

LIA STAFF REPORT

(Presented by David M. Borcina)

One of the first steps in any staff report is the introduction of the staff--Jack Kimberley is the Executive Vice President; he discussed the lead in gasoline controversy this morning. The others are Jerry Smith, Manager of Advertising and Technical Service--Connel Baker, our battery expert--Ed Martin, our architect--Jim Roumas, Director of Health and Safety--Ray Assadi, who handles our statistical service, trade shows, and printing--and our newest man, Ted Agne. Ted's background is chemistry; he's a graduate of Miami of Ohio, and for the last six months he's been digging into the use of lead in ceramics, paints, chemical construction and industrial uses for lead in sound. Backing up these people are another group--clerks, typists, secretaries, accountants--all of whom are doing an excellent job for us.

Now their activities. Starting with myself--I think you know me, but with the rash of crises we've had--first air pollution, then lead in gasoline, and even lead in pottery glazes--I'm not so sure I know!

I do know this--that with the help of the other men I just mentioned, we're responsible for disbursing more than \$900,000 in the interests of lead. And while maybe 35% of this is fixed costs, a full \$530,000 is expended by us on public relations including health and safety advertising, technical programs and publications. That's still a large amount, and I'd like to tell you how the staff blends its efforts to bring about what I feel is an effective and sensible approach to our programs.

Overall, the most extensive and costly effort is advertising. I'm proud of our advertising program. I will describe a part of it that is especially significant. It's our new Business Week campaign, which heralds lead's importance to everybody--yet spotlights specific product applications as well. It's our feeling that it's time to let influential businessmen--and perhaps the public at large--know how useful the world's fifth most important metal is. With the enormous amount of adverse publicity the lead industry has garnered in the past year--coupled with the fact the average man in the street thinks the most important use for lead is in pencils and paint--we feel a positive campaign such as this can do a great deal of good.

PNYC00001251

N10203

Besides the Business Week campaign, we also advertise in 17 vertical trade publications. And all of our staff contributes background information and leads for these "case history" type ads. This effort has been very effective over the years, and takes a lot of digging for the information for each of these ads. Fortunately, that digging also ties in with our technical service program which I'll tell you about next.

For many years LIA has been developing and refining a technical service program which now is the backbone of all our other promotional activities. We have industry-wide contacts (carefully cultivated and maintained) and have painstakingly assembled a library of information specific to lead which we feel is tops. Cite almost any major use for lead and one or more of our staff will be conversant on the markets and technical aspects of same.

For example, Connel Baker's specialty has been batteries. Baker jotted down some thoughts concerning this sphere of his activities, and I'll pass them along: LIA's battery activities for 1969 reached a stage of maturity which helped account for the stated share-of-market for electric lift trucks amounting to about 35% as compared with about 20% just 10 years ago. These figures are supplied by the Industrial Truck Association. One measure of success is the extent to which the lead industry uses its own product--and it's a fact that several of our members have begun surveys of their own operations with an eye towards changing from combustion engine lift trucks to electrics!

Seminars and expositions continued to be an important part of our activities, and this year the giant of all utilities--Consolidated Edison--embarked on this type of effort for the first time. Tentative plans for 1970 indicate a substantial increase in this area.

We feel there are three major areas that we can exploit this year--one, you heard about from Mr. Zachau in his paper: "Recipe for Progress." This described the intriguing "UPS" system, and our speaker covered the exciting expectations in this field.

Secondly, we are taking a good hard look at airport ground support services. A program is beginning to develop here where we can encourage the use of battery motive power for such things as baggage handling, people transport, cargo loading and unloading, and plane servicing.

Finally, we are literally going underground to find new, powerful applications for the lead-acid battery: In mining of all kinds.

PNYC00001252