

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212

OR 8-8020

November 21, 1966

SUBJECT: NOTICE OF MEETING AND
AGENDA

To the Board of Directors of the
Lead Industries Association, Inc.:

Dear Sir:

As announced, under date of October 28, 1966, there will be a meeting of the Board of Directors of the Lead Industries Association, Inc., at 2:00 P.M., Wednesday, December 7, 1966, at the Association's headquarters. Arrangements have been made to hold a joint luncheon of the A.Z.I. and L.I.A. Boards at 12 Noon on the mezzanine floor of Les Champs Restaurant, 25 East 40th Street, New York. If you have not yet done so, please let us know if you plan on attending the luncheon and/or the Board meeting. An agenda follows:

AGENDA

1. Approval of minutes of previous meeting (March 31, 1966).
2. Report of Action directed by 3 man committee (Drewes, Englehorn, Strauss) under authorization of Board Meeting December 7, 1965 including:
 - (a) Allocation of an additional \$10,000, for Hill and Knowlton's staff time and expenses, increasing the total expenditures for the year to \$56,000, as reported to the Board on July 6, 1966.
 - (b) Authorization of \$3,500 to Hill and Knowlton to proceed with a pilot survey to be conducted by the Opinion Research Corporation to determine what the public knows and thinks about lead.
 - (c) Fee and retainer for Felix E. Wormser in serving as the industry's spokesman in Health and Safety activities.

3. Report by the Executive Vice President on his study and

LIA00834

Board of Directors
November 21, 1966

4. Consideration of L.I.A. Budget for 1967, as approved by the Industry Development Committee. - See Appendix "B"
5. Report on members:
 - (a) New
 - (b) Defunct
6. Recommendation by the Industry Development Committee to provide funds for testing for lead in the ambient air adjacent to several lead plants in Pennsylvania.
7. Annual Meeting Dates:
 - Chicago, Illinois - Drake Hotel, April 17-19, 1967
 - Montreal, Canada - Queen Elizabeth Hotel, April 3-5, 1968
 - Chicago, Illinois - Drake Hotel, April ¹⁴⁻¹⁶~~13-15~~, 1969
 - St. Louis, Missouri - Chase Park-Plaza Hotel, April 8-10, 1970
8. New Business
 - (a) Approval of Auditors for 1966
 - (b) Pension Plan:

Present vesting of full L.I.A. pension rights comes to the individual at age 55 with 10 years or more of service. It is proposed that the present vesting provision be modified, details of which will be offered at the meeting. These are currently being prepared by Marsh and McLennan, Inc., L.I.A.'s advisor on this subject.
 - (c) Proposal to Modify Group Insurance Benefits:
 1. On behalf of female employees, as now required by law.
 2. On behalf of all employees at an added annual cost to the Association of \$1,825.68. This minimum added cost contingent on acceptance of a comparable liberalization by the Directors of A.Z.I. and I.L.Z.R.O. The details are to be seen in Appendix "C" attached.
 - (d) Others

Sincerely yours,

David M. Borcina
Secretary, Treasurer

LIA00835

DMB:so
Att:

APPENDIX A

November 21, 1966

TO: The Board of Directors and Executive Committee, AMERICAN ZINC INSTITUTE, INC.
The Board of Directors, LEAD INDUSTRIES ASSOCIATION, INC.

CONSOLIDATION OF AZI AND LIA

Gentlemen:

In accordance with instructions issued by the Boards of Directors of both Lead Industries Association and American Zinc Institute in their March 1966 meetings at St. Louis, the writer has studied the operating and membership organizations, as well as the programs and methods of LIA, compared to those of AZI, with "economy and increased effectiveness through consolidation" as targets.

Extended conversations were held in London, and detailed studies made of appropriate Lead Development Association and Zinc Development Association by-laws, constitutions, documents, reports and minutes. The comparisons with the British arrangements were particularly appropriate since LDA and ZDA have in recent years effected their own consolidation.

This descriptive and comparative statement concludes with recommendations for procedures to cover AZI and LIA operations for the year 1967. It is believed that the points made and procedures suggested are sound and perhaps should be continued indefinitely but it is felt that flexibility for at least one calendar year is desirable.

It is quite possible that questions will occur to you. These can be submitted in advance if you wish or presented for discussion at the meetings on December 7th.

