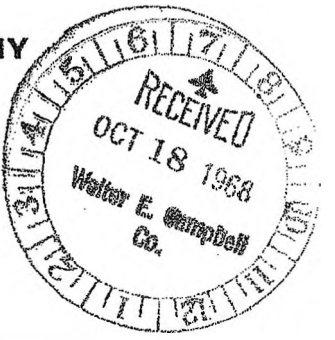
FILE NAME: Walter Campbell Company (WCC)

DATE: 1968 Oct 7

DOC#: WCC010

DOCUMENT DESCRIPTION: Board of Directors Meeting Minutes with Cover Letter

SHOOK & FLETCHER INSULATION COMPANY



October 15, 1968

To: Messrs: Chuck Hutchinson
Bob Smaistrla

From: J. P. Ennis

Attached are Chicago Minutes (in the rough) of the meeting that we had and a resume of tentative plans.

In a later Director's Meeting in Chicago, it was decided that the Association price for the book would be $15.00.

Enjoyed seeing you in Chicago and trust that everything is going well with you.

J. P. Ennis

JPE/cp

cc: Messrs: Ted Brodie
Marv Gibbons
John Pollock
Pat Yount

40. 3. 941-944

Board of Directors Meeting - Mariott Motel, Chicago - 7:30 a.m.
October 7, 1968

Attending: Chuck Hutchinson, Sr. Editor - Reinhold
Bob Smaistrla - J. P. Ennis

The name of the book was decided to be "Thermal Insulation." Board of Directors, under motion of the President, voted to change the dedication page from the Author's wife to Committee Recommendation. He instructed the Executive Secretary to write the Standards Committee and the Publisher about this change. It was indicated that the Committee would write and recommend to Reinhold a dedication page, dedicating the book to the past Presidents, with particular reference to those in office during the period of the book's preparation. Some four Presidents.

It was discussed and left between the Committee and Reinhold to accomplish that credit for contributions to the Manual would be shown on two or three pages. Perhaps in the rear or front of the book. This will be up to Reinhold's discretion as and when they balance the book later.

It was mentioned that the forward as written by the Committee, and/or accepted by Reinhold, would be prepared showing the Regionals support to the National and the Division of Regional zones by a map, which can be included as part of the Forward. The Regional support of the Nationals will be emphasized here.

Chuck Hutchinson discussed the book, indicated that he was not the Sales Department but from a text standpoint and from where he was sitting, the first Edition would be 5,000 copies. He maintained that the first issue of printing was not too important, because new prints could be made within six to eight weeks. He admitted further that this was not a matter for his concern or jurisdiction. He is, of course, interested in total sales thought not responsible for total sales. The writer pointed out and Chuck agreed, that they are disposed to view this book as a book on a problem, such as some others that they have produced in five thousand copy printings recently, such as Compressed Gases and Alcohols, etc. This book is different in that it represents the only text for a world wide, major science. And the only text for a world wide, major business. This book is in a different classification from that of a college text of educational reference book. Reinhold's thinking is heavily along these lines.

Meeting held morning of October 7th, between Bob Smaistrla & Chuck Hutchinson in the writer's room at the Mariott after the Board of Directors Meeting: The writer agreed to stay on as Co-Chairman of the Standards Committee until March 1. Agreed with respect to Bob Smaistrla and his participation. This, of course, will be up to The Board of Directors and the Officers of the Company to reaffirm that either of us will remain. After March 1, Bob agrees that he will be willing to take over as Chairman. His reluctance at this point is due to the fact that the biggest support of his Company, Bob Murfin, is heavily involved with the Association business of SWICA at this time. Both of them do not have time to devote to Association Work.

Chuck Hutchinson had a lot to say with respect to both relationships of the Association and it's initial order. It is intended that one bulk order be issued

by IDCNA on a one discount basis, say 1,000 copies. On the basis of 1,000 copies initial order and with single billing by Reinhold, Reinhold will ship the 1,000 copies to whomever and wherever directed in the United States. 1,000 copies will cost IDCNA 50% discount. 50% discount on the anticipated price of the book of $20.00, would be $10.00 IDCNA would pay for each copy of the book. IDCNA will have to pay the postage, which will cost 25-30¢ per copy, fourth rate mail, after the first 1,000 copies. It is suggested that on a minimum purchase basis of 25 or 50 copy lots basic inventory, single billing, that IDCNA can keep it's stock filled up, say in it's Washington Office and ship to the Regionals in lots of 5 or more.

