



Lead Industries Association, Inc.

292 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6020

July 8, 1971

EXECUTIVE COMMITTEE MEETING MINUTES

A meeting of the Executive Committee of the Board of Directors of the Lead Industries Association, Inc. was held on Thursday, July 8, 1971, in the offices of the Associations.

Present

J. G. McCullough, Chairman
D. Broward Craig
H. T. Fargey
S. D. Strauss
W. Allen Taft, Jr.

Representing

Amax Lead Zinc Division of
American Metal Climax
St. Joe Minerals Corporation
Cominco Ltd.
American Smelting & Refining Co.
E. I. du Pont de Nemours & Co.

Other Members Present

John C. Duncan
Lawrason Riggs III

St. Joe Minerals Corporation
" " "

Staff

J. L. Kimberley - Executive Vice President
David M. Borcina- Secretary-Treasurer

Others Present

J. F. Cole
D. W. Pettigrew
S. F. Radtke

ILZRO
Zinc Institute, Inc.
ILZRO

Representatives for LIA's Health and Safety Public Relations Counselors present:

R. A. Rogers
C. Thompson

Hill and Knowlton, Inc.
" " "

Representatives for LIA's Advertising Agency present:

J. Graham
Paul V. Higgins

Lieberman-Harrison, Inc.
" " "

The meeting was called to order at 11:30 A.M. by the chairman.

The Secretary reported that the agenda had been sent to members on June 7 and June 25, 1971. The Chairman then called for discussion on the following:

Item 4 - Greatly Expanded Public Relations
Publicity and Advertising Effort on
Behalf of Lead in Gasoline

The Executive Vice President reported that it had been suggested that the industry give some consideration to a publicity and advertising effort aimed at the general population on behalf of leaded gasoline. As a result he had approached LIA's health and safety public relations firm, Hill & Knowlton, and its advertising agency, Lieberman-Harrison, Inc. to study the situation and present their views and recommendations at this meeting.

The Chairman thereupon called on Messrs. Higgins and Thompson for their review and proposed program.

A discussion of the proposed program then ensued and some of the points made were as follows:

1. The question of leaded vs. unleaded gasoline should be kept out of the public arena. An advertising campaign will probably activate those against the use of leaded gasoline with very little hope for creating a ground swell of public opinion in favor of leaded gasoline.
2. The present defensive programs of the LIA and various companies closely involved are going along very well and getting the public more involved might prove detrimental.
3. Some of the recommendations and suggestions made have merit particularly the holding of "science writers seminars" and further "technical research," if found practical.
4. In connection with research it was reported that high temperature ceramic-lined thermal reactors for use with leaded gasoline was under investigation. Further, that such materials were not currently included in research presently underway and perhaps this is an area that the industry could investigate.

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The Chairman then requested that the staff with the counsel of its public relations and advertising advisers construct their program to conform with the opinions expressed by the committee.

Item 2 - Lead in the Environment-Report on Activities

The Executive Vice President reported that much of what he had had to report was already discussed and that in his opinion a basic decision relative to the use of leaded vs. unleaded gasoline had been made by the automobile industry and a very major problem was how to change this decision.

Item 3 - Report on Joint Operation of the LIA and ILZRO Health and Safety Activities

The Executive Vice President reported the LIA-ILZRO joint operation of the Health and Safety programs under the direction of Dr. Jerome F. Cole was working extremely well. Dr. Schrade F. Radtke agreed that this cooperative effort of both organizations, in this most critical area, was proving most effective.

Item 1 - Review of 6-Month Financial Statement

The Treasurer presented his statement of receipts, disbursements and fund balances for the first six-months of 1971 and the estimates for the full year plus an explanatory summary as per Exhibit "A" attached. The Chairman requested the Treasurer to send a copy of his report to the Board of Directors.

Sincerely yours,

A handwritten signature in cursive script that reads "David M. Borcina" with a stylized flourish at the end.

David M. Borcina
Secretary, Treasurer

DMB:so
Att: Exhibit "A"

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Exhibit "A"

critical area and we will be prepared to expend whatever is appropriate. If you will recall, the Board agreed at its budget meeting to expend with Hill & Knowlton up to \$150,000, if need be and the additional fund of \$30,000, to come from our advertising and promotional programs.

Items 17 & 18 - As you know, these items are to take care of targets of opportunity offered us by ILZRO research and our own effort. At the moment, these are our best estimates as to what we foresee.

LIAC2854

Lead Industries Association, Inc.

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July 8, 1971

FINANCIAL STATEMENT and
REPORT OF EXEC. COMMITTEE
SUBJECT: MEETING, JULY 8, 1971

To: Board of Directors of Lead Industries Association:

At the request of the Chairman I am attaching a copy of the 6-month financial statement of receipts, disbursements and fund balances and estimate for the full year 1971. Also a copy of the summary of my report as presented to the Executive Committee on July 8, 1971.

