

MINUTESINDUSTRY DEVELOPMENT COMMITTEE MEETINGLead Industries Association, Inc.July 24, 1974

A meeting of the Industry Development Committee of the Lead Industries Association was held on July 24, 1974, at the Association's headquarters, 292 Madison Avenue, New York, New York, in accordance with a notice of June 21, 1974.

Those in attendance were:

PRESIDENT

R. E. Jordan, Acting Chairman
 V. E. Dorman
 E. R. Bergin (representing J.C. Buck)
 T. Torro
 E. M. Gutschik
 R. E. Wallace
 M. R. Davidson (representing I.M.
 Robinson)
 W. C. Zeek

MEMBER COMPANY REPRESENTING

St. Joe Minerals Corporation
 Amax Lead & Zinc, Inc.
 American Smelting & Refining Co.
 Anstaltco, Inc.
 Cominco Ltd.
 Homestake Lead Co. of Missouri
 Moranda Sales Corporation Ltd.
 C. Tennant Sons & Co. of N.Y.
 (representing Broken Hill)

GUESTS

A. Ash
 S. F. Radtke
 P. V. Higgins
 A. Connel

Cominco Ltd.
 International Lead Zinc Research
 Organization, Inc.
 Lieberman Harrison, Inc.
 Lieberman Harrison, Inc.

STAFF

P. E. Robinson
 J. F. Smith
 L. E. Cope
 C. A. Baker
 E. D. Martin
 A. P. Ross
 J. F. Cole
 D. R. Lynne
 R. Assadi

Executive Vice President
 Secretary & General Manager
 Asst. Sec. & Dir. of Communications
 Goliath Project Manager
 Architectural Consultant
 Technical Service
 Director of Environmental Health
 Asst. Dir. of Environmental Health
 Manager, Association Services

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CALL TO ORDER

In the absence of the Chairman, Mr. James C. Buck, the meeting was called to order at 2:00 p.m. by the Acting Chairman, Mr. R. E. Jordan.

QUORUM

The presence of eight members constituted a quorum for the transaction of business.

APPROVAL OF MINUTES OF PREVIOUS MEETING

The Chairman announced that the Minutes of the previous meeting, held November 8, 1973, had been circulated and no comments received. On motion duly made, seconded and carried, reading of the Minutes was waived, and the Minutes were approved as written.

REVIEW OF CURRENT LIA PROGRAMS

Mr. Philip E. Robinson reported that nearly all programs were operating within the approved budget but that the Health & Safety Publicity expenses, if continued at the present rate, would exceed the budget substantially. He stated that this was partly due to carryover of charges by Hill & Knowlton from the last two months of 1973 and to stepped-up activities for the first four months of 1974. Mr. Robinson stated that an effort would be made to reduce Hill & Knowlton service costs to a minimum for the remainder of the year. Even with this effort, he estimated health and safety publicity costs would exceed the 1974 budget by about \$15,000.

SPECIAL PRESENTATIONS

The Chairman then called upon Connel A. Baker, Project Manager for GOLIATH, to review promotional activities for the electric vehicle for the first half of 1974. Mr. Baker stated that the vehicle was presently on exhibit at Expo 74, The International World's Fair, being held in Spokane, Washington. He noted that since its debut at a press party at the Plaza Hotel in New York in January, GOLIATH had spent several weeks at the Singer Corporation in Mount Vernon, New York delivering sewing machines, had gone to Chicago where it had been used to deliver newspapers, parcels, maintenance equipment, and had performed a host of other jobs. From there it had been in Canada, back to Chicago, Omaha, Nebraska; Denver, Colorado; Salt Lake City, Utah and Spokane, Washington. For the remainder of 1974, Mr. Baker outlined an itinerary as attached (See Exhibit "A").

In the area of forklift-truck promotion, Mr. Baker noted that the Gould sales force had more or less taken over in the presentation of lift truck seminars. Mr. Baker noted that Tommotor had purchased 3,000 copies of the booklet "Lift Profits Electrically," for promotion of the electric lift truck. Also shown were copies of the one-minute and three-minute TV public service films about GOLIATH. These were seen on television by over 75,000,000 persons, and were prepared and distributed at a cost less than \$20,000 to the Association.

