

MINUTES
INDUSTRY DEVELOPMENT COMMITTEE MEETING
LEAD INDUSTRIES ASSOCIATION, INC.

July 26, 1976

A meeting of the Industry Development Committee of the Lead Industries Association, Inc. was held on Monday, July 26, 1976, at the Association's headquarters, 292 Madison Avenue, New York, New York, in accordance with the Notice of Meeting mailed June 23, 1976.

Those in attendance were:

PRESIDENT

E. H. Gaurtuhl, Chairman
J. C. Buck
M. R. Davidson (rep. I. M. Robinson)
V. E. Doonan
R. A. Flaks
R. E. Reed (rep. R. Jordan)
W. A. Ridgely
R. E. Wallace

MEMBER COMPANY REPRESENTING

Comlco Ltd.
ASARCO Incorporated
Horanda Sales Corporation
Lead Lead & Zinc, Inc.
Dresser Minerals Div.-Dresser Industries
St. Joe Minerals Corporation
The Bunker Hill Company
Keweenaw Lead Co. of Missouri

GUESTS

A. Ash
D. A. Samuel
E. Bremick
J. Callaghan
A. Connel
P. W. Doby
P. V. Hylgins
S. F. Riethe

Comlco Ltd.
The Bunker Hill Company
Aetecol, Inc.
Hill & Knowlton, Inc.
Lieberman Harrison, Inc.
Lieberman Harrison, Inc.
Lieberman Harrison, Inc.
The International Lead Zinc Research
Organization, Inc.

LIA STAFF

P. E. Robinson
J. F. Smith
L. E. Gage
E. D. Martin
C. A. Baker
R. Aspell

President
Vice President & Secretary
Assistant Secretary
Architectural Consultant
Manager of Energy Programs
Manager of Association Services

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CALL TO ORDER

The meeting was called to order by the Chairman, Mr. E. W. Gautschi, at 1:45 p.m.

OPENING REMARKS

The Chairman asked members of the Committee to please provide marketing feedback to the staff in order to better determine and serve the objectives of the industry in the years to come. He also asked the Committee to decide on a tentative date for the next meeting at which the Development Program budget would be considered for 1977. Wednesday, November 17, 1976 was selected as the tentative date for the next meeting.

APPROVAL OF MINUTES OF PREVIOUS MEETING

The Minutes of the previous meeting, held November 19, 1975, had been circulated and no comments received. The Chairman asked for a motion for approval. There was no discussion of the items covered in the Minutes, and on motion made, seconded and carried, the Minutes of the November 19, 1975 meeting were approved without change.

ENVIRONMENTAL UPDATE

Mr. Robinson noted that Drs. Cole and Lynam were not available for the meeting and stated that he would cover the environmental aspects with the help of other staff members, as well as legal council for the OSHA Program.

- (1) OSHA Film - The purpose of this film is to help inform both producers and users of lead as to the best possible means for worker protection. Also, the film may serve to fulfill the "training" requirements which are a part of the OSHA regulations. The film is expected to be completed by September 20 in time to show the LIA Environmental Health Committee at its meeting in Florida.
- (2) Film Strip on Control of Rural Plumbism - Mr. Callaghan said that Medical Developments, Inc. had been selected as the contractor for this slide strip. Purpose is to help State Health Departments and local activist groups establish screening programs for childhood plumbism in rural areas. It is expected that the accompanying narration will be done by Gary Merrill and that it would be accomplished within the budget of \$2,500.00.
- (3) Physicians Guide - Mr. Robinson stated that a draft of the proposed Physicians Guide had been prepared with the assistance of Dr. Sid Lerner and that it was being reviewed by the Environmental Health Committee. Aim is to have it completed by year end.
- (4) Tetraethyl Lead - In view of the Supreme Court's refusal to review the lower court's decision to phase down TEL, Mr. Robinson said that the LIA - TEL Committee would meet once more to review the situation and see if anything further could or should be done by the Association.
- (5) Lead Shot - The U.S. Fish & Wildlife Service of the Department of the Interior has banned lead shotshells in the Atlantic Flyway on a "hot spot" basis for 1976-77 hunting season. Further, it is expected to do the same along other Flyways in future years. Today steel shot is the only alternative for lead, but a lead-containing shot could be used if the FWS deemed it "non-toxic" to ducks.