Sincerely yours,

David M. Borcina
s/o

David M. Borcina
Secretary, Treasurer

DMB: so
Att:

LIA02855

N 686.01

EXHIBIT
"A"

LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF RECEIPTS, DISBURSEMENTS & FUND BALANCES

	<u>ACTUAL</u> <u>1/1 - 6/30/71</u>	<u>ESTIMATE</u> <u>12/31/71</u>	<u>1971</u> <u>BUDGET</u>
<u>RECEIPTS:</u>			
1. Assessments:			
a. Pig Lead Sales	\$321,560.40	\$637,200	\$672,000
b. All Other	103,060.07	205,703	172,000
2. Interest on Savings	1,293.27	2,000	2,000
3. Miscellaneous			
a. Publications	2,793.52	(5,000	(5,000
b. Other	<u>498.00</u>	<u>(</u>	<u>(</u>
Total All Receipts	<u>\$429,205.26</u>	<u>\$849,903</u>	<u>\$851,000</u>
<u>DISBURSEMENTS:</u>			
1. Administrative-Schedule "A"	\$187,094.37	\$368,050	\$351,400
2. Promotion & Development - Schedule "B"	242,217.33	520,576	568,600
3. Final Refund of 1970 Assessment Monies	<u>5,258.94</u>	<u>5,259</u>	<u>-</u>
Total All Disbursements	<u>\$434,570.64</u>	<u>\$893,885</u>	<u>\$920,000</u>
<u>CHANGES IN FUND BALANCES</u>	(\$ 5,365.38)	(\$ 43,982)	
<u>FUND BALANCE 1/1/71</u>	<u>\$149,329.65</u>	<u>\$149,330</u>	
<u>REVISED FUND BALANCE</u>	<u>\$143,964.27</u>	<u>\$105,348</u>	

LIA02856

N 686.02

LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF ADMINISTRATIVE DISBURSEMENTS
January 1 - June 30 and Estimated 1971
SCHEDULE "A"

Page 2

<u>ADMINISTRATIVE DISBURSEMENTS</u>	<u>ACTUAL</u> <u>1st 6 mos. 1971</u> <u>DISBURSEMENTS</u>	<u>ESTIMATED</u> <u>EXPENSES</u> <u>Year 1971</u>	<u>1971</u> <u>BUDGET</u>
1. Salaries:			
a. Gross Payroll	\$ 94,486.85(		(
b. Temporary Help	377.90(	\$192,800	(\$210,000
c. Employment Agency Fees	156.00(		(
d. Blue Cross & Blue Shield	1,440.48(		(
2. Payroll Taxes	4,597.34	8,100	9,000
3. Pension Premium (Bankers Life Co.)	15,350.50	15,350	18,000
4. Business Insurance:			
a. General	828.27(	1,500	(1,200
b. N.Y. Disability	105.91(		(
5. Group Insurance	1,628.28	3,900	3,200
6. Rent	13,500.00	27,000	27,000
7. Travel and Expense	16,209.15	34,000	40,000
8. ILZRO Health & Safety Admin. Costs	17,164.30	45,600	-
9. Meeting Expenses:			
a. Annual Meeting	1,870.24(	2,500	(5,000
b. All Other	89.75(		(
10. Professional Fees:			
a. Auditing	1,200.00(		(
b. Legal	1,269.41(	5,900	(4,000
c. All Other	1,170.00(		(
11. Printing & Office Supplies	2,575.27	5,200	6,000
12. Telephone & Telegrams	3,363.76	6,700	6,000
13. Postage and Express	4,989.57	10,000	9,000
14. Subscription-Books & Periodicals	454.89	700	800
15. Furniture and Equipment	390.77	1,000	2,000
16. Office Services	3,298.60	6,600	8,500
17. Technical Association Dues	96.50	500	700
18. Miscellaneous	480.63	700	1,000
Total	<u>\$187,094.37</u>	<u>\$368,050</u>	<u>\$351,400</u>

LIA02857

LEAD INDUSTRIES ASSOCIATION, INC.
STATEMENT OF PROMOTION & DEVELOPMENT DISBURSEMENTS
SCHEDULE "B"

