POLLUTION FILE

J. D. Wright - General Offices

April 13, 1970

VINYL FABRICS INSTITUTE
PRODUCTION COMMITTEE MEETING
NEW YORK - JUNE 9-10
DLM to JJM 3/30/70

J. R. DARBY - SECOND STREET
M. W. FARRAR - SECOND STREET
J. J. MCNAMARA - EVERETT
D. L. MELLON - EVERETT
W. E. SCHALK - WSCHA

JRD

Is this an opportunity to show some of the data Sam Joyce has generated on pan ee volatility, as well as overall performance of S-711?

MWF

The attached memo from Dave Mellon gives us an excellent opportunity to promote not only our products but Monsanto's contribution to the plastics industry and our environment.

I suggest that we consider supporting this meeting not only from the opportunity to be in close contact with key personnel from each of these accounts (and that's a blue chip list if I ever saw one), but also an outstanding opportunity for us to carry the message of our products and our philosophy.

I also suggest that we propose to Ed Fiander through Dave Mellon that we offer a panel presentation, minimum Walter Schalk and Joe Darby, possibly Martin or a representative from our product group.

The panel presentation could cover a broader scope not only from Research and Development but also to have the proper Marketing inflection suddenly presented at such an opportunistic time.

Comments from Darby, Farrar and Schalk would be appreciated.

WRIGHT

mcm

Enclosure

DSW 588282