

INTER-OFFICE MEMO

TO	Ralph Harding	REFERENCE
FROM	Dick Titus 	ORGANIZATION OF WASHINGTON ACTIVITIES
DATE	December 1, 1975	ITPM

As the number and complexity of public/legislative issues confronting the plastics industry has grown over the past few years, SPI involvement and effectiveness have become increasingly more critical. Through the combined efforts of legal counsel, Keller and Heckman, the public relations counsel at Hill and Knowlton, and SPI member company specialists, an effective, potent public affairs program has evolved. Increasingly intense outside pressures on the plastics industry are anticipated over the coming years. Hence, it becomes increasingly important that SPI staff and outside counsel coordinate their activities so as to maximize their effectiveness.

It is more satisfactory to have involvement on the issues from several perspectives; however, at the same time duplication of effort and unnecessary overlap of responsibility should be minimized in order to enhance overall effectiveness.

Accordingly, the following represents a cut at accomplishing the above purposes:

1. The SPI Washington Office should assume major responsibility for monitoring congressional legislative developments in the principal areas of interest to SPI -- energy, solid waste, toxic substances, combustibility, environment, workmen's compensation, and other developing issues of importance to the industry. Coverage of hearings, congressional staff contact, and similar activities will be included as part of this responsibility. Intelligence reports, prognoses, analyses and status reports will be provided to PAC, other affected SPI Operating Units, and/or the full membership, depending on what type of communicating is indicated in specific circumstances. Coordination through Keller and Heckman and Hill and Knowlton will be continued in order to minimize any overlap. Contact with Federal regulatory agencies shall be primarily for purpose of information gathering and to support legislative objectives. The Washington Office will monitor the Congressional Record, the Federal Register and Presidential Documents. Reports as appropriate will be filed.

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2. Keller and Heckman, as SPI Legal Counsel, shall continue to provide general service to SPI committees and coordinate all legal involvement with the Federal Courts, regulatory agencies, state courts and governments and outside groups. Included as a primary responsibility of the Legal Counsel is the retention and supervision of Associate Counsel where required for the handling of state or specialized cases. FTC, FDA, CPSC, EPA, ICC and OSHA coverage will remain a major function.

3. Hill and Knowlton will continue to work with the press, provide counsel on special projects and other SPI activities, and provide other information services and expert advice, and to supplement, where necessary, on coverage and response to legislative and regulatory issues.

4. The Washington Office will endeavor to broaden contacts with company Washington representatives to strengthen the industry voice in key legislation and regulatory problem areas. Contact with related trade organizations and issue groups (Chamber of Commerce, NAM, etc.) is also important to the effective role of this office.

Continuation of what I consider to be the existing close, though informal, cooperation and coordination between the Washington resources (Hill and Knowlton, Keller and Heckman, and SPI Washington) is essential to the success of the government affairs program. Regular meetings and other personal contact is very much a part of this. I think it is already well understood among those directly involved that the overall objective is to reduce unnecessary overlap, further delineate general areas of responsibility, and strive for increased overall effectiveness.

Both Jerry Heckman and Jerry Blizin have read this memorandum and concur with its contents.

CC: Rex Scott
Fred Sutro
Tom McGrath ✓
Sam Nuspliger

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