PROMOTION & DEVELOPMENT DISBURSEMENTS:	ACTUAL DISBURSEMENTS 1/1 - 6/30/71	ESTIMATED EXPENSE YEAR 1971	1971 BUDGET
1. Advertising:			
a. Agency Fees	\$ 37,500.00	\$ 70,000.	\$ 70,000.
b. Out-of-pocket Agency Expenses	3,980.80	6,000.	5,000.
2. Space Advertising:			
a. Space	76,950.60	160,000.	160,000.
b. Misc. & Production Costs	12,791.46	20,000.	20,000.
3. Conventions & Exhibits:			
a. Plant Engineering & Maintenance Show	1,165.09	1,165.	(
b. Design Engineers Show	1,011.00	1,011.	(
c. Chemical Show	-	500.	(5,000.
d. National Plumbing Exposition	793.89	900.	(
e. Miscellaneous	1,408.98	1,500.	(
4. New Literature & Booklets	939.00	3,000.	5,000.
5. Lead Monograph	-	3,000.	8,000.
6. Corrosion Handbook	-	-	4,000.
7. Annual Review	492.60	2,000.	2,000.
8. Existing Literature Expenses:			
a. Lead Magazine			
1. Printing Costs	1,824.49	17,100.	(
2. Mailing Costs	5,918.57	11,300.	(45,000.
3. Mailing List Maintenance	-	9,500.	(
b. Lead Abstracts	7,249.30	13,000.	13,000.
c. Misc. Literature	208.16	2,000.	3,000.
9. Reprinting Technical Articles	3,389.67	6,000.	10,000.
10. Test Programs	152.76	200.	5,000.
11. Illustrative and Photographic Expenses	557.06	1,300.	2,000.
12. Motion Picture "The Lead Matrix":			
a. General Distribution	551.55	8,500.	10,600.
b. U. S. Bureau of Mines	-	2,000.	2,000.
13. Apprentice Contest	-	1,500.	1,500.
14. Contribution to Technical Societies:			
a. National Shooting Sports Foundation	650.00	650.	(
b. Steel Structures Painting Council	1,000.00	1,000.	(3,400.
c. Electric Vehicle Council	-	1,000.	(
d. ANSI	750.00	750.	(
15. Zinc & Lead International Service	10,297.70	29,100.	29,100.
16. Health & Safety Program:			
a. Hill & Knowlton - Regular	32,802.43	65,000.	(
b. Hill & Knowlton - Lead & Gasoline	27,270.84	55,000.	(
c. Lead In Pediatrics	5,061.50	5,100.	(152,000.
d. Kettering Abstracts	3,926.58	11,500.	(
e. Miscellaneous	1,349.00	2,000.	(
17. Contingency Material From ILZRO	397.50	5,000.	10,000.
18. Contingency: Miscellaneous Promotion	1,826.80	3,000.	3,000.
	<u>\$242,217.33</u>	<u>\$520,576.</u>	<u>\$568,600.</u>

SUMMARY OF THE TREASURER'S REPORT

Receipts

Our receipts for the year are presently anticipated at \$849,900, closely approaching our 1971 budget estimate of \$851,000.

Disbursements

Our estimated total disbursements for the year 1971 total \$893,885 including a refund of \$5,259 to one of our member companies. This was occasioned by the fact that one member had subscribed more than 25% the maximum allowable by our By-Laws. We currently expect 1971 disbursements to be \$26,000 less than the approved 1971 budget of \$920,000. However, disbursements are estimated to exceed receipts by \$43,982. Thus our Fund balance, (Reserve) will be reduced from \$149,300 at years beginning to \$105,348 at years end.

Schedule "A"

Now if you will turn to Page 2, we can go over some of the details of the Administrative part of the budget. I call your attention particularly to Item 8, ILZRO Health & Safety Administrative Costs estimated at \$45,600, for which no specific budgetary allowance was made. However, after the 1971 budget meeting, J. L. Kimberley, the president of LIA and the Health and Safety Committee of the Board of Directors, decided to combine this activity conducted by the two groups under a single director, Dr. Jerry Cole. The total 1971 budget for this activity is \$91,200, split equally between ILZRO and LIA.

I wish to point out however, that the Industry Development Committee and the Board of Directors during their budget deliberations did allow for an ongoing LIA activity in this area by allocating funds in the Salaries, Payroll Taxes, Pension Premium, Travel and Expense accounts. All of these are lower

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Exhibit "A"

because of the joint activity, but by no means account for it all. Thus we anticipate exceeding the 1971 budget by approximately \$17,000.

Schedule "B"

Now if you will turn to page 3 we can review some of the Promotion and Development disbursements. I do believe by careful and selective pruning and keeping in mind our ongoing promotional activities, we can conceivably reduce our expenditures by roughly \$48,000.

- Item 1-2-3 - Will approximate approved budget
- Items 4-5-6- - Can be substantially reduced without serious
loss to our program
- Item 7 - Same
- Item 8a - Each issue of "Lead" Magazine costs us roughly \$15,000.
However, the first issue this year was partly paid for
in the 1970 expenses, thus the apparent saving of roughly
\$7,000.
- Item 8b - This is a joint international effort and LIA share and
cost of distribution will be as budgeted.
- Item 8c - An effort will be made here to save a small amount.
- Item 9 - Here again an effort will be made to conserve funds
but if a lead story of such value comes along that we
cannot afford to pass it up, we might not be able
to effect the indicated saving of \$4,000.
- Item 10 - In these classifications every effort will be made
- through 15 - to stay within the estimated expenses for the year
but it may require some juggling to do so depending
on circumstances and priorities. LIA02860
- Item 16 - Our estimate at the moment would indicate \$13,400 less
than the approved budget. However this is a most

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Exhibit "A"

critical area and we will be prepared to expend whatever is appropriate. If you will recall, the Board agreed at its budget meeting to expend with Hill & Knowlton up to \$150,000, if need be and the additional fund of \$30,000, to come from our advertising and promotional programs.

Items 17 & 18 - As you know, these items are to take care of targets of opportunity offered us by ILZRO research and our own effort. At the moment, these are our best estimates as to what we foresee.

LIAC2861