NATIONAL INSULATION MANUFACTURERS ASSOCIATION

441 LEXINGTON AVENUE - NEW YORK 17, N. Y.



MINUTES
of
ANNUAL MEETING
of the
NATIONAL INSULATION MANUFACTURERS ASSOCIATION
The Homestead Hot Springs, Va.
September 8, 1959

The Meeting was called to order at 10:00 A. M. by E. H. Luchs, President of the Association, with the following in attendance:

Baldwin-Ehret-Hill, Inc. Trenton, N. J.	M. M. Wilson A. M. Ehret, Jr. W. H. Hill K. M. Ritchie U. W. Smith
M. H. Detrick Company Chicago, Ill.	T. S. Clousing
The Eagle-Picher Company Cincinnati, Ohio	G. J. Christner E. L. Gouedy
Fibreboard Paper Products Corp. San Francisco, Calif.	J. C. Voiles
Forty-Eight Insulations, Inc. Aurora, Ill.	Ike Keith
Gustin-Bacon Manufacturing Co. Kansas City, Mo.	F. W. Muller J. T. Conlon
Johns-Manville Sales Corp. New York, N. Y.	J. B. Jobe M. W. Burleson E. D. Cox W. D. Gaches D. L. Hinmon G. P. Walker
Keasbey & Mattison Company Ambler, Pa.	R. R. Porter

Mundet Cork Corporation North Bergen, N. J.	E. H. Luchs L. T. Choate
Owens-Corning Fiberglas Corp. Toledo, Ohio	H. T. Williams E. J. Griffing
Pittsburgh Plate Glass Company Pittsburgh, Pa.	P. D. Kaley M. W. Keyes O. Miller
Refractory & Insulation Corp. New York, N. Y.	Frank Christenson F. T. Christenson
The Ruberoid Company New York, N. Y.	H. B. Hutten T. J. Walters
Union Asbestos & Rubber Company Bloomington, Ill.	E. T. Plummer
Cadwalader, Wickersham & Taft Legal Counsel	M. I. Ruddock
Sumner Rider & Associates Publicity Counsel	Sumner Rider John Baer
National Insulation Manufacturers Assn.	J. M. Barnhart R. C. Parlett

Messrs. R. E. Buckley, R. A. McLaughlin and N. L. Morell had expressed regrets at being unable to attend.

President Luchs noted with regret the death of Mr. H. E. Lewis and said that his efforts in the industry would be missed.

PUBLICITY COMMITTEE REPORT

Mr. E. L. Gouedy, Chairman of the Publicity Committee, introduced Mr. E. D. Cox of the Johns-Manville Sales Corp. who reviewed the results of the survey entitled "Thermal Insulation, Survey of Purchasing Practices in Chemical Processing Plants". This survey was compiled by the research department of the Putnam Publishing Company for NIMA.

Mr. Gouedy outlined the publicity objectives of NIMA and the various activities of the Committee in accordance with the report attached hereto and made a part of these Minutes.

PUBLICITY COMMITTEE REPORT (cont'd.)

It is the objective to sell the mechanical engineer through articles in such magazines as POWER, CHEMICAL ENGINEERING, PETROLEUM ENGINEER, and dozens of similar publications as well as books read by those who specify for and who construct commercial buildings. Again, direct mail will be used to target the 9,800 engineers who need education oo insulation.

Consideration of a revision of the control booklet is on the agenda, but it is postponed until the brochure "Insulation Controls - Saves" is completed.

Mr. E. H. Luchs reported that he had accepted an invitation as President of NIMA to address the Associated Insulation Contractors of the Western States at their annual convention in October, 1959.

The subject of the temperature range for products that NIMA should publicize was discussed and it was the consensus that clarification of this subject should be obtained from the Technical & Research Committee.

TECHNICAL & RESEARCH COMMITTEE REPORT

Mr. R. C. Parlett, Technical Advisor for NIMA, reported on the activities of the Committee in accordance with the report attached hereto and made a part of these Minutes.

ROCK & SLAG SECTION REPORT

Chairman K. M. Ritchie reported on the activities of the Committee in accordance with the Committee Meeting that was held on May 26, 1959. These Minutes have been circulated to the Board of Directors.

GLASS SECTION REPORT

Chairman M. W. Keyes reported on the activities of the Committee in accordance with the Committee Meeting that was held on May 26, 1959. These Minutes have been circulated to the Board of Directors.