Certain basic differences exist between the lead and zinc industries and the marketing and promotional programs surrounding them, and these are reflected in the makeup and programs of the two trade associations:

1. MARKETS

Aside from recent large growth in die casting, major markets for zinc in 1965 were not greatly different from those of previous years and showed 47% for die casting, 35-1/2% for galvanizing, 3-1/2% for brass, 3-1/2% for rolled zinc, 2% for French process zinc oxide, and 2-1/2% miscellaneous. The programs of the American Zinc Institute (excepting brass, for which market AZI has no activity) are roughly in proportion to the existing markets, and are aimed at maintaining and extending them at the specifying level, though with funds and time available for the development of new markets. The market percentages above were related to a 1965 slab consumption of 1,354,000 tons.

In the case of lead, more than 54% of all consumption for 1965 (over 680,000 tons in 1,241,000) was for anti-knock compounds in gasoline and for automotive batteries. LIA's programs and efforts on behalf of anti-knock compounds or automotive batteries are minimal but it has a vigorous and effective campaign on behalf of batteries for industrial trucks. There was no other individual commodity or commodity class which consumed as much as 7% of the total but LIA's efforts are divided among these numerous but lesser market areas. It is to be noted that this statement is not intended to cover the present major market effort on Health and Safety which, of course, is greatly influenced by the situation with respect to anti-knock compounds.

In the case of zinc, there are various trade associations whose concern and effort are directly related to zinc's markets. These include the American Die Casting Institute and the American Hot Dip Galvanizers Association. Although ADCI promotes die casting in general, fully half of its effort is on behalf of zinc die casting. The American Hot Dip Galvanizers Association's efforts are almost exclusively on behalf of a market which demands zinc alone for coating steel. The American Zinc Institute works closely with such associations as these, which are in a sense between us and the industrial consumer.

While the American Association of Battery Manufacturers functions on behalf of the automobile battery industry (wherein LIA is relatively inactive), the lead industry of the United States has no real counterparts for the ADCI or the AHDGA which represent zinc pretty well down the line. LIA, therefore, conducts its day-to-day operations in a more detailed fashion than AZI and spends very significantly on markets of a size or potential which have not demanded the Zinc Institute's detailed and programmed attention.

The trade association pursuit of these markets then might be compared in the case of zinc to working with a "wholesale" or "process" market, while the Lead Industries Association is in effect working more with a "retail" or a "products" market. Lead Industries Association comes much closer directly to the manufacturing consumer and many of his problems.

2. MEMBERSHIP AND FINANCING

The membership of the Lead Industries Association is confined to companies. Full memberships are granted to secondary refiners, manufacturers, and those who assemble manufactured lead articles as well as miners and primary producers. Full membership rights, including seats on the Board, are available to all categories.

In the American Zinc Institute (which has no company memberships) active membership is essentially restricted to employees of primary domestic producers and to those of foreign primary producers who sell slab zinc in the United States and pay an assessment on that sale. Associate members in the American Zinc Institute are also individuals, with an indirect or affiliated interest in the industry.

The Lead Industries Association derives significant income from members concerned with manufacture and assembly as well as from mining, smelting, and the sale of pig. There is no limitation on billing metal more than once.

With the exception of a very small sum collected on rolled zinc, all other assessment money to the American Zinc Institute is from producers as contrasted to manufacturers or assemblers.

The differences in the makeup of the membership and its common demands -- and to some extent the methods in financing -- have strongly influenced the programs of the two Associations. It is presently felt that there are such differences as to make it best that the present Constitutions and By-Laws, membership qualifications, programs, and methods of assessment, should not now be changed.

At the same time, it is clear that certain service functions can be conducted jointly, with some economies and improved efficiencies.

3. SOME SPECIFIC RECOMMENDATIONS

It is recommended specifically that the Industry Development Committees and Boards of Directors should retain their present separate identities and continue to exercise their separate functions. Meetings, however, should be held consecutively for each parallel group in practically all cases, since so many individuals are involved with the committees or Boards of both organizations. Similarly, every reasonable effort should be devoted to coordination between AZI, LIA and ILZRO group meetings, with the same economies in time and travel as target.

It is recommended that an "Administrative Office" be created as a division common to both organizations -- in which accounting, statistics, and other service functions including supervision of advertising and public relations, library matters, and central filing would be administered.

It is believed that the creation of this central division will effect economies in personnel on the order of \$40,000-\$50,000 a year. The writer and Mr. D. M. Borcina have conferred at length on these points and are in agreement.

