PLAINTIFF'S EXHIBIT

CAP-1178

A/C Pipe
Producers Association

Internal Correspondence

TO Executive Committee

FROM J. C. Jackson, President

DATE June 22, 1981

SUBJECT Meeting Agenda

ACTION REQUIRED: Review of agenda and reminder to make travel plans

Enclosed for review is the meeting agenda and selected material for the 7/16/81 Executive Committee meeting. Other pertinent information will follow by separate transmitsl in advance of the meeting.

Please confirm your travel plans and room accomodations with Mary Jackson by 7/2/81, keeping in mind the open house scheduled for 5:00 p.m., Wednesday, July 15, 1981 at AACPP's new office suite (1008).

If you have questions, give me a call.

JCJ/ajb

Enclosures

cc: A. Kahn, Esq.
N. Rahn, Esq.

copies to: Executive Committee

L. Ambler
J. Cran
L. Taylor
J. Zacharias

AA/12
Chrono

RECEIVED
JUN 26 1981

AGENDA

Committee: Executive Committee
Place: Arlington, Virginia
Date: July 16, 1981
Time: 9:00 a.m. - 1:00 p.m.

Chairman: L. Ambler
Secretary: J. Jackson
Counsel: A. Kahn
Members: J. Cran
L. Taylor
J. Zacharias

I.	**Call to Order**	(9:00 - 9:05 a.m.)
II.	**Reading and Approval of Minutes**	
III.	**Review of Agenda**	
IV.	**Report of Officers**	
	A. Chairman's Report	(9:05 - 9:15 a.m.)
	B. Treasurer's Report 1. FY 80 Audit 2. FY 81 YTD Financial Status	(9:15 - 9:30 a.m.) Letter ballot results. Distribution, review & approval of second quarter financial statement.
	C. Staff Report	(None scheduled.)
V.	**Priority List**	
	A. Strategic Operational Plan	(9:30 - 11:00 a.m.)
	1. Public Affairs Programs	Program Status Report
	a. PAC-01-80, Regulatory Affairs Program	Review and resolution of K&E information requests.
	b. PAC-02-80, Public Education Program	Discussion of L&G phase II and JM ingestion strategy. Resolution of AACPP advertising thrust.
	c. PAC-03-80, EPA Reg-Neg	No action required.
	d. PAC-04-80, State Monitoring Program	Discussion of staff proposal.

CAPCO JEN 0032454

2.	Technical Affairs Programs	Program Status Report
	a. TAC-01-80, A/C Pipe Lining: Criteria & Options	Discussion of final report issued 5/29/81.
	b. TAC-02-80, Recommended Work Practices - Phase II: Transient Asbestos	No action required.
	c. TAC-03-80, Municipal Analysis Program	No action required.
	d. TAC-04-80, Technical Information Programs & Services	No action required.
VI.	Old Business	(11:00 - 12:00 noon)
	A. Field Problems & Litigation	Status report & update
	1. California	Action to be determined
	2. Connecticut	Action to be determined
	3. Massachusetts	No action required
	4. New Jersey	No action required
	5. Wisconsin	Action to be determined
	B. AWWA Ad Hoc Committee on Asbestos	Status report
	C. EPA Letter (i.e. Millette)	Status report
	D. Meeting Schedule	
	1. 1981 Fall Meeting 13, 14+15	Update
	2. 1982 Annual Meeting	Update and final site selection. REF. M.M.J. memo 6/17/81.
VII.	New Business	(12:00 noon - 1:00 p.m.)
	A. AACPP Membership/Dues Structure	Ad Hoc Committee report
	B. FY 82 Planning/Budget Parameters	Discussion
	1. Staff Compensation	
VIII.	Adjournment	(1:00 p.m.)

CAPCO JEN 0032455

SIX-MON' ' OVERVIEW

A six-month recapitulation of the information and education program for ACPPA has been directed at aggressive public affairs initiatives in the near- and long-term.

