



Lead Industries Association, Inc.

232 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6000

November 8, 1971

IMPORTANT

TO: ALL MEMBERS OF THE INDUSTRY DEVELOPMENT COMMITTEE
LEAD INDUSTRIES ASSOCIATION, INC.

RE: FALL MEETING - 1971
CONSIDERATION OF PROGRAMS AND
BUDGET FOR 1972

Dear Mr. _____:

A meeting of the LIA Industry Development Committee to consider the 1972 Budget and make recommendations to the LIA Board will be held - starting 9:30 A.M., Tuesday, November 23 at the Association Headquarters. It is important that you attend. It is not possible to predict whether the meeting can be concluded before lunch, but in any event lunch will be arranged.

The basic agenda will be:

1. Call to order.
2. Approval of minutes of previous meeting.
3. Discussion of today's general situation, as affecting the Association.
4. Budget review and discussion.
5. Motions and votes to establish recommendations to the Board.
6. Other business.
7. Adjournment.

Attached are data and comments to show ;

- a) Past financial performance and assessment rates Table I .
- b) A summarized Estimate of where LIA will stand December 31, 1971, with 1972's proposal.
- c) Notes on b) above.
- d) Details on Administrative Expenses.
- e) Details on Promotion and Development Expenses.

Since the primary changes '72 vs. '71 are "reductions" to follow the instructions of the

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Executive Committee, explanatory notes for detailed items seem unnecessary, except as they occur on the Detail Sheets.

Please let us know if you will attend and if you will stay for lunch.

Sincerely,

JLK/gt

J.L. Kimberley
Executive Vice President

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Table I

A - Gross Budget, Income, Expenditures, Reserves -- 1960 -- 1970

	<u>INCOME</u>				<u>Expenditures</u>	<u>Operating Reserve Year-End</u>
	<u>Approved Budget</u>	<u>Assessments</u>	<u>Other</u>	<u>Total</u>		
1960	\$374,450	\$371,963	\$ 3,818	\$ 375,781	\$332,944	\$154,385
1961	369,350	340,545	4,460	345,005	319,624	179,766
1962	461,000	471,560	4,660	476,220	412,133	243,853
1963	483,125	391,248	6,141	397,389	459,477	181,765
1964	622,700	515,169	6,033	521,202	967,754	135,213
1965	699,162	643,345	5,371	648,716	685,139	98,790
1966	826,650	812,896	12,899	825,795	739,739	184,846
1967	913,700	878,340	17,574	895,914	753,253	327,507
1968	841,905	623,852	31,519	655,371	818,402	164,476
1969	924,675	806,629	12,343	818,972	843,220	140,228
1970	954,460	985,416	7,831	993,247	984,146	149,329
1971 (Est.)	920,000	827,800	8,500	836,300	918,364	67,866

Of income, the special assessment for Health and Safety accounted for \$96,657 in 1966 and \$206,087 in 1967.

B- Rates in \$ per ton

	<u>MEMBERSHIP</u>		<u>INDUSTRY DEVELOPMENT</u>			
	<u>Mining</u>	<u>Smelt. & Refin.</u>	<u>Manufacturing</u>	<u>Assembled Articles</u>	<u>Pig Lead Sales</u>	
	<u>Regular H & S</u>	<u>Regular H & S</u>	<u>Regular H & S</u>	<u>Regular H & S</u>	<u>Regular</u>	<u>H & S</u>
1960 20¢		5¢	5¢	2¢	\$.42	
1961 12		3	3	1¢	.52	
1962 16		4	4	2	.65	
1963 16		4	4	2	.54	
1964 16		4	4	2	.80	
1965 16		4	4	2	1.05	
1966 16	2.44	4	4	2	1.10	15¢
1967 16	4.28	4	4	2	.91	28
1968 16	-	4	4	2	.90	-
1969 20	-	5	5	2¢	1.17	-
1970 21	-	9	9	5	1.05	-
1971 17	-	7	7	4	.84	-

Table II - Summarized Performance for 1971 - Proposal for 1972

Assessment income for 1972 calculated on same rates as for 1971
per Executive Committee September 20, 1971.