4. RECAP

In general, the writer has proceeded into the consideration of these problems knowing that the lead industry strongly supported the programs of LIA during the term of office of Mr. R. L. Ziegfeld. It is clear that the emphasis in many of the activities of LIA is quite different from those of AZI. Typical of these differences is the extent of space advertising. In LIA's programs this approaches one-third of the budget and covers many products involving lead. In the case of AZI, space advertising is less than 10% and is concentrated on die casting. LIA travels its staff from New York on specific need; AZI travels five men constantly in the field from Detroit and Lafayette, Indiana, with the New York AZI group traveling (as LIA) on specific need. The programs seem to be functioning to the satisfaction of the two industries.

It is probable that some basic programs and methods for each organization will need to be changed ultimately, but the writer has proceeded to date on the assumption that changes should be made only after more careful examination than has as yet been possible under existing conditions.

There is no known reason that any constitutional or by-law conditions demand change at this time. No officers are to be elected on the occasion of the December 7th meetings. The action of each Board at St. Louis in late March 1966, when the writer was chosen Executive Vice President for both organizations is felt to have delegated all necessary authority. It is therefore recommended that the status quo be maintained for the present, -- including the continued use of existing style stationery.

Personnel changes will be effected as promptly as practical, but not much later than January 1, 1967. In the meantime, it is recommended that the writer be authorized to create an "Administrative Office AZI/LIA" -- in which will be incorporated the accounting, filing, library, advertising and public relations functions, as well as reception and telephone service, for the two

CONSOLIDATION OF AZI AND LIA

- 4 -

organizations. It is further recommended that for calendar 1967 minimum, the salary, travel, and any other out-of-pocket expenses for those involved in the proposed "Administrative Office" be divided equally between AZI and LIA except where an effort is clearly identified with one or the other metal.

The acceptance of this basic proposal for consolidation is suggested with the condition that developments for the next several months be reported to the two Boards on the occasion of Annual Meetings, April 17-18-19, 1967, Chicago.

Sincerely,

J. L. Kimberley
Executive Vice President

JLK:gp

LIA00839

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

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APPENDIX B

Board of Directors Meeting December 7, 1966

The Industry Development Committee at its meeting on October 31, 1966, recommended the following 1967 budget and rates per ton for membership and industry development.

Included in the following tabulations are the 1966 approved budget and estimated expenditures, 1967 projected income and disbursements and comparative rates per ton:

	<u>Approved 1966</u>	<u>Estimated Expenditures 1966</u>	<u>Recommended Expenditures 1967</u>
Administrative and Technical Service	\$349,100	\$345,150	\$323,150
Advertising, Publications and Promotion	293,900	286,900	354,200
Motion Picture Distribution	15,000	15,000	16,000
Health and Safety Information Program	31,500	31,500)	
Health and Safety Public Relations Program	111,000	67,000)	200,000
Miscellaneous, including Contingencies	26,150	3,950	27,150
	<u>\$826,650</u>	<u>\$749,500</u>	<u>\$920,500</u>

Projected Income and Disbursements

Operating Fund, Jan. 1, 1966	\$ 105,000
Income, 1966	819,000
	<u>\$ 924,000</u>
Expenditures, 1966	749,500
Operating Fund, Jan. 1, 1967	\$ 174,500
Income, 1967	846,000
	<u>\$1,020,500</u>
Expenditures, 1967	920,500
Operating Fund, Jan. 1, 1968	\$ 100,000

LIA00840



Look Ahead with Lead

N 724.02

APPENDIX B

Board of Directors Meeting
December 7, 1966

-2-

Rates Per TonMembership Subscriptions

	1966 Approved			1967 Recommended		
	Member- ship	Health & Safety Public Relations Program (15% of Membership)	Total	Member- ship	Health & Safety Public Relations Program (30% of Membership)	Total
Miners	16¢	2.4¢	18.4¢	16¢	4.8¢	20.8¢
Mfrs., Smelt. & Ref.	4	.6	4.6	4	1.2	5.2
Assembled Articles	2	.3	2.3	2	.6	2.6
Estimated Receipts	\$100,600	\$15,100	\$115,700	\$101,000	\$31,000	\$132,000

Industry Development

	1966 Approved			1967 Recommended		
	Industry Development	Health & Safety Public Relations Program	Total	Industry Development	Health & Safety Public Relations Program	Total
Sale of Pig Lead in U.S.	\$1.10	\$.15	\$1.25	\$.91	\$.28	\$1.19
Estimated Receipts	\$615,800	\$81,500	\$697,300	\$546,000	\$168,000	\$714,000

Details of each of the 1967 programs recommended by the Industry Development Committee are attached.