Initial elements of the Public Education Program were prepared in order to move forward with an all-encompassing proactive public affairs program. Projects to date include:

a) preparation of a comprehensive, 41-page press kit distributed to daily newspapers, trade journals, and medical journals for proactive and reactive use.

b) preparation of special target audience "tip-ons" for mailing with the A/C booklet to legislators, water utilities, and public health officials.

c) trade and advocacy advertising concepts.

d) bill stuffer materials for water utility use in field problem situations.

e) field problem protocol and participation.

f) preparation of trade releases to provide updates on scientific research and developments affecting ACPPA and its members.

g) preparing a Letter to the Editor and an "Op-Ed" editorial to be used both proactively, and as aggressive rebuttals in field problems.

h) development of a special A/C Advisory to alert target audiences including public health officials of late-breaking research and news affecting A/C pipe.

i) conducting a special TV training program for ACPPA staff.

j) scheduling speaking engagements at appropriate seminars/conventions.

All of these specific projects, plus planning and general counseling, have been part of the coordinated effort. The overall objective is to educate and inform target audiences about A/C pipe. The materials address the specific interests of legislators, public health officials, scientists, engineers, water works officials and the public. Our initial reactions from both consumer and trade press have been excellent and we now recommend acceleration of our proactive information and education program with a series of public relations activities.

CAPCO JEN 0032457

FUTURE RECOMMENDATIONS

The need to forcefully initiate our proactive posture has been occasioned by the continued skepticism toward A/C pipe by the press, public, government, and even our customers. It is probable that a large number of these misinformed, or uninformed, can be moved from their negative position to one of neutrality or even support, through proper communications. But without information, without education and without proper proactive guidance, target audience skepticism will not simply go away.

Efficiency and economy dictate moving our proactive program into operation on a region-by-region basis. Although activity will initially be centered on three specific and targeted cities in core market states, we envision a roll-out to other priority areas on a paced basis. Our media contact and total communication effort in special areas will be designed to give us the widest possible exposure with the public via the media, and with legislators, in coordination with the Association's state monitoring program. We recommend this aggressive program begin immediately, directed at Tucson/Phoenix, Dallas/Ft. Worth/Austin, and San Francisco/Sacramento areas.

CAPCO JEN 0032458

We recommend a two-day media/legislative blitz in each of the three target areas. During the blitz, a) we will conduct newspaper backgrounders, b) schedule TV and radio public affairs programs and news interviews for ACPPA executives, c) schedule wire service interviews, d) arrange one-on-one meetings with public health officials and legislators, e) visit with the medical society secretary.

Typically we would operate this two-day blitz in the following manner:

1. All targeted media, public officials, and medical societies will be contacted in advance.
2. Sample Q&A scripts will be prepared in advance and distributed to broadcast media.
3. Press backgrounders will be arranged with the publisher, managing editor, chief editorial writer and science/medical editor of the daily newspapers. These meetings are not designed to achieve instant press coverage (although a positive presentation of our information would be welcome), but rather to establish a rapport, open channels of communications, and present the true facts about A/C pipe for their future retention as source material.

CAPCO JEN 0032459

4. Both the AP and UPI press wire services blanketing the nation have major offices in the recommended target areas. We would arrange meetings with wire service editors, outlining the national aspects of the ACPPA program with the objective of seeking nationwide coverage.

5. Medical society meetings are likewise informational and educational. Most local medical societies print newsletters, magazines, or send bulletins to their members. We would hope a one-on-one meeting with the medical society secretary could result in some positive mention in future society publications or bulletins.

6. At the state capitols we would meet with public health officials and state and local legislators to inform and establish a cooperative base.

7. All backgrounding sessions will be followed up with phone calls by the agency, and monitored by national trade and newspaper press clipping service.

These core market blitzes would establish a pattern of operation for the next number of years.

CAPCO JEN 0032460

ADDITIONAL PROJECTS

The following projects have been approved by the Association and Public Affairs Committee for implementation/ continuation:

1. A/C Advisory -- regular issues of A/C Advisory will be prepared and distributed to public health officials and water utilities as information and research becomes available. Copy for the first issue on 1981 NIEHS animal feeding results has been approved for production.
2. Trade Releases -- preparation and distribution of trade releases will be continued on a monthly basis.
3. Seminars/Conventions -- scheduling of Association presentations at regional and national meetings and conventions will be continued.
4. Bill Stuffer -- completion of the bill stuffer is pending, to be distributed to water utilities for field problem use.
5. Placement of Special Articles -- opportunities for placement of articles authored by the Association, such as the recent Water Engineering & Management rebuttal of J. Millette's position, will be sought by the agency on an on-going basis.