A. Reserve and Income	1971	1972
	12 Mo. Estimate	Proposal
1. Operating Reserve Start of Year	\$149,000	\$ 67,000
2. Assessments Pig Lead Sales	621,500	525,000 { Note 1
3. Assessments - Other	206,300	161,000
4. Miscellaneous Income	8,500	7,000
5. Total Available	\$985,300	\$760,000
B. Disbursements and Reserve		
1. Essentially Fixed	{ 15,000 owed \$359,000	\$381,000
2. Promotion & Development		
a) Ads	223,000	--- (Note 2)
b) Publicity	35,000	75,000 (Note 3)
c) Health & Safety	162,000	125,000 { Note 4
d) Other	124,000	119,000
3. Total Disbursed	\$918,000	\$700,000
4. Reserve for 1/1/72	\$ 67,300	1/1/72 - \$ 60,000

Note 1 - Assessment items for 1972 include influence of losing Bunker Hill, Cerro Sales and U.S. Smelting; and gaining Cominco American.

Note 2 - The approach to achieving the required balance is most practically accomplished by temporarily--at least--dropping the long standing space advertising program.

Note 3 - Lieberman Harrison, Inc. (now handling both ads and publicity) are judged to have accomplished a lot during 1971. More writing and placing of articles is urged. 1971's results will be shown and discussed at the IDC Meeting.

Note 4 - Promotion and Development programs--other than paid space and publicity--have been pared down as far as practical. See Table IV for detail.

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LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF ADMINISTRATIVE DISBURSEMENTS

Table III

<u>ADMINISTRATIVE DISBURSEMENTS</u>	<u>1971 ESTIMATED 12 MONTHS DISBURSEMENTS</u>	<u>1971 BUDGET</u>	<u>PROPOSED 1972 BUDGET</u>	<u>COMMENTS</u>
1. Salaries:				
a. Gross Payroll	\$187,850	{	{	
b. Temporary Help	600	{ \$210,000	{ \$175,000	
c. Employment Agency Fees	600			
d. Blue Cross & Blue Shield	3,000	{ 9,000	{ 8,000	
2. Payroll Taxes	6,500			
3. Pension Premium (Bankers Life Co.)	15,350	18,000	16,000	
4. Business Insurance:				
a. General	{ 1,500	{ 1,200	{ 1,500	
b. N.Y. Disability				
5. Group Insurance	3,300	3,200	3,200	
6. Rent	27,000	27,000	27,000	
7. Travel and Expense	34,000	40,000	40,000	
8. ILZRO Health & Safety Admin. Costs	39,000 (2)	(3)	45,000	
9. Meeting Expenses:				
a. Annual Meeting	1,900	{ 5,000	2,000	
b. All Other	300	{	500	
10. Professional Fees:				
a. Auditing	1,200	{	1,200 {	
b. Legal	1,500	{ 4,000	2,000 {	
c. Consulting	{ 3,700	{	25,000- {	Kimberley
d. All Other			6,000 {	Includes Yetman
11. Printing & Office Supplies	5,400	6,000	6,000	Newhouse
12. Telephone & Telegrams	6,700	6,000	7,000	
13. Postage and Express	10,000	9,000	10,000	
14. Subscription - Books and Periodicals	800	800	800	
15. Furniture and Equipment	600	2,000	1,000	
16. Office Services	6,500	8,500	7,000	
17. Technical Association Dues	500	700	700	
18. Miscellaneous	1,400	1,000	1,500	
TOTAL	\$359,382	\$351,400	\$381,400	

(2) Administrative spending is over the budget due to this "Unbudgeted" item!

(3) 1971 Budget, as approved, anticipated Health & Safety salaries and travel continued internally (Items 1 and 7 for \$250,000). The alternate (and approved) arrangement involving ILZRO proved somewhat more expensive. (Items 1 + 7 + 8 for \$265,000).

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LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF PROMOTION & DEVELOPMENT DISBURSEMENTS