LIA00841

EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

-2-

Administrative and Technical Service

	Approved 1966	Recommended 1967
Robert L. Ziegfeld-Memorial	\$ 16,250	\$ -
Salaries and Payroll Taxes	215,000	200,000
Furniture & Fixtures	2,000	2,000
Rent	20,000	20,000
Travel	35,000	45,000
Meetings and Committee Luncheons	4,000	3,000
Printing and Office Supplies	6,000	6,000
Postage and Express (Office)	8,000	7,000
Telephone and Telegrams	5,000	5,000
Legal and Consulting Fees	2,500	2,500
Accounting and Auditing	1,200	1,000
Annual Statistical Review	650	650
Books and Periodicals	1,300	1,300
Pension Premiums	19,000	18,000
Technical Assn. Memberships	1,700	700
Office Services	7,000	7,000
Miscellaneous	2,500	2,000
Insurance	2,000	2,000
	\$349,100	\$323,150

LIA00842

N 724.03

EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

-3-

RECOMMENDED PROMOTIONAL BUDGET-1967SUMMARY

(A discussion of each of the recommended programs is attached)

<u>Continuing Programs</u>	<u>Approved 1966</u>	<u>Recommended 1967</u>
Architectural and Construction	\$ 71,800	\$ 82,000
Cable	8,600	12,100
Industrial Batteries	36,000	39,800
Pigments and Chemicals	33,500	24,200
Solder, Terne and Design Engineering	29,000	35,600
Advertising Space Production and Miscellaneous	24,000	25,000
<u>New Programs</u>		
Industrial Safety Color Coding	-	42,500
<u>General Supporting Programs</u>		
LEAD Magazine	35,000	37,000
Conventions and Exhibits	17,000	19,000
Lead Abstracts	13,000	12,000
Reprints	5,000	10,000
Test Programs	4,000	10,000
Illustrations and Publicity	5,000	5,000
Seminars	4,000	-
Mailing List Conversion	8,000	-
	\$293,900	\$354,200

LIA00843

ADVERTISING, PUBLICATIONS AND PROMOTION

Architectural and Construction

Continued growth in commercial, industrial and institutional building construction is expected in 1967 and it is in these types of construction where lead is most likely to be used over other competitive materials. It is for this reason that we have concentrated our efforts in these areas in the past and it is our recommendation that we continue to do so in 1967 at a moderately higher level than in 1966.

Major emphasis on lead for sound attenuation will be continued with minor emphasis on a variety of other lead applications such as waterproof membranes for pools and planters, roofing, flashing, leaded porcelain enamel, and calking for other than plumbing purposes. The promotion of all these applications for lead in the construction field can be threaded together into one continuing program emphasizing that "lead helps build better." We expect that such a program can identify lead with the most progressive architects and builders.

As in the past we plan on continuing our Roofing and Flashing, Sound Attenuation and Waterproofing catalogs in Sweet's Architectural File and the first two in Sweet's Industrial Construction File.

As an adjunct to these activities we suggest a direct mail campaign using a series of "Architectural Construction Bulletins," each of which would cover a specific application of lead. We would plan for two or three such bulletins in 1967.

Our recommendations for 1967 along with the comparative 1966 approved budget follows:

	<u>Space</u> <u>Advertising</u>	<u>Sweet's</u> <u>Catalog Files</u>	<u>Roofing</u> <u>Handbook</u>	<u>Arch. & Constr.</u> <u>Bulletins</u>	<u>Total</u>
1967	\$67,400 *	\$9,600	\$ -	\$5,000	\$82,000
1966	58,000	9,300	1,500	3,000	71,800

* Increase mainly attributable to
magazine space rate increases

Cable Program

This market and program has remained fairly static over the last few years with the major efforts being directed to the electric utilities through our space advertising in "Electrical World." We recommend a change in emphasis directing our promotional efforts to the specifier and user of cable in "in-plant" construction.

The purpose would be to establish in the minds of these engineers the advantages of lead sheathing for in-plant power, communications, signal and alarm cable, stressing particularly that where 100 per cent reliability is desired lead sheathed cables should be used.