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- (6) OSHA Standards (Proposed) - LIA has been in the forefront of the effort to review and respond to the proposed OSHA standards for lead in the workplace. Since any major regulation proposed by OSHA must evaluate the cost, as well as the benefits, it was deemed important that the industry have its own data as to the potential cost. The Industry study is being done by Charles River Associates. OSHA has not established a precise schedule for action. It is understood that their inflationary impact statement will be issued by August 15th. Hearings could then be scheduled between 60 and 90 days from that date. Our Counsel believes that the first draft statements prepared for OSHA failed to show the benefits. An engineering report shows that it would be very hard for industry to comply with the standards at the levels proposed. Secondly, it becomes apparent that the cost for compliance fall disproportionately on some segments of the industry. Mr. Hall reported that the OSHA Steering Committee is working on a statement for the hearing now. Mr. Robinson reported that the Association had raised \$200,000 in a Special Assessment in January, 1976, to handle the OSHA effort. He reported that these monies have now been exhausted and that the Executive Committee has authorized a second Special Assessment to continue the fight.

PROMOTIONAL PROGRAMS

Batteries

Mr. Baker discussed the Pb Energy Program (see exhibit "A"). He stated that the industrial battery program was moving along by means of "rodeos" or expositions in various areas with cooperation of local utilities and the Electric Vehicle Council. With respect to Goliath, he observed that the Library of Congress did not offer a good work situation for the truck. He stated the vehicle is now at the Capitol Parks in Washington, D.C., which is a part of the National Parks System. Since Capitol Parks already have electric vehicles, it is felt that their receptivity would be much higher. Recent publicity spawned by the turnover of Goliath to the Capitol Parks was apparently seen by Russell Train of EPA. Because of this, EPA is going to make runs with the vehicle on August 10th and 11th.

Mr. Baker noted that there is a need to work more closely and more effectively with the battery manufacturers and the truck manufacturers. It was observed that the road vehicle program was now in its third year and a question was raised as to whether the program had led to many sales. Mr. Baker noted that the truck manufacturers have no sales force -- that at present no significant sales were being made.

Cable

Mr. Baker stated that field inquiries have brought out the observation from some cable engineers that the lead cable market was given up by default. After some further investigation, it is a possibility that the Association will present a promotional program for 1977 in an effort to regenerate interest by manufacturers and users.

Castings

Mr. Robinson announced that Dr. Zeek had been hospitalized recently and was recovering from a serious operation, so could not be present to report on his casting survey. The Committee as whole asked Mr. Robinson to express their best wishes for a speedy recovery to Dr. Zeek.

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It was stated that Dr. Zeek had been trying to gather information on the rather large market for castings exclusive of batteries. First step was a survey of the industry -- approximately 97 casting manufacturers were sent questionnaires concerning applications and capabilities. At some stage it was felt that a directory of the lead casting industry could be developed. Additionally, it was felt that the more interesting applications would provide material for the publicity and advertising effort.

Architecture

Mr. Martin noted that there had been increasing interest in lead for water-proofing applications and stated that a new and enlarged booklet would be proposed for 1977. Additionally, he reminded members of the Committee that an excellent slide presentation has been developed for member company salesmen and that he was available to make this presentation on demand.

Film and Literature

Mr. Asseadi made a brief report on the awards received by the new movie "Lead in Motion." He pointed out that 1,000,000 people had already reviewed the new film and today, 25 prints had been purchased outside of the U.S. for permanent circulation (see exhibit "B"). He noted that over 25,000 literature inquiries had been received from all sources during the first six months of 1976 (see exhibit "C").

Solder

Mr. Smith reported that the Solder Manufacturers Committee had co-sponsored a very successful conference in St. Louis with the American Welding Society and that a summary of the entire conference would be published in the AWS Journal -- probably the October issue. He reported that the Welding Society had again asked the Committee to co-sponsor the Sixth International Soldering Conference to be held in Philadelphia, April 26-28, 1977. He reported that one general booklet on soldering had been completed and another one on electronic soldering was underway.

Ceramics

Mr. Smith stated that the complete proceedings of the International Conference on Ceramic Foodware Safety had been published by LIA and that thousands of copies would be distributed at a cost of \$5.00 per copy. Because of this conference, which was held at the World Health Organization, world standards have now been proposed that would permit industry to produce safe lead glazed ceramic foodware.

Advertising & Public Relations

Messrs. Higgins and Doby reported on the high level of readership of the lead ads and cited three separate awards that had been made to LIA for its outstanding advertisements. Reference was made to the publicity report for the second quarter of 1976 enclosed with each Committee members packet.

Lead/Zinc House

Mr. Robinson noted that because the house predominantly features zinc applications, there would be much more discussion of the project at the XI-IDC meeting tomorrow.

