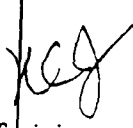


Edward Howard & Co.

Public Relations Counsel
an affiliate of Hill and Knowlton, Inc.
1021 Euclid Avenue
Cleveland, Ohio 44115
216-781-2100
FAX: 781-8810

to: File
from: Nora Jacobs 
subject: VI Industry Training

date: July 23, 1991

copies to: Bob Burnett
Dave Meeker
Jim Finley
Dave Belonger
Brian McPeak
Bob Kissling

This will confirm points covered in our conference call of July 19. (Due to a last-minute meeting conflict, Bob Kissling could not participate in the call. He and I will follow up to discuss his thoughts regarding the training sessions when he returns from vacation August 5.)

- 1) **Seminar Purpose** -- The group felt these sessions should be used primarily to educate attendees about the issues facing the industry and to provide them with responses they can use on the job and with neighbors, etc.
- 2) **Seminar Content** -- The contents outlined in the materials mailed July 15 were agreed to be on target. The group discussed and then agreed it was not necessary to include information on solvent cement and pipe issues. It was felt it would be beneficial to include an overview of the markets for vinyl, its broad use and the significance to society that vinyl provides in many uses.
- 3) **Format** -- Again, there was general agreement in the proposed structure, although the group would like to see the session structured to allow more input from the participants. Break-out sessions and role-playing were discussed. There was concern that role-playing would consume too much time during a one-day session. The group discussed getting attendees' input on the issues facing the industry early in the day; there was general agreement that it would be more important to allow attendees to "feed back" what they had learned later in the day via a break-out session or some other interactive mechanism. Bob and I agreed to pursue how we might work this into the format.
- 4) **Materials** -- The group liked the idea of a binder and some sort of condensed reference piece (a pocket or wallet card). The binder should have tabs for easy reference, each one related to an issue. Jim Finley agreed to send me examples of materials he has received that he considers especially useful to sales reps.

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- 5) Other Items - The group stressed that we should avoid talking at the participants for the entire day. There was some discussion as to whether we should include one or more "outsiders" as presenters in order to avoid the appearance of feeding the attendees industry propaganda. A luncheon speaker (someone from outside the industry) was suggested as a way to bring in an outside viewpoint without having outsiders present during the frank discussions of the problems facing the industry that might occur elsewhere throughout the day. The group responded positively to the idea of a social hour following the sessions as long as it was kept to an hour and beverages were limited to beer, wine and soft drinks. The group would like to see if there is a way to recontact the participants after the sessions to find out if they are able to use the information/materials they receive at the sessions. We noted that we also plan to ask the attendees to evaluate the event at the end of the day or shortly thereafter. The group indicated that the plan to charge \$25 per person to cover costs would not be a problem for their companies.

No plans were made for further conference calls, although we will keep the group updated on the project as the sessions take shape.

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