Cable Program (Continued)

On this latter point it has been established in discussions with power and communications cable users that when 100 per cent reliability is the criterion, lead sheathing is used. A case in point is the east-west, north-south underground intercontinental communications network being placed in operation by the Western Electric Co., all of which is lead-sheathed.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>1966</u>	<u>1967</u>
Space Advertising	\$8,600	\$12,100

Industrial Battery Program

By all criteria, this has been a most productive program. We recommend that it be continued at approximately the same level in 1967.

From the very beginning of this program we have endeavored to get the cooperation of the industrial battery manufacturers, the electric truck manufacturers and the utility companies and in this we have been most successful. Jointly and individually these groups have considerably expanded their own promotional efforts.

For example, utility companies have been sponsoring trade shows in their areas at which the truck and battery companies exhibit their products to the utility's industrial customers. This year there were 8 such shows and in 1965 there were 6. In addition, we have participated in 12 seminars conducted by the utilities for their industrial salesmen.

Insofar as the truck manufacturers are concerned, one measure of their promotional efforts was the number of pages of advertising they used in "Business Week" when we started our campaign four years ago and what they are using now. The comparison is 9-2/3 pages in 1962, 37-2/3 pages in 1965 and indications are that it will be over 40 pages in 1966.

We must admit that not all of this increase is in electric trucks but as activity in electric trucks increased, so did our competitors. A complete survey of the 1965 ads revealed 20-2/3 pages of electrics and 17 pages for our competition. Even more interesting is the electric truck groups' acknowledgement that our campaign has meant increased business.

Of more direct importance to the battery manufacturer and the lead industry is the growth indicated by the actual number of tons of lead consumed

Industrial Battery Program (Continued)

in industrial type batteries for the years 1960 through 1965. These figures are as follows:

<u>Year</u>	<u>In Short Tons</u>
1960	34,394
1961	31,610
1962	37,896
1963	40,164
1964	46,914
1965	51,226

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising</u>	<u>Battery Publications</u>	<u>Total</u>
1967	\$36,800	\$3,000	\$39,800
1966	33,000	3,000	36,000

Pigment and Chemicals

We recommend the continued promotion of lead-pigmented metal protective paints and chrome yellow traffic marking paint at the same level in 1967 as in 1966. We further propose a moderate reduction in the ceramic industry space advertising program.

We feel this metal protective paint program has materially assisted in maintaining lead's reputation as the accepted leader for use in corrosion-inhibitive paints, particularly in the industrial area, where L.I.A.'s advertising has been concentrated.

In the promotion of chrome yellow traffic marking paint, we will continue to stress the requirement of the U. S. Bureau of Public Roads that such paints be used in specific areas on interstate highways. We will also direct our efforts towards promoting wider use of yellow marking paints by state, city and local authorities and in the private sector, such as for parking lots, industrial complexes and airports.

As for the ceramic program, a reduction at this time seems warranted inasmuch as we feel the basic job of establishing lead as one more working tool for the ceramist has been highly successful. We therefore recommend that our space advertising be reduced by half in the ceramic field and that we continue to issue supplements to "Lead in the Ceramic Industries" at the same level.

A major portion of the expense of the ceramic program in 1966 was the use of 4-color ads on porcelain enameled aluminum which appeared in the architectural magazines. We recommend its continuance and have included it in our Architectural and Construction budget for 1967.

Pigment and Chemicals (Continued)

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising</u>	<u>Ceramic Supplements</u>	<u>Total</u>
1967	\$22,200	\$2,000	\$24,200
1966	31,500	2,000	33,500

Solder, Terne and Design Engineering Program

The basic concept that has been followed in the promotion of solder, terne and a host of other lead uses, is the development of new markets. It is for this reason that practically all of our efforts in the past have been aimed at the design engineer and we recommend the same approach for 1967 at an increased level.

The promotion of solder and terne metal will continue as an important effort. We will place a minor emphasis on a host of other design materials including piezoelectrics, ceramic permanent magnets, and batteries for portable home appliances. Other new and unusual applications of lead and lead products will, as developed or made known to us, also be exploited in this program.

This promotional approach to solder is based on the knowledge that the conventional outlets for solder, that is, automobile applications, cans and the electronic industry, appear to be adequately covered by the solder manufacturers. The same can be said for terne metal whose major market, automotive gasoline tanks, is being adequately covered by the manufacturers of terne. However, with the possible exception of solder for the electronics industry, all of these conventional uses of solder and terne are vulnerable indeed to economic or technological change. For example, the continued effort on aluminum automobile radiators and the growing use of aluminum cans could and has affected solder consumption.