CAPCO JEN 0032461

6. Revision of A/V Presentations and Booklets -- scheduled for third quarter.

7. Field Problem Protocol -- the merits of providing the media with in-depth information in field problem situations was demonstrated in the initial phases of our public affairs program in Ocean County, NJ; agency will continue to provide PR support when necessary.

8. Advertising -- advertising to continue upon resolution of direction by PAC.

9. Placement of Op Ed articles -- agency will coordinate proactive distribution of Op Ed articles to daily newspapers with region-by-region press backgrounders.

CAPCO JEN 0032462

BUDGET

	FEES	OOP
Press Backgrounders -- Three Markets		
Pre-scheduling	2,600	
Core Market Blitz (fees and travel for PR professional)	2,700	3,600 ~~1,200~~
Post Blitz Follow-up	945	
Overall Coordination, Planning, Supervision	1,020	
Distribution of press materials, postage, phone calls, etc.		450
	7,265	4,050 ~~1,650~~
On-going National Press Clipping Service		115/mo/58¢ c

Average cost of roll-out to other areas based on initial budgeting will average $3,000 per city in fees and out-of-pocket expenses. All estimates are calculated on plus or minus 10% and fluctuations in travel costs.

CAPCO JEN 0032463

A/C Pipe
Producers Association

Internal Correspondence

TO J. C. Jackson, President

FROM M. M. Jackson

DATE June 17, 1981

SUBJECT 1982 Annual Meeting

ACTION REQUIRED: *Review for Final Site Selection*

Attached is a chart comparing hotels under consideration for our 1982 Annual Meeting in Cancun, Mexico. I have not included the Fiesta Americana, suggested by Luis Cejudo, since it is not scheduled for completion until late 1981 and little information is available at this time.

In making my recommendation, I used the following criteria:

(1) Cost to Association - The cost of holding our Annual Meeting has increased each year. This is due to rising costs as well as the Association's practice of holding its meetings at first class hotels. I do not think it would be desirable to eliminate any events currently part of the meeting format nor to sacrifice quality by holding the meeting at an inferior hotel. However, we must consider sites which are both attractive and reasonable in price to remain within budget and avoid cost overruns.

(2) Cost to Attendees - The major cost to attendees (other than airfare) is the cost of sleeping rooms. Therefore, to maximize attendance it is imperative that room rates be reasonable.

(3) Meeting Facilities - Since the Annual Meeting is primarily a business meeting, meeting facilities should be a major consideration. It is preferable that hotel meeting facilities satisfy our meeting requirements without requiring a great deal of change from our current format.

(4) Other Facilities - Facilities for social events should be attractive and located in such a manner that other hotel guests cannot interfer with AACPP functions. Recreational facilities (tennis, golf, swimming pools) should be located on the property or nearby.

(5) Other - The hotel should be attractive in appearance and hotel staff attentative to the needs of the group as a whole and as individuals.

With the above in mind, below are some comments on each of the four hotels.

(1) Casa Maya

-Rejected immediately as there are no suitable meeting facilities. Both available rooms are open and much too small.

(2) Hotel El Presidente

-The cost of both the rooms and meals are reasonable. I have only limited information on the deposit policy and have not seen banquet menu prices.

-The meeting facilities would be adequate for our meeting requirements.

-Meeting facilities could be used for social functions. The outdoor patio area might be a problem since it is next to the main restaurant. Recreational facilities are very good. (The only golf course in Cancun is located across the street.)

-I did not personally think the hotel in general or rooms were as attractive as the Camino Real or Cancun Sheraton. Since I did not stay at the El Presidente, I cannot comment on the service.

(3) Camino Real

-The cost of both rooms and meals is extremely high. A dinner that would typically cost $20, cost between $35-40 at the Camino Real. I have not seen the banquet menu; however, based on restaurant prices, I would expect banquet prices to be correspondingly high. The deposit policy is listed on the attached comparison.

