

VINYL INSTITUTE ISSUES MANAGEMENT COMMITTEE

Four Seasons Resort and Club
4150 MacArthur Boulevard
Irving, Texas

Tuesday
May 24, 1994
2 pm

ATTENDEES:

Mike Barish, Borden Chemicals & Plastics
Frank Borrelli, Georgia Gulf Corp.
Robert H. Burnett, Vinyl Institute
Paul Carrico, Vista Chemical
Bill Carroll, OxyChem
Frank Conrad, CertainTeed Corp.
Peter de la Cruz, Keller & Heckman
Don Goodman, OxyChem
H.J. Hall, Vista Chemical
Nora Jacobs, Edward Howard & Co.
Fred Krause, Geon, CHAIR
L. G. Krauskopf, Exxon Chemical Co.
Brad Leinhat, CCC
Kim Mathieu, Elf Atochem
Ron McCreedy, Dow Chemical
Dave Meeker, Edward Howard & Co.
William Patient, Geon (in part)
Mike Reynolds, Vista Chemical
Margaret Rogers, Dow Chemical
Meredith Scheck, Vinyl Institute
Theresa Termine, Nichols Dezenhall CMG
Phil Watanabe, Dow Chemical

I OPENING OF MEETING

Mr. Krause, committee chair, convened the meeting at 2 pm.

II REVIEW OF PAST YEAR'S ACTIVITIES

Mr. Krause highlighted activities that occurred during FY 93-94 impacting the vinyl industry and outlined actions taken by the Vinyl Institute related to these activities. Among the items reviewed were activities related to the following:

o International Joint Commission: Mr. Krause noted the review and comment on documents prepared by the Virtual Elimination Task Force of the IJC; the activities undertaken prior to and at the biennial meeting of the International Joint Commission

in Windsor, Ontario during October 1993 including industry's meeting with the IJC commissioners, participation in the hearing process, and Mr. Patient's speech at the IJC meeting; and actions taken related to the issuance of the 7th Biennial Report.

o Greenpeace Literature: Mr. Krause noted that a complete review of the Greenpeace report "Dioxin Factories..." had been completed for the VI by ChemRisk.

o U.S. Environmental Protection Agency: Mr. Krause reviewed the activity undertaken by the VI in response to the Administration's pronouncement as part of its Clean Water Act initiative calling for a study of alternatives and substitutes for the phase out of chlorine. He also noted that portions of EPA's dioxin reassessment study have been leaked and noted that the full report is due later this spring. Mr. Krause noted that industry activity related to this has been undertaken through the Chlorine Chemistry Council of CMA. Lastly, he noted that a task force was established (project leader Dave Eckstein of the Uni-Bell PVC Pipe Association) to work with the USEPA on assessing a "no drink order" issued by the Kansas Department of Health affecting a very limited geographic area of Kansas and that the task force is about to complete its report to EPA which will include a technical review of possible remediation activities.

o International Activities: Mr. Krause noted that discussions through the Tripartite and International Group of Chlorine Chemistry Associations (IGCCA) continued this fiscal year. The next meetings are scheduled to be held during October in Tokyo, with an objective of globalizing the messages.

III CHLORINE CHEMISTRY COUNCIL ACTIVITIES

Mr. Krause reviewed the current organization of the Chlorine Chemistry Council (CCC) and briefly summarized some of CCC's activities. Mr. Leinhart of CCC noted that the 150 trade associations (including plastics related) that it considers to be partners will be useful in multiplying the CCC messages and objectives.

IV GRASSROOTS

Mr. Burnett introduced Mr. Steve Dunston, CEO of ADH Sales Support Services, whose company will be helping to develop a single listing of vinyl users for communications purposes. Mr. Dunston reviewed the process used with the 80 Fortune 500 companies that they represent to assure that lists are confidential. He suggested that he personally would be glad to answer questions from any VI member company concerning the ADH procedures used to guarantee confidentiality.