In the case of terne, major automobile companies are field testing plastic gasoline tanks and if they prove successful, this would be a serious blow to the terne market.

In view of these developments we feel that the search for new markets in this area is of prime importance.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Space Advertising (Solder, Terne & Design.)</u>	<u>Sweet's Catalog File</u>	<u>Total</u>
1967	\$31,900	\$3,700	\$35,600
1966	25,300	3,700	29,000

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EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

-8-

Industrial Safety Color Coding Program

It is no secret that lead is being assailed as a potential or real danger in air and water pollution. This new program therefore is suggested as a means of stressing the positive aspects of lead use in protecting people. It does, at the same time, have a very important economic advantage to the lead industry in that it could help to increase the market for lead pigmented paints.

The American Standards Association has published a Standard for Safety Color Coding, Z 53.1-1953, which designates numerous areas within industrial complexes that should be color coded. This Standard lists chrome yellow, chrome orange, and chrome green (all pigments containing more than 75 per cent lead) as the recognized pigments which "set the material standards found to pass this specification." In addition to the A.S.A., this Safety Color Code is sponsored by the National Safety Council. Other organizations represented in adoption of the Code (and the standard colors referred to above) are: American Society of Safety Engineers and the Association of Casualty and Surety Companies; Accident Prevention Department.

Our objective in this program would be first to make sure plant management and safety personnel are aware that the Code exists, and to encourage its widespread adoption and thus the consequent use of lead pigmented paints.

Besides having the appeal of having official agencies backing the Standard itself, our ads might suggest some of the additional benefits that would accrue from the adoption of the Safety Color Code, for instance, reduced insurance rates and improved employee morale.

As an adjunct to this campaign and to further augment its effectiveness, we also recommend publication of a four-color fact booklet that would outline in detail the "Safety Color Code" concept and perhaps list some paint formulations, or, more desirably, a list of sources for the lead pigmented paints featured in the Standard.

LIA00848

EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

-9-

Industrial Safety Color Coding Program (Continued)

The present market for these lead color pigments is estimated at 30,000 tons of lead.

Our recommended 1967 budget for this program is as follows:

<u>Space Advertising</u>	<u>Booklet</u>	<u>Total</u>
\$37,500	\$5,000	\$42,500

Space Advertising Production Costs and Miscellaneous

The 1967 proposed space advertising program will only slightly increase production costs.

Our recommendation for 1967 along with comparative 1966 approved budget follows:

1967	\$25,000
1966	24,000

General Supporting Programs

Included in this classification are those programs which support and implement all of our other promotional activities.

LEAD

We recommend the continuance of our highly effective quarterly publication "Lead" which is now being circulated to 57,000 individual readers. Our total print order is currently at 71,000 with 9,500 copies being sold at cost to members and distributed by them. The growth in individual circulation has continued from year to year and has increased approximately 11,000 names in the last two and one half years.

Our recommendation for 1967 along with the comparative 1966 approved budget is as follows:

1967	\$37,000
1966	35,000

LIA00849

EXHIBIT "A"

Industry Development Committee

Meeting Minutes

October 31, 1966

-10-

General Supporting Programs (Continued)Conventions and Exhibits

Results from our participation in various trade shows have been very good. This judgment is based on the increasing number of visitors to our exhibits who are seeing lead's applications for the first time and even more important the number who come in with specific questions on how and where lead may be useful to them. The trade shows in which we will participate in 1967 follows:

Plant Engineering and Maintenance Show
Design Engineering Show
Construction Specifications Institute Exposition
National Plumbing Exposition
Chemical Industries Exposition

Our present background exhibit has had very rough usage over the last five years and approximately 35 shows and a new one is badly needed. We anticipate that the cost of a new background will probably be about \$3,000,00.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967 (Incl. new exhibit)	\$19,000
1966	17,000

Lead Abstracts

The Lead Abstracts, a monthly publication prepared by the Lead Development Association, London, England, with our financial cooperation, has proved very useful to us from both a scientific and public relations viewpoint. We are currently distributing 1,900 copies in the United States.