Mr. Alan Ross discussed his activities with respect to the planned booklet for chemical engineers and engineering students on the corrosion properties of lead. Mr. Ross noted that data gathered by ILZRO formed the basis for the corrosion information used in the booklet. Looking at activities for the remainder of the year, Mr. Ross suggested that sulphuric acid handling and the use of lead in sulphuric acid mist precipitators and scrubbers would be investigated.

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Other possibilities for 1975 included an update of data gathered by LIA on radiation shielding and revision of LIA's literature on chemical applications.

Mr. E. D. Martin, who is working as an architectural consultant for the Association, reported that his main activity was the preparation of a wide ranging seminar on lead's applications in the building industry. Mr. Martin stated that in the Fall he would take the seminar to the members for presentation within their plants to acquaint sales and operating people with these common uses for lead.

Mr. Lewis E. Gage, Director of Communications, discussed the publicity and advertising program for the Association and a copy of his report, as well as a listing of publications printed and inquiries received for the first half of the year is attached as Exhibit "B".

Dr. Jerome F. Cole reported on environmental health activities and stated that TEL phasedown recommendations are being challenged in the court and that most of the Environmental Health Department's activities on lead in gas will hinge on the outcome of that court battle. He reported that staff had commented on the report by the Senate Public Works Committee and had presented testimony before the Biden Committee on lead in gas. In addition, a critique had been issued of the Environmental Protection Agency's position on the health implications of airborne lead, and that this critique had been distributed to all members of Congress. He reported that the proceedings of the seminar on Occupational Lead Exposure (Sole Conference) held in February were in preparation and would be available for distribution shortly. In view of the success of that conference, Dr. Cole observed that it is desired to hold more of these in the future.

Dr. D. R. Lynam reported on action by the Environmental Health Committee of the LIA in which that Committee urged the IDC to endorse the preparation and distribution of an educational film on Occupational Lead Exposure and to recommend its funding to the Board of Directors. Dr. Lynam pointed out that the Department of Labor is very near issuance of a standard for lead exposure, and he urged that the Committee back a film stressing the importance of biological monitoring for evaluating same. Dr. Lynam stated that one of the objectives of the film would be to convince employees that biological monitoring is the way to assure safe exposure and at the same time to educate employers that this is the most effective means of control. Motion was thereupon made to endorse the position of the LIA Environmental Health Committee and to recommend that the LIA Executive Committee authorize sufficient funds to prepare a script treatment for an OSHA film.

Mr. Paul V. Higgins and Mr. A. Connel of Lieberman Harrison, briefly discussed the LIA publicity program pointing out that 54 feature articles had been prepared and distributed in the last six months. Copies of pickups from these releases had been distributed to the Committee in the form of two Quarterly Publicity Reports. In addition, Mr. Higgins noted that the two public service spot advertisements done for the LIA on the electric vehicle, GoLIAth, had put lead in a very favorable position, stating the positive benefits to be derived from battery power. He said it is hoped that the Agency will be able to propose and prepare additional spots carrying a similar message in 1975.

Mr. Robinson asked Mr. Smith to report on activities of the LIA Solder Committee. He stated that since the Annual Meeting several solder producing companies had become members of LIA and that the first formal meeting of the Committee was to be held shortly. In addition, it had been agreed that both the

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Solder Manufacturers Association and the LIA Solder Committee would jointly sponsor preparation of a promotional booklet on Solders and Soldering, and the placement of three feature articles on the subject of soldering.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:15 p.m.

Respectfully,

Jerome F. Smith

Jerome F. Smith
Secretary & General Manager

JFS:ls
Attachments
9/10/74

EXHIBIT "A"PROPOSED GOLIATH ITINERARYPOST WORLD'S FAIR

<u>August 15 -</u> <u>September 1</u>	Pacific National Exhibition Vancouver, B.C.
<u>September 3</u>	Seattle, Washington
<u>September 6</u>	Eugene, Oregon
<u>September 11 - 16</u>	San Francisco, California
<u>September 19 - 24</u>	Los Angeles, California
<u>September 27 -</u> <u>October 1</u>	Phoenix, Arizona
<u>October 4 - 9</u>	Albuquerque, New Mexico
<u>October 11 - 16</u>	El Paso, Texas
<u>October 21 - 25</u>	Dallas - Fort Worth, Texas
<u>October 29 -</u> <u>November 1</u>	Joplin - Springfield, Missouri
<u>November 4 - 7</u>	St. Louis, Missouri
<u>November 12 - 14</u>	Cincinnati, Ohio