

VI

PIPE RESOURCE ORGANIZATION

Edward Howard & Co.
One Erieview Plaza
Cleveland, Ohio 44114

Tuesday
September 22, 1992
8:30 a.m. - 3:00 p.m.

Attendees:

Pat Benkner, Vinyl Institute
Bob Walker, Uni-Bell PVC Pipe Assn.
Mike Barish, Borden Chemicals
Bob Novick, CertainTeed
Al Reventas, Shintech
Cal Rehfuß, Georgia Gulf
Martin White, Occidental Chemical
Roy Gottesman, Chemical Management Resources
Dan Stanowick, Edward Howard & Co.

I. SELF INTRODUCTIONS, REVIEW AND APPROVAL OF MINUTES

Chairman Mike Barish opened the meeting at 8:30 a.m. Following self introductions, the minutes of the PRO meeting held on May 28, 1992 were approved as written. Assignments were reviewed. Several assignments still outstanding follow:

Assignments:

1. Bob Walker is to continue to attempt to secure from the Ductile Iron Pipe Research Association (DIPRA) examples of the PVC pipe failures it references in its advertising. Additionally, Mr. Walker is to consult with Uni-Bell's legal counsel regarding the drafting of a letter to DIPRA taking exception to its negative and, possibly, inaccurate advertising campaign.
2. Roy Gottesman is to issue a written report regarding the status of the California EIR along with a project timeline. (Note copies of same are attached to these meeting minutes.)
3. Bob Walker is to continue to evaluate a 1988 proposal for a study of PVC pipe's compression strength properties and to determine whether or not it is something PRO should consider funding.

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4. Roy Gottesman is to follow-up with the Health, Safety and Environment Committee regarding its efforts to provide Uni-Bell with updated information for a revision of the brochure entitled, "Vinyl Chloride: The Control of Residual Vinyl Chloride Monomer in PVC Water Pipe."

II. BUDGET REVIEW

Pat Benkner reviewed PRO's actual and prorated expenditures for the current fiscal year. Prorated expenditures show a negative budget variance for the year of \$31,284. Ms. Benkner informed the group, however, that actual expenditures would likely come in on budget since her prorated figures included several major projects for which PRO has already incurred substantial one-time costs.

Assignments:

1. Pat Benkner and Dan Stanowick are to develop a standardized budget report that will better enable PRO to track expenditures against specific budget categories.

III. MARKETING COMMUNICATIONS REPORT

Dan Stanowick gave Edward Howard & Co.'s report of marketing communications initiatives and achievements.

A. Advertising

Mr. Stanowick reported that ads have already appeared this fiscal year in the June and August issues of AWWA Journal. Additional ads have been tentatively scheduled for October, December, February and April.

Mr. Stanowick distributed copies of negative and/or competitive advertising as per his assignment to do so from PRO's previous meeting.

Mr. Stanowick informed the group that he was working with Bob Walker to develop an ad promoting Uni-Bell's "Handbook of PVC Pipe" for an upcoming issue of Engineering News Record which will contain a special supplement on "Plastics in Construction".

B. Direct Mail

Mr. Stanowick reported that the first issue of PRO's new newsletter was mailed in June. Copies went to PRO's special list of industry influentials with a cover letter from Mike Barish. Copies also went to PRO's list of trade media with a news release. The next issue is scheduled to be mailed sometime in November.

Mr. Stanowick then informed the group that it was time to consider another distribution of sales leads (i.e. the names of individuals who have recently been added to PRO's mailing list) to the contacts on PRO's list of industry influentials. The group agreed to do such a distribution sometime during the next several months. Martin White, Al Reventas, Cal Rehfuss, Mike Barish and Rick Smith of Vista Chemical will then have the assignment to mobilize their sales staffs to check with PRO's industry influentials to see whether or not they are making use of the sales leads.

Assignments:

1. Dan Stanowick is to draft copy and otherwise prepare the next issue of PRO's newsletter for a November mailing.
2. Dan Stanowick is to work with Pat Benkner to conduct a mailing of sales leads to PRO's list of industry influentials. He is to inform Martin White, Al Reventas, Cal Rehfuss, Mike Barish and Rick Smith when they should inform their sales staffs to follow-up.

C. Publicity

Mr. Stanowick distributed copies of recent articles about PE pipe as per his assignment to monitor media coverage of this subject on an ongoing basis.

He informed the group that he was arranging for reprints of the illustrated primer on PVC pipe which appeared in the July 1992 issue of Pipeline & Utilities Construction. Copies will be distributed to PRO's list of industry influentials, added to PRO's basic information kit and merchandised via the next issue of PRO's newsletter. Copies have also been ordered for use by Uni-Bell.

Mr. Stanowick discussed, and shared with Mike Barish for approval, copy which was to be forwarded to Engineering News Record for possible use in an upcoming special supplement on "Plastics in Construction". The copy included information about PVC pipe and electrical materials.

Mr. Stanowick distributed to the group copies of recent case history articles which had appeared in Water Engineering & Management, Public Works and the Florida Specifier.

Mr. Stanowick also discussed arrangements that had been made with Underground Focus magazine for Bob Walker to write an illustrated feature article on the technology of locating buried PVC pipe.

Assignments:

1. Dan Stanowick is to secure reprints of the PVC pipe primer which appeared in the July issue of Pipeline & Utilities Construction.
2. Dan Stanowick is to continue to work with Engineering News Record on the development of a special supplement on "Plastics in Construction".
3. Bob Walker is to research and develop an article for Underground Focus on the technology of locating buried PVC pipe.