MOLDED SECTION

Chairman U. W. Smith reported on the activities of the Committee in accordance with the Committee Meeting that was held on May 26, 1959. These Minutes have been circulated to the Board of Directors.

PUBLICITY COMMITTEE REPORT (cont'd.)

Sumner Rider, Publicity Counsel, outlined the precedures for carrying out the publicity objectives and included the following:

The NIMA publicity program has three primary objectives:

1. To establish NIMA as the authoritative spokesman for the industry.

2. To influence and sell top management of consumer companies. Top management heretofore has largely been ignored by NIMA's predecessor organizations.

3. To educate and sell mechanical engineers.

To establish NIMA as an authoritative spokesman, magazine releases like the one that appeared recently in AIR CONDITIONING, HEATING & REFRIGERATION NEWS and similar books would be prepared from time to time; stories with Jack Barnhart's byline would be prepared for publication; that direct mail would be put to work as soon as materials, reprints, etc., became available for distribution; and that as a first step in the overall establishment of NIMA would be the development of a complete booklet or brochure tentatively titled "Insulation Controls - Saves".

The brochure would be divided into two sections, the first devoted to the function of insulation in saving money and the control of processes, in protecting workmen, etc. This first section would be directed primarily to the executive who controls the purse strings. The second section would be devoted to a written and pictorial presentation of all insulations included in NIMA membership.

The book would be for use by NIMA to answer inquiries, and would be aggressively promoted in trade releases to all magazines of primary interest to NIMA. The book also would make excellent reference material for young engineers, including colleges. It would be written not so much for the "200 engineers" who are acknowledged specialists but to the "9, 800 engineers" who need to be educated on insulation including its value and its application.

It is the objective to reach top management through the business magazines such as BUSINESS WEEK, DUN'S REVIEW & MODERN INDUSTRY, FORBES, etc.; through the business and financial pages of newspapers such as the WALL STREET JOURNAL, JOURNAL OF COMMERCE, or papers such as the NEW YORK TIMES; through effective distribution of the booklet "Insulation Controls - Saves", particularly through direct mail.

TRAFFIC COMMITTEE REPORT

In Chairman K. L. Sodergren's absence, Mr. J. M. Barnhart reported on the various activities of the Committee in accordance with the report attached hereto and made part of these Minutes.

STATISTICAL COMMITTEE REPORT

President E. H. Luchs stated that there was no report at this time.

NOMINATING COMMITTEE REPORT

Mr. J. B. Jobe reported that the Nominating Committee consisted of Messrs. J. B. Jobe, Chairman, R. A. McLaughlin and F. W. Muller, and that the Committee proposed that the following slate of officers and directors be placed in nomination for the year 1959-1960:

OFFICERS

President	E. H. Luchs
Vice President	R. A. McLaughlin
Treasurer	F. T. Christenson

BOARD OF DIRECTORS

E. H. Luchs, Chairman	Mundet Cork Company
R. E. Buckley	Pittsburgh Corning Corp.
Frank Christenson	Refractory & Insulation Corp.
G. J. Christner	The Eagle-Picher Company
T. S. Clousing	M. H. Detrick Company
A. M. Ehret, Jr.	Baldwin-Ehret-Hill, Inc.
H. B. Hutten	The Ruberoid Company
J. B. Jobe	Johns-Manville Sales Corp.
E. T. Johnson	Union Asbestos & Rubber Co.
Ike Keith	Forty-Eight Insulations Inc.
R. A. McLaughlin	Pittsburgh Plate Glass Company
N. L. Morell	N. L. Morell
F. W. Muller	Gustin-Bacon Manufacturing Co.
R. R. Porter	Keasbey & Mattison Company
J. C. Voiles	Fibreboard Paper Products Corp.
H. T. Williams	Owens-Corning Fiberglas Corp.

NOMINATING COMMITTEE REPORT (cont'd.)

A motion was made by Mr. R. R. Porter, ,seconded by Mr. G. J. Christner and unanimously passed

> That the slate of officers and directors as proposed by the Nominating Committee be elected.

A standing vote of thanks was given to the officers that had served during 1959 for the efforts they had put forth for the Association.

It was announced that Mr. M. M. Wilson had been elected President of the National Mineral Wool Association.

ADJOURNMENT

There being no further business, it was moved, seconded and passed

That the meeting be adjourned.

Respectfully submitted

J. M. Barnhart