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Mr. Higgins reported that the Agency had commissioned Steven Winters Associates to do a marketing study with respect to the position of the Lead/Zinc House and its potential in the construction market. Mr. Higgins stated that the intent was to use the highlights of this marketing study as the basis for future promotion. Dr. Radtke noted that the House would be completed and the first presentation to ILZNO members would be made on August 4th. He stated that this was a house of innovation; that the architect had tried to use off-the-shelf items so that anyone desiring to build houses of this type would be able to find the items exhibited. He noted that the staff was in the final stages of developing an architectural style brochure on the house. Object of the house was to show the versatility of zinc. Hope is that the architect will be able to go in, look in the house, and select what he wants. He stated that the house emphasizes a practical system -- the consumer is getting more and better materials and pays less.

Concern was expressed that the IDC members may not be familiar with the Lead/Zinc House. It was suggested that members of both the LIA and XI IDC's make a visit to the Lead/Zinc House before being asked to consider funds for promotion at the November meeting. Suggestion was made also that the validity of the Steven Winters report be verified by offering this to a second independent review organization. Point was made that the original effort cost approximately \$20,000 and that to redo such an effort may not be merited on the basis of the small amount of lead involved in the project.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:30 p.m.

Respectfully,

Jerome F. Smith

Jerome F. Smith
Vice President & Secretary

JFS:ls
Enclosures
8-23-76

Exhibit "A"

PD ENERGY PROGRAM (PEP)1976 - 77YEAR TO DATEINDUSTRIAL BATTERIES:

1. Birmingham, St. Louis, Illinois Power programs.
2. Literature - two new pieces.
3. Preliminary discussion with FEA on Utility Conservation Action (UCAW) program and possible cooperative effort.
4. Electric Vehicle Council has assisted; manpower and money.

GoLIath:

1. Two months stay at Library of Congress in DC. Was not too adaptable to work because of nature of applications. However, management very pleased with experience. Some mechanical problems, also.
2. Now at Capital Parks Division, Department of Interior. Much action. Department also using small personnel carriers and electric bus -- considers GoLIath a great asset to fleet. All summer at Folklife Festival on Mall, constantly in sight of thousands of visitors.
3. Demonstrated just last week to officials of ERDA, EPA and NASA; these departments inquired after publicity appeared in Washington Post and Washington Star. Reaction was sharp and revealed much interest.

OTHER:

Initial Contacts made with trade group on solar energy. Publication earlier in LEAD on Rhode Island project attracted considerable attention.

BALANCE OF 1976INDUSTRIAL BATTERIES:

1. Four more demonstration programs scheduled for September in Illinois Power Campaign.
2. Possible regional seminar/demonstration in Northwest, co-sponsored with Northwest Electric Power Association (NWLPA).

Pd ENERGY PROGRAM (PEP) (Continued)

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BALANCE OF 1976

- INDUSTRIAL BATTERIES:
3. Pursue UCAW at national level for possible cooperation.
 4. Continued cooperation with Electric Vehicle Council.
 5. Possible seminars/demonstration with Southwest Electric Power of Louisiana and Public Service Company of New Mexico.

GOLIATH:

1. GOLIATH exhibit at Fourth International Electric Vehicle Symposium, Dusseldorf.
2. Continue Capital Parks Cooperative effort.
3. Test runs for EPA scheduled week of August 9.
4. City of New York sponsoring Electric Vehicle Show in October; cooperation with LIA and EVC.

OTHER:

Expand effort with government agencies (in solar and wind). Al Connell will elaborate.

NEXT YEAR (PROPOSED)

- INDUSTRIAL BATTERIES:
1. Continue Shows and Exhibits, with PEA department cooperation where possible. Also EVC cooperation.
 2. Advertising and Publicity. Return to space advertising - Paul Higgins will elaborate.
 3. Update and new ideas in literature - get direct aid here from battery and fork truck manufacturers. Reprint useful articles from trade journals.

GOLIATH:

1. GOLIATH to become LAB-on-wheels. New devices such as GE EV-1 Controllor, Stewart-Warner heating system, new Firestone radial tires, "fuel" gauge systems, etc., to be installed and tested.
2. On-board-support idea being proposed by Capital Parks to ERDA needs our encouragement.
3. Nickel-zinc battery test using GOLIATH as test bed a possibility late in year, depending on development. (Preliminary discussion already held.)

PD ENERGY PROGRAM (PEP) (Continued)

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NEXT YEAR (PROPOSED)

GOLIATH:

4. Capital Parks Division agrees quite positively to become base of GOLIATH operations, indefinitely. (Preliminary discussion already held.)

OTHER:

Covered in Al Connel's report.