



"On The Firing Line"

A special one-day seminar
designed to update employees
of the vinyl industry about the
critical issues affecting the
manufacture, sale and use of vinyl.

Philadelphia
October 3, 1991
Airport Marriott

Houston
October 29, 1991
Wyndham Greenspoint

Cleveland
November 12, 1991
Airport Sheraton

8 a.m.-5 p.m.

Seminar Agenda

- 8:00—8:30 Registration, continental breakfast
8:30—11:45 Morning session
12:00—1:00 Luncheon, keynote speaker
1:15—5:00 Afternoon session
5:00—6:00 Reception, idea exchange

Seminar attendance will be limited to the first 100 registrants for each session. The \$25.00 registration fee covers the continental breakfast, luncheon, afternoon reception and all seminar materials. Attendees are responsible for any travel, lodging or additional meal expenses. Attendance is limited to employees of Vinyl Institute member companies only.

A limited number of rooms have been set aside for seminar attendees. To reserve a room, contact the hotel at the number listed below. Indicate that you will be attending the Vinyl Institute Training Seminar.

Philadelphia Airport Marriott (215) 365-4150—
Special rate of \$115 single; \$130 double. Deadline for reservations: September 3.

Houston Wyndham Greenspoint (713) 875-2222—
Special rate of \$89 single/double. Deadline for reservations: September 30.

Cleveland Sheraton Hopkins (216) 267-1500—
Special rate of \$95 single/double. Deadline for reservations: October 15.

Registration Form

"On the Firing Line"

Sponsored by the Vinyl Institute

Name _____

Title _____

Company _____

Address _____

Phone Number _____

FAX Number _____

Please register me for the following session:

_____ Philadelphia, Oct. 3

_____ Houston, Oct. 29

_____ Cleveland, Nov. 12

If you wish to register additional employees for the same seminar session, please include their names, titles, addresses and phone numbers on a separate sheet of paper

If you wish to register additional employees for another seminar session, please use a separate registration form.

Total number of employees registered for this session: _____

A check for \$_____ (\$25.00 per attendee) is enclosed. Make checks payable to The Society of the Plastics Industry Inc.

Mail this form and your check to: Ms. Pat Benkner, The Vinyl Institute, Wayne Interchange Plaza II, 155 Route 46 West, Wayne, NJ 07470.

For additional copies of the registration form or other seminar information, contact the Vinyl Institute at (201) 890-9299. Substitute attendees will be permitted. Please advise the Institute of any changes.

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This seminar, sponsored by the Vinyl Institute, is designed to give you the ammunition you need to effectively answer the questions facing you every day on the industry's firing line. You'll get concise, easy-to-use information about:

The solid waste industry: What is the role for vinyl? What's being done to integrate vinyl into the burgeoning municipal recycling industry? Is there a market for recycled vinyl? Who are the players and what's the technology involved? You'll learn how to make a solid environmental case for vinyl.

Combustibility: The industry mounted a massive effort to address this issue in the early 80s, but it still persists. Get the details of the technical research that refutes the allegations about vinyl's fire performance. Learn where fire testing is going and how the industry is responding to a new generation of building codes and other requirements. An update on the New York toxicity data bank will be included.

Europe: Will the United States really follow Europe's lead on the environmental front? You'll get a country-by-country run-down on what's happening on the Continent, plus some "good news" examples of how vinyl is getting a second look by some of the critics.

Over here: You'll get an update on what's going on in the bellwether states regarding the vinyl industry and plastics in general. Vinyl has recently faced some tough challenges in the Northeast, North Carolina and Florida. This is a moving target, but learn what's going on, where the action is likely to focus in the coming months, what's being done about it and how you can help.

Who are the players: NAPCOR, COPPE, CSWS, PBI, PRF, CPRR—there's an alphabet soup of groups working on behalf of the plastics industry. You'll get details on who's doing what, and how their programs dovetail with the vinyl industry's interests. CMA's new CHEMSTAR program will be discussed, too.

The industry's response: Through the Vinyl Institute, the vinyl industry has mounted an aggressive campaign to protect its markets. Learn the details of that program and the resources available to you. A brief overview of the Institute's marketing programs on behalf of the packaging, electrical and pipe markets will be provided.

Each attendee will receive a resource kit that will provide easy reference on these issues and more. You'll get fact sheets, brochures and other pieces that you can use everyday.

Even if your company already provides regular information on the industry's issues, this session will provide a new perspective on what's happening. You'll hear how your counterparts tackle the tough questions...what works for them...the lessons they've learned along the way about dealing with skeptical customers, outraged citizens, an uninformed public.

Seminar leaders will include:

- Your colleagues within the industry who work day-to-day on these issues.
- Members of the Vinyl Institute staff.
- Representatives of the Institute's public relations counsel.
- Additional industry experts and consultants.

A special luncheon speaker, to be selected from each of the three seminar city locations, will provide real-life examples of successful vinyl recycling ventures.

Seminar
8:00—
8:30—
12:00—
1:15—
5:00—

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Registration Form
On the Firing Lin "

Sponsored by the Vinyl Institute
ROD BOLLICH
C. A. Gellner

Name
PERSONNEL/SAFETY SUPERVISOR
Director & Plant Manager Polymer
Title
Operations

CertainTeed Corp.
Company
P. O. Box 253
Sulphur, LA 70664
Address

318 882-1441, Ext. 11 or 17
Phone Number
318 882-1516
FAX Number

Please register me for the following session:
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☒ Houston, Oct. 29
Cleveland, Nov. 12

If you wish to register additional employees for the same seminar session, please include their names, titles, addresses and phone numbers on a separate sheet of paper.

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Total number of employees registered for this session:
2

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Registration Form
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Frank Conrad
Name

Plant Superintendent
Title

CertainTeed Corp.
Company
P. O. Box 253
Sulphur, LA 70664
Address

318 882-1441, Ext. 19
Phone Number
318 882-1516
FAX Number

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JACK OR JANELLA HARTFIELD
LIC. HIS 3493283 HERS 4437014
2714 HAZEL ST. PH. 439-9376
LAKE CHARLES, LA 70601

The Society of the Plastics Industry

OAK TREE SAVINGS BANK
3701 8TH ST., LAKE CHARLES, LA 70601

For

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