

CIVIL AND ENVIRONMENTAL ENGINEERING DEPARTMENT SEMINAR



LORA STADELMAN, Corporate Marketing Manager

JACK MIDDLETON, Sales and Marketing Lead

V&S GALVANIZING

Date: Thursday, August 27th, 2026

Time: 3:00pm – 4:00pm EST

Location: INPERSON, Bingham Bldg., Vose #138. Zoom [HERE](#)

Introduction to Hot-Dip Galvanizing: Protecting Steel from Corrosion

Abstract: Steel is a mainstay in infrastructure construction and protecting this steel from corrosion is critical for our population's safety and security. For more than 150-years, hot-dip galvanizing has been specified to combat steel corrosion in the harshest environments. This proven solution is suitable for a myriad of applications across various markets including bridge & highway, utilities, public works, transportation, marine (dams), and more. This presentation is an opportunity for attendees to dive into the process, benefits, and use cases of hot-dip galvanizing. Through a 1-hour session, the presentation can qualify for PDH credits. In this presentation, we will examine the hot-dip galvanizing process as well as other zinc coatings and detail the intrinsic benefits galvanizing provides compared to other corrosion protection systems. Participants will learn about the longevity of hot-dip galvanizing in various environments with supporting case studies proving its performance over decades of services. In addition to its corrosion performance, durability, and longevity, we will also dive into the environmental and economic advantages of hot-dip galvanizing compared to alternative options. Galvanizing offers several advantages in terms of maintenance requirements, life-cycle cost, and recyclability. We will describe the life-cycle assessment and environmental product declaration for hot-dip galvanizing and its available LEED certifications

Lora Stadelman is the Corporate Marketing Manager for V&S Galvanizing, where she leads educational outreach, technical seminars, and marketing initiatives that promote best practices in corrosion protection and hot-dip galvanizing. With more than five years in the galvanizing industry, Lora brings a unique perspective shaped by her hands-on experience as a welder before transitioning into sales and marketing. Lora holds degrees in welding, sales, and business economics, along with a master's degree in marketing. She is passionate about connecting engineering students and professionals with practical knowledge they can apply throughout their careers. In addition to her role at V&S, she has served as President of the New York Chapter of the Association of Women in the Metal Industries (AWMI) and currently chairs AWMI's Expansion Committee, helping establish and mentor new chapters across the country. Lora also serves on the American Galvanizers Association's Market Development Committee, where she works with industry leaders on initiatives that expand awareness and educate engineers, architects, owners, and other specifiers about the benefits and best practices of hot-dip galvanizing. Her presentations combine real-world industry experience with technical education, offering attendees valuable insight into designing durable, sustainable steel infrastructure.

Jack Middleton has more than 13 years of experience in the hot-dip galvanizing industry and leads Sales and Marketing efforts at Young Galvanizing. Having worked his way from the plant floor into sales and marketing, Jack brings a practical, hands-on understanding of galvanizing, steel fabrication, quality, and production that allows him to connect technical concepts with real-world applications. Jack holds bachelor's degrees in Accounting and Business Finance from Thiel College. He is passionate about educating the next generation of engineers on corrosion protection and the long-term performance benefits of hot-dip galvanized steel. As a member of the American Galvanizers Association's Market Development Committee, Jack collaborates with industry leaders on initiatives that educate engineers, architects, owners, and other specifiers while advancing the use of hot-dip galvanizing across the marketplace. Outside of work, Jack serves as President of the Erie Rugby Club, where he applies the same leadership, teamwork, and dedication that have defined his career in the galvanizing industry.