sessions and speakers for both stages is available at <https://www.fastenerfair.com/usa/conference>. All presentations held on the show floor on May 22 and 23 are included with your exhibit hall pass. Fastening 101 is an extra cost, which you can also purchase when you register for your exhibit hall pass.

For more information on Fastener Fair USA, registration, or hotel accommodations, visit <https://www.fastenerfair.com/usa/>. Exhibit hall pass prices can go up on April 27 – register today!

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