D. Market Research

Mr. Stanowick introduced Chuck Pimlott from Cambridge & Associates who shared with the group highlights of the research his company has recently completed to gauge the effectiveness of PRO's marketing and communications efforts to date. (Copies of Mr. Pimlott's overheads are attached to these minutes.)

It was decided that copies of Mr. Pimlott's complete report would go to Mike Barish, Bob Walker, Pat Benkner and Dan Stanowick. Copies of a complete set of data tables will be kept by Pat Benkner and Dan Stanowick.

Mike Barish asked Dan Stanowick to develop some recommendations of ways to merchandise key findings of the research, including a summary page to be shared with the VI Board. Mr. Stanowick suggested that he also begin to develop marketing communications recommendations for PRO's next fiscal year based on the research findings.

Assignments:

1. Dan Stanowick is to distribute copies of the complete market research report and data tables as per the above.
2. Dan Stanowick is to develop recommendations of ways to merchandise key findings of the research.
3. Dan Stanowick is to begin to develop now some marketing communications recommendations for PRO's next fiscal year.

IV. STATUS OF CALIFORNIA EIR

Roy Gottesman gave a report of recent developments pertaining to the status of the California EIR. He promised to provide PRO members with a written summary of same and to provide a project timeline. (Copies are attached to these meeting minutes.)

V. SOLVENT CEMENT ISSUE UPDATE

Martin White distributed copies of a written report providing an update on this matter as of 9/15/92. (Copy attached.) He pledged that OxyChem would continue to keep on top of this issue and keep PRO and the Vinyl Institute informed of key developments as they arise.

Assignments:

1. Martin White and/or other OxyChem personnel are to monitor and report on activities pertaining to the solvent cement issue.

VI. CODE UPDATE

Al Reventas distributed a handout prepared by Joe Zicherman pertaining to activities by IAPMO and CABO and pertaining to 1992 code change proposals to the Standard Mechanical Code and National Building Code. (Copy attached.) He noted there was little, if anything, of immediate concern to the PVC industry. He also noted, however, that there was considerable activity pertaining to PE.

VII. PE PIPE MONITORING SUBCOMMITTEE

Al Reventas lead discussion by the group about the threat PE poses to traditional and emerging PVC pipe markets and applications. The group acknowledged, however, that it would have to address these threats through positive activities promoting PVC rather than through negative activities attacking PE.

Mike Barish asked Cal Rehfuss to chair the PE Pipe Monitoring Subcommittee and to report on this issue at future PRO meetings.

Assignments:

1. Cal Rehfuss is to chair the PE Pipe Monitoring Subcommittee and to report on this issue at future PRO meetings.

VIII. UNI-BELL REPORT

Bob Walker briefed the group on Uni-Bell's activities at this year's AWWA Conference in Vancouver. These included use of a PRO ad display plus the distribution of PRO information kits and newsletters.

Mr. Walker highlighted Pivotal Cities and other activities including:

- ▶ A meeting and presentation with Washington Suburban Sanitary;
- ▶ Contact with a water utility in Northern Nevada regarding revisions in its specifications to allow the use of PVC;
- ▶ A working session with Baton Rouge to investigate and attempt to solve a tapping problem that ultimately appeared to be caused by excessive torquing recommendations for saddles;
- ▶ Work with Portland on a PVC water distribution installation;
- ▶ Contact with Indianapolis regarding a subdivision where ductile iron pipe is being replaced by PVC, which in turn could provide a potential case history;
- ▶ Ongoing efforts with Columbus to write PVC into specifications;
- ▶ Ongoing efforts with Cleveland as above, including work to address water quality and permeation concerns;
- ▶ Work to counter the efforts of competitive materials in a town in Ontario to get PVC written out of specifications for sanitary and storm sewer applications;
- ▶ Contacts with the State of Michigan regarding the use of PVC in large diameter sanitary sewers

Mr. Walker briefed the group on Uni-Bell's efforts to work with the Water Environment Federation on the use of PVC rather than ductile iron in its annual and highly publicized pipe tapping competition.

He also discussed his view that PPFA should support the development of proper standards for small diameter molded plastic pipe fittings for pressure plumbing and water distribution applications. He acknowledged as to how AWWA had recently published a standard for PVC pressure fittings which could serve as a model for same. Mike Barish agreed to pursue this matter further with PPFA on PRO's behalf.

Assignments:

1. Dan Stanowick is to work with Bob Walker to determine whether there is case history potential in the decision to substitute PVC for ductile iron in an Indianapolis subdivision.
2. Mike Barish is to follow-up with PPFA regarding the development of proper standards for small diameter molded plastic pipe fittings for pressure plumbing and water distribution applications.

IX. OTHER BUSINESS

There were several discussions during the course of the meeting pertaining to locating buried PVC pipe. Roy Gottesman raised a question about the Vinyl Institute sponsoring research on the subject. Several assignments resulted from discussions.

Assignments:

1. Bob Novick is to check with various pipe manufacturers regarding the use of metallic ink or other possible technologies to facilitate the locating of buried PVC pipe.
2. Pat Benkner is to talk with Stan Mruk about what he knows about this issue.
3. Martin White is to check as to how gas pipelines address this issue.

X. REVIEW OF ASSIGNMENTS, NEXT MEETING DATE

There was no other business discussed. Mike Barish then reviewed assignments and the group agreed to hold its next meeting beginning at 8:30 a.m. on Thursday, December 10, 1992 in Dallas. Bob Walker is to make arrangements for same.

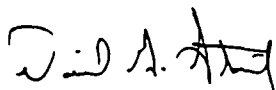
Assignments:

1. Bob Walker is to make arrangements for PRO's next meeting on 12/10/92 in Dallas.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 3:10 p.m.

Respectfully submitted,



Daniel G. Stanowick
Edward Howard & Co.