Table IV

PROMOTION & DEVELOPMENT DISBURSEMENTS:	ESTIMATED	1971	PROPOSED
	12 MONTHS '71 DISBURSEMENTS	BUDGET	1972 BUDGET
1. Publicity:			
a. Agency Fees	\$ 75,000.00	\$ 70,000	\$ 75,000
b. Out-of-pocket Agency Expenses	6,500.00	5,000	
2. Space Advertising:			
a. Space	157,986.00	160,000	
b. Misc. & Production Costs	18,500.00	20,000	
3. Conventions & Exhibits:			
a. Plant Engineering & Maintenance Show			
b. Design Engineers Show			
c. Chemical Show	6,300.00	5,000	
d. National Plumbing Exposition			
e. Miscellaneous			
4. New Literature & Booklets	3,000.00	5,000	\$ 5,000
5. Lead Monograph	--	8,000	--
6. Corrosion Handbook	--	4,000	--
7. Annual Review	1,455.60	2,000	1,500
8. Existing Literature Expenses:			
a. Lead Magazine			
1. Printing Costs	38,000.00	45,000	40,000
2. Mailing Costs			
3. Mailing List Maintenance			
b. Lead Abstracts	13,000.00	13,000	13,000
c. Misc. Literature	2,000.00	3,000	2,000
9. Reprinting Technical Articles	6,000.00	10,000	10,000
10. Test Programs	500.00	5,000	1,000
11. Illustrative and Photographic Expenses	1,300.00	2,000	1,500
12. Motion Picture "The Lead Matrix":			
a. General Distribution	9,500.00	10,600	5,500
b. U.S. Bureau of Mines	2,000.00	2,000	1,000
13. Apprentice Contest	1,250.75	1,500	--
14. Contribution to Technical Societies:			
a. National Shooting Sports Foundation	650.00		
b. Steel Structures Painting Council	1,000.00	3,400	3,400
c. Electric Vehicle Council	1,000.00		
d. ANSI	750.00		
15. Zinc & Lead International Service	29,100.00	29,100	25,000
16. Health & Safety Program:			
a. Hill & Knowlton - Regular	161,600.00		
b. Hill & Knowlton - Lead & Gasoline			
c. Lead in Pediatrics		152,000	125,000
d. Lettering Abstracts			
e. Miscellaneous			
17. Continuity Material From ILZRO	5,500.00	10,000	7,500
18. Contingency: Miscellaneous Promotion	271.00	1,000	2,000
TOTAL	\$ 364,15	\$ 568,600	\$ 318,400



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222 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6000

January 27, 1971

INDUSTRY DEVELOPMENT COMMITTEE - 1970 (Each man appointed by his Company)

Malcolm Benyng, Chairman
V.P. & Sales Mgr.
St. Joe Minerals Corporation
250 Park Avenue
New York, N.Y. 10017
Phone: YU 6-7474

George A. Larson
V.P. Marketing
The Bunker Hill Company
301 Old National Bank Building
Spokane, Washington 99201
Phone: 509 838-3177

E. V. Frawley
Dir. of Metal Sales
American Metal Climax, Inc.
1270 Avenue of the Americas
New York, N.Y. 10020
Phone: 757-9700

David A. Bancel
Cerro Sales Corporation
300 Park Avenue
New York, N.Y. 10022
Phone: MU 8-8822

J. C. Buck
General Sales Manager
American Smelting & Refining Company
120 Broadway
New York, N.Y. 10005
Phone: RE 2-9500

E. H. Gutschik
Dir. Mktg. Research & Dev.
Cominco Ltd.
1199 West Pender Street
Vancouver 1, British Columbia, CANADA
Phone: 604 685-6331

John J. Lennon
Ametalco, Inc.
530 Fifth Avenue
New York, N.Y. 10036
Phone: OX 7-4600

R. A. Flake, Mgr.
Administrations & Development
Dresser Minerals
P.O. Box 6504
Houston, Texas 77005

W. J. Veenis, V.P.
Anaconda Sales Co.
25 Broadway
New York, N.Y. 10004
Phone: RA 2-6300

J. Y. Eichenberger
Fenarroya
1, Boulevard de Vaugirard
75 Paris, FRANCE
Phone: 566-48-48

J. W. Hurley
Mgr. of Sales
Asarco Mexicana, S. A.
Apartado 38 Bis
Mexico 1, D. F.

J. George Gange, Jr.
Mgr. of Metal Sales
United States Smelting Refining
& Mining Company
37 Montclair Avenue
Little Falls, N.J. 07424
Phone: 201 785-1380

Secretary (J. B. Schackell)
The Broken Hill Associated Smelters
Proprietary Ltd.
P.O. Box 1291 K
Melbourne C. 1, AUSTRALIA

(Copies of Correspondence to names listed on page attached)

LIA Industry Development Committee

January 27, 1971

Send IDC Carbon Copies to:

Herbert M. Weed
President
Anaconda Sales Company
25 Broadway
New York, N.Y. 10004

The Manager
Broken Hill Associated Smelters
Pty. Ltd.
Port Pirie, SOUTH AUSTRALIA

Rigo Cardenas
Mgr. Lead & Zinc Sales
Cerro Sales Corporation
300 Park Avenue
New York, N.Y. 10022

S. F. Radtke
Exec. V.P. & Dir. of Research
International Lead Zinc Research Organization
292 Madison Avenue
New York, N.Y. 10017

C. M. Levyns
Intel Corporation
825 Third Avenue
New York, N.Y. 10022

Bernard De Villeneuve
Penarroya
1 Boulevard de Vaugirard
75 Paris 15, FRANCE

Dr. Wm. Zeck
Mgr. of Technical Services
C. Tennant Sons & Company
100 Park Avenue
New York, N.Y. 10017