V IMC ACTIVITIES FY 1994-1995

Mr. Meeker of Edward Howard & Co. summarized the program objectives of VI communications activities for the coming fiscal year, and highlighted the strategies and messages to be used (see attached copy of overheads used).

A. EDC/VCM/PVC Ad Hoc Task Force: Mr. Borrelli, co-chair of the task force, summarized activities. He noted that the model plant concept had been reviewed by the task force at the request of the VI Executive Board and had been abandoned. He commented that the task force is scheduled to meet on May 25, 1994 at which time it will discuss information in the public domain as well as developing a confidential data base.

B. Dioxin Reassessment Update: Mr. McCreedy introduced Mr. Phil Watanabe, who was invited to the meeting to make a presentations on the EPA's dioxin reassessment process and status of findings report. Mr. Watanabe noted that he would provide a summary of pertinent portions of the presentation ("Dioxin Reassessment: EPA Science) to Mr. Burnett for distribution. A brief question and answer period followed the presentation.

C. Federal Legislative Update: Ms. Rogers updated the committee on the status of the reauthorization of the Clean Water Act, reviewed activity undertaken relative to the EPA's proposed chlorine study and the Richardson "zero discharge" amendment, noted the estrogenicity testing issue related to pesticides that surfaced during consideration of the reauthorization of the Safe Drinking Water Act, and commented on activities that might surface in the remainder of the congressional session.

D. Coalition Building: Theresa Termine of Nichols Dezenhall was introduced by Mr. Burnett for the purpose of explaining the programs that the agency will undertake for the VI. She noted that the principal activities will include building an effective external grassroots mobilization program, managing a coordinated internal industry communications program with policymakers, and building an external coalition with selected associations and think tanks. Mr. Burnett noted that Nichols Dezenhall will be giving weekly flash reports to the VI.

Mr. Burnett also summarized the piece being prepared by the American Council on Science and Health that will be disseminated to 6500 electronic media.

E. Communications: Ms. Jacobs summarized the major program components of the communications initiatives for next fiscal year, which will be built on a theme of communicating the

ecobenefits of vinyl. She noted that this will include continued use of VERCE and the building of a VI news bureau as well as intensive efforts to enhance communications with industry employees. She reviewed some of the communications tools that will be developed for use.

VI MARKET UPDATES

A. Construction/Pipe

Mr. Barish introduced Mr. Walker of the Uni-Bell PVC Pipe Association for the purpose of reviewing initiatives undertaken. Mr. Walker introduced Craig Fisher of his staff. Mr. Walker summarized current and future Uni-Bell programs and publications and noted the heavy focus on engineering support.

B. Electrical

Mr. Hall reviewed technical issues facing the wire and cable market and summarized recent and upcoming code activity focusing on the issues of toxicity and corrosion (including ASTM E 5.21.07, ASTM D9 2104; ASTM E 5.21.70, IEC TC 89, and ASTM E 5.35). Mr. Hall also noted activity focused on lead stabilizers including the OECD meeting planned for September 1994 in Toronto and the UL Survey regarding halogens on which comments are due June 13.

C. Packaging

Ms. Mathieu reviewed the current statistics regarding use of vinyl in packaging applications over the last year and noted areas of potential. She also noted that the announcement on the VIP Awards Program has gone out and the awards are to be presented in conjunction with Pack Expo. Mr. Carroll summarized recent legislative/regulatory activity in the states of California and Oregon affecting the vinyl packaging market.

VII ADJOURNMENT/NEXT MEETING

The following action items were noted during discussions:

1. Will be requests within one week for resin companies to submit lists to ADH for grassroots program. Questions on preparation from computer aspects should be directed to Kevin Culver at 817/685-5602.

2. All presenters to forward overheads to VI office for distribution to those interested.
3. Burnett to assemble industry work group on the Nichols Dezenhall activities.

The meeting was adjourned at 5:15 pm. The next scheduled meeting of the committee will be July 13, 1994 in Washington, DC.

Respectfully submitted,



Meredith N. Scheck
Assistant Director