-Meeting facilities are limited and would probably necessitate a change in meeting format. The Industry Conference would require the entire meeting room. There is no other space available, other than possibly the Association's suite and an open area off the main dining room.

-The meeting room would be a nice location for social functions since it is away from general hotel traffic. The outdoor areas I was shown are not satisfactory since they are near hotel traffic. Recreational facilities are very good (the golf course is a short distance from the hotel).

-The Camino Real is the most attractive of all four hotels and I found the service to be very good. The Camino Real is an open structure; and therefore, only sleeping rooms, meeting rooms and shops are air-conditioned.

(4) Cancun Sheraton Hotel

-Although I expect the rates to be somewhat higher next year (approximately 20%), the room rates are extremely reasonable. This is in part due to the fact that the low season rates at the Sheraton

begin the last week of April. However, the high season rates increased by 20% are still lower than the El Presidente. Informaon the deposit policy is being forwarded. I do not have information on the meal rates, though I expect the prices to be in line with the room rates.

-The meeting facilities would be adequate for our meeting requirements. Two-thirds of the large meeting room could be used for the Industry Conference, leaving the other one-third to be set up for other meetings. The suites could also be used for small meetings.

-Meeting rooms could be used for social functions as they are away from hotel traffic. Also, there appeared to be outdoor sites which would be available for social functions and away from hotel traffic. Recreational facilities are very good. (The golf course is a short distance from the hotel.)

-The Sheraton is a new and attractive hotel, though more typical of a standard convention hotel. I cannot comment on service. The Sheraton is air-conditioned throughout.

My recommendation is the Cancun Sheraton. It is reasonably priced, has good meeting facilities (meeting facilities are limited throughout Cancun), and while not as spectacular in appearance as the Camino Real, is a first class hotel and should not be a disappointment.

Since both the Sheraton and Camino Real will only hold space for us until July 16, it would be advisable to reach a decision by that date. If you need any additional information, please let me know.

/mj
Enclosure

AA/10

HOTEL	Camino Real Cancun, Mexico	Cancun [illegible]on Hotel Can[illegible] Mexico	Hotel El Presidente Cancun, Mexico	Casa Maya Cancun, Mexico
AVAILABLE DATES	April 25-29, 1982 Tentatively Booked	May 2-6, 1982 Tentatively Booked	April 18-22, 1982 Not Booked	Unknown
ROOM RATES	Single - Approx. $170 Double - Approx. $182 Suites - Approx. $381/763 (250 rooms)	Single - $75 Double - $87 (320 rooms) Suites - (1981 Low Season Rates)	Single - $144 Double - $148 Suites - $185 (337 rooms)	Unknown
LOCATION/ TRANSPORTATION	Approx. 14 mi. from airport and 5 mi. from city. Taxi's (approx. $7-8), Mini-busses, and rental cars available at airport. Taxi's and local bus (approx. $0.25) in town. Rental cars at hotel.	Approx. 16 mi. from airport and 7 mi. from city. Remainder same as Camino Real.	Approx. 13 mi. from airport and 4 mi. from city. Remainder same as Camino Real.	Approx. 12 mi. from airport and 3 mi. from city Remainder same as Camino Real except rental cars at hotel.
CHECK-IN TIME CHECK-OUT TIME	Whenever room is avail. 2:00 p.m.	Whenever room is avail. 1:00 p.m.	Whenever room is avail. 2:00 p.m.	Unknown
MEETING FACILITIES	One large room which breaks down into 3 small rooms. Assn. suite may be used for small meetings; suites general not used.	One large room which breaks down into 3 fairly large rooms. Suites may be used for small meetings of 10-12.	One large room which breaks down into smaller rooms. Another fairly large room.	2 small, open rooms next to restaurant.
SOCIAL FUNCTION FACILITIES	Same as above. Also, open area off main dining room. Most outdoor areas are near hotel traffic.	Same as above. Outdoor areas more private.	Same as above. Outdoor patio is near hotel traffic.	Same as above. Outdoor areas near hotel traffic
SLEEPING ROOMS	Nice rooms; aver. size w/ balcony. Stucco walls w/ tile floors. Self-serve bar.	Nice rooms; standard Sheraton-type. Self-serve bar.	Aver. in appearance and size. Suites in separate bldg. may be avail. for group. Self-serve bar.	All rooms are suites. Very nice decor.