Our recommendation for 1967 along with the comparative 1966 approved budget is as follows:

1967	\$12,000
1966	13,000

Reprints

Reprints of articles on lead and its uses prepared by us or others and appearing in the trade press are a most useful and economical promotional tool. In 1967, we plan on a much more concentrated effort by members of the staff in preparing articles for use by the trade press and having such articles reprinted.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$10,000
1966	5,000

LIA 00850

General Supporting Programs (Continued)

Test Programs

No new test programs were instituted in 1966. However, one test program instituted in 1965 with the cooperation of the National Lead Company laboratories, John F. Abernathy & Co. and ourselves is continuing. The test incorporates an entirely new concept developed by ourselves and the other cooperating companies in a method of installing long expanses of exposed sheet lead for a pool lining. The test section has now been exposed to the weather for over 18 months with completely satisfactory results.

As a result, the architectural firm who asked us to make the test has now specified a 6-lb. sheet lead lining for a 120 x 800 ft. pool to be installed in Albany, N.Y. This test was conducted at a dollar cost to us of just over \$1,000 and no further expenditures are likely.

We are currently attempting and initial contacts have been made to conduct a test program on battery-powered buses with the cooperation of the Dayton City Transit Co., the Dayton Power & Light Co., the Electric Storage Battery Co., General Electric Co. and ourselves. Though the amount of our financial participation in this program cannot be determined at this time, some provision in our 1967 budget should be made.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$10,000
1966	4,000

Illustrations and Publicity

Included in this item are the various charges for photographs, drawings and illustrations used in our various publications and in the advertising program.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$5,000
1966	5,000

Seminars

No seminars were held in 1966. Several subjects for such seminars to be held in 1967 have been discussed but no concrete proposal can yet be made. In our opinion such meetings can be very useful and we will continue to investigate the various possibilities open to us.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$ 0
1966	8,000

Mailing List Conversion

We have completed the conversion of our mailing list to the U.S. Mail "zip" code system and no further funding is required.

1967	\$ 0
1966	8,000

LIA00851

EXHIBIT "A"

Industry Development Committee
Meeting Minutes
October 31, 1966

-12-

Motion Picture Distribution

L.I.A.'s motion picture, "The Lead Matrix," has been very popular in its first year of distribution. Based on 7 months actual bookings, the year's total of showings in the "General Distribution" area will be about 2,800 with an estimated audience of 145,000. Television showings will number about 90 with an estimated audience of 2,000,000. The results of professional audience showings cannot be properly gauged because promotion of the film to this specific group did not begin until August.

It is proposed that in 1967 a much greater effort be made to increase distribution and in effect audiences while the film is still new. There are two courses open, one is to expand our effort with the present film distributor and the other is to work with the U.S. Bureau of Mines in an effort to have them accept the film for inclusion in their film library. A report on this possibility should be available at the Industry Development Committee meeting.

One advantage of working with a private organization is that their fee is based on distribution and they make a concerted effort through direct mail to promote the L.I.A. film.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

	<u>Distribution Costs</u>	<u>Prints Purchased</u>	<u>Total</u>
1967	\$16,000		\$16,000
1966	7,000	8,000	15,000

LIA00852

October 31, 1966

-13-

RECOMMENDED MISCELLANEOUS BUDGET-1967SUMMARY

	Approved 1966	Suggested 1967
Monograph	\$3,000	\$3,000
Corrosion Handbook	5,000	5,000
Annual Review	1,000	1,000
Apprentice Contest	1,500	1,500
National Shooting Sports Foundation	650	650
Steel Structures Painting Council	(a)	1,000
Contingencies	15,000	15,000
	\$26,150	\$27,150

(a) Included in "Administrative and Technical Service" budget.

MiscellaneousMonograph

In discussions with Reinhold Publishing Co., they have informed us that the American Chemical Society is no longer sponsoring publication of the "Monograph" series. As a result they would not be interested in such a publication.

They have however, expressed an interest in publishing a book on lead with the maximum number of pages at around 400. We believe that much of the text that had been prepared for the monograph could be used with some editing. We therefore propose that we proceed in the publication of such a book and have made arrangements with an eminent authority to serve as editor starting in the spring of 1967.

Our recommendation for 1967 along with comparative 1966 approved budget follows:

1967	\$3,000
1966	3,000

Corrosion Handbook

In 1966 funds were budgeted for the publication of a "Corrosion Handbook" to be based on information generated by an ILZRO research project. It was also agreed that the cost of publishing an English version be shared by the Lead Development Assn., London, and the Australian Lead Development Assn., Melbourne.