The Regionals also stock for use and possible resale of the manual to the Union locals in the area, if this is decided upon favorably in later meetings involving sales of the book between our Executive Secretary, John Pollock and Reinhold.

Chuck Hutchinson suggests that IDCNA accept prepaid orders for the Manual and pool them. IDCNA can then place it's initial order for 1,000 copies on a prepaid basis.

Reinhold will compensate for the shipping cost of the first 1,000 copies. This is different from what is explained above in one place, but this is a situation with respect to 1,000 copies.

Association can sell the book for what it wants to establish as a uniform cost. Chuck recommends very strongly that the cost be uniform, that it be resold at one price and that the Association sell the book only to it's members and to it's associate members. Sale of the Manual by the Association to Trade Association members and associate members in Canada is alright on an exception basis. But we are not supposed to sell outside of territorial limits of the United States. Canada, however, for purposes of this discussion, and plans was accepted. A few exceptions, for instance: Bill Wilson in England, indicated that he wants 10 copies. A few exceptions, sales by the Association to the Foreign Market will probably be o.k. But the Market is not to be solicited.

Chuck suggests that John Pollock send out a <u>series</u> of letters to members with applications for the book, soliciting prepaid orders. This series could start right away. He suggests further that a Standard House Ad appear in the IDCNA News Bulletin, beginning February & March for the copies of the book to be sold by the Association.

We discussed prices and tentatively agreed that a price of $12.50 would be a good, single standard price for IDCNA to use for resale. $12.50 would be below the best price Reinhold would offer, which would be $20.00 less 35% for copies in book lots of 500 or more to certain customers. The 35% price in lots of 500 or more would be a little over $13.00, so the Association price of $12.50 would be below the best price. Also, the royalty on the first edition group would be not less than $1.00/per copy, so the Association would realize about $3.50 per copy, after the first 1,000.

It was agreed that John Pollock should be the Director of Sales on the book. Each Regional Executive Secretary can act as an Assistant Director and from his eight or nine satalite, supporting regionals, each Regional Executive Secretary

can funnel names to John Pollock and orders for sale of the book and perhaps small stocking orders.

Extensive conversation ensued about markets and reaching markets potential. This book differing widely from the average text that would only have University and Library and educational outlets. Educational, University Markets will be reached early and well. Beyond this, we discussed government outlets with GSA, VA, Corps of Engineers, Navy, Army, NASA, Atomic Energy Commission, Post Office Department, etc. We agreed it was necessary to contact all Professional Engineers and all Architects; Professional Engineers organizations; Naval Architects & Marine Engineers; Process Industry; Shipbuilding facilities; Chemical Engineering; Chemical Plants; Associations for Chemical Engineers; Associations for Professional Engineers; Associations for General Contractors. The Plumbers Associations; The Roofing Associations & Contractors; Sheet-Metal Associations & Contractors.

I believe that with the visit that Chuck Hutchinson plans to make to Washington with his Sales Manager to talk to John Pollock later, and the background information they already have; and that they will be able to saturate the market, particularly with the help that they can get from the originals.

It was decided that Bob Smaistrla and the writer would reappear in the Director's meeting at 7:30 a.m. tomorrow and that we would accomplish three things:

1. Decide that $12.50 will be the price that the Association will charge for the Manual. This price is conditional on the list price of the Manual being $20.00.

2. That John Pollock, being named Director of Sales for the Association.

3. Bob Smaistrla be officially named and listed as Co-Chairman on the Standards Committee on the Association of records.

It will be encumbent upon the writer and Bob Smaistrla to submit the Dedication page, the Association Forward and the List of Contributors to the Manual.

In the interest of continuity, consistency between the names and initials, etc., Ennis & Smaistrla would proof and approve all front matter for the Manual. Insofar as the writer is concerned and providing there is time, it would be well if most of the Offices approve this information too. Perhaps even The Board of Directors, if there is a meeting scheduled soon enough to get this material from them. (Chuck Hutchinson left at noon.) It would seem that everything is in good order except finishing up the Forward pages, which should be accomplished within the next three or four weeks.

J. P. Ennis 10/15/68

JPE/cp