CAPCO JEN 0032467

HOTEL	Camino Real	Cancun S. .on Hotel	Hotel El Presidente	Casa Maya
:REDIT CARDS .CCEPTED	All major credit cards.	All major credit cards.	All major credit cards.	Unknown.
ILLING POLICY	1 night room deposit by Oct. 23, 1981. 50% of total meeting expense by Jan. 25, 1982 Remaining 50% meeting expense by Mar. 25, 1982 All remaining charges by check-out. Cancellation w/o Charge: <60 days --100% w/o chg. 60-30 days--25% w/o chg. 30- 7 days--10% w/o chg. >7 days -- 0% w/o chg.	1 night room deposit by 180 days prior to mtg.	Room Deposits: 25% - 90 days in advance 25% - 60 days in advance 25% - 30 days in advance 25% - prior to check-out All meeting and banquet functions must be paid by check-out.	Unknown
IDDEN CHARGES	10% sales tax on room and food. $2.50 charge for bellboy. $1.25 charge per room/day for maid service.	10% sales tax on room and food.	10% sales tax on room and food. 15% service charge on all meal and meeting functions.	Unknown.
OLF/TENNIS	Golf course located at Hotel El Presidente. 4 Tennis courts on premises, some lit for night play.	Golf course located at Hotel El Presidente. Indoor and Outdoor tennis courts, courts lit for night play.	Golf course across the street. Tennis courts on premises some lit for night play.	Golf course located at Hotel El Presidente. Tennis courts on premise:
HOPPING/ IGHTSEEING	Shopping: El Parian Commercial Center and Mauna Loa Complex within walking distance of hotel. Shopping in Cancun City. Sightseeing: Travel agency in hotel will arrange tours to Mayan ruins, Isla de Mujeres, etc. Most tours last several hours to a full day.	Shopping: Several shops located at hotel. El Parian and Mauna Loa located near hotel. Shopping in Cancun City. Sightseeing: Same as Camino Real.	Shopping: Same as Sheraton. Sightseeing: Same as Camino Real.	Shopping: El Parian and Mauna Loa Complex located within a short distance of hotel. Sightseeing: Tours can be arranged through travel agency at other hotels.

CAPCO JEN 0032468

HOTEL	Camino Real	Cancun ...ton Hotel	Hotel El Presidente	Casa Maya
RESTAURANTS	Main dining room open 24 hours. Outdoor grill restaurant open evenings. Disco. Indoor and pool bars. Food was average.	Coffee Shop open 7 a.m. - 10:30 p.m. Specialty restaurant open evenings. Grill restaurant open afternoon & evenings. Night Club. Indoor and pool bars.	Main dining room open all day and evenings. Outdoor grill restaurant open evenings. Night Club. Indoor and pool bars.	One restaurant open all day and evenings. Cocktail lounge.
SPECIAL FEATURES	Welcome Margarita upon check-in. Personalized check-in.			Unknown.
RECOMMENDATIONS	2nd Choice: The most appealing hotel aesthetically. However, meeting space is limited, room rates are very high, and billing/cancellation policy is very strict.	1st Choice: New, attractive hotel, though not as charming as Camino Real. Room rates are very good. Best meeting facilities of the four hotels.	Hotel and property is not as attractive as either Sheraton or Camino Real. Rates reasonable. Sufficient meeting space available. Government-run hotel.	Unsuitable as there are no meeting rooms (closed in the hotel.
AREA	Cancun			
CLIMATE	High 80's in April and May. Extremely humid. Nice sea breeze.			
ATTIRE	Extremely casual day and evening.			
ACCESSABILITY	Good accessability for most U.S./Canada locations.			
COMMENTS	Meeting space limited in all hotels. Exchange rate the later part of May was $1.00 (U.S.) = 23.60 pesos.			

CAPCO JEN 00032469