Unfortunately the final report of the research has not yet been received by us and it would appear that there is little likelihood that it can be published this year. We therefore feel that funds should again be set aside in 1967 for this purpose.

LIA00853

Corrosion Handbook (Continued)

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$5,000
1966	5,000

Annual Review

Unfortunately it was not possible to publish the statistical summary report entitled "Annual Review - Lead" in 1966. We do however propose to publish it in 1967.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$1,000
1966	1,000

Apprentice Contest

For a number of years we have been supplying lead pipe, sheet and calking lead for the use of contestants in the International Plumbers' Apprenticeship Contest sponsored by the Plumbers' Union and the employers. The contest is held each year at Purdue University. Lead work is still a major part of the plumbing apprentices practical training program and this is one method of encouraging its continuance.

Our recommendation for 1967 along with the comparative 1966 approved budget follows:

1967	\$1,500
1966	1,500

National Shooting Sports Foundation

We recommend the continuance of our membership in this organization. It is our only activity in support of the ammunition industry. The cost:

1967	\$650
1966	650

Steel Structure Painting Council

We recommend the continuance of our membership in this organization.

1967	\$1,000
1966	1,000

Contingencies

We recommend a contingency fund for 1967 at the same level as the previous year for unforeseen needs and publication of completed ILZRO projects.

1967	General	\$ 5,000
	I.L.Z.R.O.	10,000
1966		15,000

LIA00854

Home Life Insurance Company, New York

APPENDIX "C"

AMERICAN ZINC INSTITUTE
LEAD INDUSTRIES ASSOCIATION, INC.

L.I.A.
BOARD OF DIRECTORS MEETING
December 7, 1966

INTERNATIONAL LEAD ZINC
RESEARCH ORGANIZATION, INC.

PROPOSED PLAN OF BENEFITS:

All Employees Earning Annually:

1. \$10,000 or Less
2. More than \$10,000

<u>Life and AD&D</u>	<u>Major Medical</u>
1. One times annual earnings raised to the next \$1,000	\$10,000
2. One and one-half times annual earnings raised to the next \$1,000	\$10,000
Maximum Benefit	\$40,000

Each organization would purchase the employee's Life, AD&D, and Major Medical.

The employee would pay for his dependent's Major Medical.

	<u>Cost Breakdown</u>		<u>Total</u>
	<u>Organization Share</u>	<u>Employee Share</u>	
American Zinc Inst.	\$ 267.77	\$ 25.41	\$ 293.18
Lead Industries	\$ 242.19	\$ 20.79	\$ 262.98
I. L. Z. R. O.	<u>\$ 248.59</u>	<u>\$ 6.93</u>	<u>\$ 255.52</u>
TOTAL	\$ 758.55	\$ 53.13	\$ 811.68



"THE HOME OF PLANNED ESTATES"

LIA00855

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Home Life Insurance Company, New York

APPENDIX "C"

L.I.A.
BOARD OF DIRECTORS MEETING

December 7, 1966

AMERICAN ZINC INSTITUTE
LEAD INDUSTRIES ASSOCIATION, INC.

INTERNATIONAL LEAD ZINC
RESEARCH ORGANIZATION, INC.

PRESENT PLAN OF BENEFITS:

Male Employees Earning Annually:

	<u>Life and AD&D</u>		<u>Major Medical</u>
	<u>Basic</u>	<u>Optional</u>	
1. \$10,000 or More	\$3,000	\$12,000	\$10,000
2. \$5,000 to \$10,000	\$3,000	\$ 7,000	\$10,000
3. Female employees earning over \$4,000	\$3,000	\$ 2,000	\$10,000
4. All Other Employees	\$3,000	—	\$10,000

Each organization purchases the Basic Life, AD&D, Major Medical and the excess of \$.60 per \$1,000 of the optional Life and AD&D. The employee pays \$.60 per \$1,000 of the optional insurance and the cost of dependents Major Medical.

COST BREAKDOWN

	<u>Organization Share</u>	<u>Employee Share</u>	<u>Total</u>
American Zinc Inst.	\$108.03	\$ 94.41	\$202.44
Lead Industries	\$ 90.05	\$ 63.99	\$154.04
I. L. Z. R. O.	\$ 83.83	\$ 53.73	\$137.56
TOTAL	\$281.91	\$212.13	\$494.04



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"THE HOME OF PLANNED ESTATES"

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