

Issues Management Committee

SPI Headquarters
1275 K Street NW
Washington, DC

Tuesday
May 10, 1994
9:00 a.m.

Attendees:

Frank Borrelli, Georgia Gulf
Bob Burnett, Vinyl Institute
Paul Carrico, Vista Chemical
Bill Carroll, OxyChem
Peter de la Cruz, Keller and Heckman
Nora Jacobs, Edward Howard & Co.
Fred Krause, Geon Company
Ron McCreedy, Dow Chemical
Mike Reynolds, Vista Chemical
Margaret Rogers, Dow Chemical

I. OPENING OF MEETING AND SELF-INTRODUCTIONS

Chairman Fred Krause opened the meeting with a round of self-introductions.

II. APPROVAL OF MINUTES OF APRIL 5, 1994

The action item register from the April 5 was reviewed and agreed to.

III. VI STRATEGY AND ACTION PLANS

A. CCC Update

Fred Krause reviewed the Chlorine Chemistry Council's latest plans, as well as changes in staffing and the organizational structure. He noted that Brad Lienhart is leaving CCC and a replacement is being sought. A budget of \$12 million has been approved for CCC activities, and Ketchum Public Relations has been asked to prepare an overall communications program. The staff has grown to 20, and CCC currently is seeking four loaned executives to supplement that total.

B. Priority One – Deal with Current Anti-Vinyl Legislation

EPA Dioxin Reassessment – Fred informed the group that the *New York Times* was working on a story that would detail activities surrounding the reassessment, based on a leaked document it had obtained during the EPA's circulation of the draft to 12 other agencies. He noted that Ketchum has put together a contingency plan for the release of the study, and it will include a media component. The issue remaining on the table for CCC is the development of a position that it is "for." That position is under development with 7-8 options being considered. CCC hopes to have sign-off on that position at the June CMA board meeting.

Fred also noted that the VI needs to deal with the dioxin issue from the perspective of incineration, not manufacturing, since this is likely to be the focus of the reassessment, recent intelligence indicates. Nora Jacobs will review existing dioxin-related materials to make sure there is enough emphasis on incineration. Frank Borrelli agreed to ask Don Goodman and Dick McGee to provide the latest information they have on incineration so she can modify documents accordingly.

Bob Burnett stated that the MRI study would be completed by May 13. It will contain information quantifying the cost of scrubbing HCl from incinerators.

E. Priority Four -- Coalition Building

Bob Burnett noted that Mike Marshall has completed Phase One of his contact work and provided details on some of the follow up contacts (the Audubon Society, INFORM). He said that INFORM has offered to review VI fact sheets and provide a critique as to how it believes they will be received by environmentalists. Bob plans to pursue this offer. He also reviewed a discussion with staff of the American Council on Science and Health, which has proposed preparing an article on dioxin and chlorine for \$30,000. The end-product will be a *Readers' Digest* type of piece, which ACSH will widely merchandise to the media. The piece would be delivered in 3-4 months after project approval. The group voted to go ahead with the project.

The group also voted to have Mike Marshall continue his coalition contacts on behalf of the VI. Bob Burnett will pursue this with Mike. Paul Carrico asked that Mike add to his summary reports of contacts some sort of profile of each group so that the members have a better sense of who is being contacted and their relative significance to the VI.

Other Outreach -- Bob Burnett reviewed the recent panel discussion sponsored by SPE, which was well-received and attended by over 200 SPE members. As a result of the panel, the VI has been invited to begin sharing information with the organization's staff so that it can begin communicating on vinyl issues with its membership. SPE also plans to draft a resolution supporting the role of chlorine in society.

F. Priority Five -- Communicate Eco Facts

Nora Jacobs reviewed efforts to date to collect ecobenefits data from a variety of sources. Results have been mixed, with little hard data surfacing. The group suggested that building code and other performance standards may be a good source for data. She will pursue that avenue. She also distributed a list of desired data for nine applications in order to illustrate the type of profiles the agency hopes to develop. Members were asked to provide any input they have on the types of information identified.

Ron McCreedy noted that he expects to let the contract June 1 for the VI/CCC/UniBell "mini" lifecycle analysis.

IV. REVIEW ACTION ITEMS

See attached list.

V. NEXT MEETING

To be held in conjunction with the VI's annual meeting, May 24, Dallas.

Vinyl Institute IMC Mby
SPI/Washington, DC

III. VI Strategy + Action Plans

A. CCC Update

(i) 4 Loaned Exec's (Dioxin, Advocacy, ?)

B. Review Priority Activities

Priority One - (Anti-Vinyl Legislation)

(1) Envr. Issue Mgr (Proposals)		(-)
✓	> Nichols-Dezenhall	"PR Firm"
0	> MBD	CCC Work
0	> Kent + O'Connor	New Issue
✓	> Valis Assoc.	SPI Work
0	> The Hellem Co. (Jeff Cooley)	New Issue
0	> Dubko + Assoc.	APC Work
Burnett		

(2) Improve Grassroots Lobbying capabilities

LERH ≡ Legislative Response Network

(3) Nothing new to report (Reynolds, Rogers)

(4) Spokeperson

- (a) Bernadine Healey (Dr., NIH, Cleveland Clinic)
- (b) CCC Test Panels for Name Recognition
- (c) Ask 2 semi-finalists

(5) Nothing to add from III (A)

Priority Two - Comm to Employees

(6) Nothing to add (Nora Jacobs)

(7) Legs - One Pagers

- Strategy Document

(8) Update Video - "Eco Benefits"

ⓐ \$45,000 Budgeted

ⓑ ^{Job} Concept Built by Nora Jacobs

(i) Nora, Frank B., Mike R.

ⓒ Reassign to lower priority for implementation

ⓓ "Firing Line II"

(a) use satellite link

(b) continue to defer to low priority

(10) Nothing new to add

(11)

" " "

(12)

" " "

Priority Three - D/F Issue

(13) Model Plant Concept-

(14)(15) Alternative Proposals

(a) Divide process into 12 sections

(Not Avail. to VI) (b) reprocessed data to security database
Individual database & AVE

(Not Avail. to VI) (c) BAT - 12 sections Used For Internal C₁

(Not Avail. to VI) (d) Process (Not available to VI)

(e) Villhelm D/F Issue

8,000 mg/ft^3 (water)

2400,000 mg/ft^3 (Sludge)

(16) Incineration Issue

(a) PVC vs D/F

(b) Nora to develop 1 pages for
"muni-" & "hospital"

Ron/Frank (17) Non-Zero Std.

(a) Push EPA to deal with D/F comprehensively

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Priority Four - Coalition Bldg

(18) (19) (20)

Priority Five - Ecofacts on Vinyl

(21)
(22)

Priority Six - Team Measure & Monitor

(23)

New Business

①

R&S 143764

Action Register

- Hutchison (1) Bill Carroll (Oxy) not happy with
Ketchum's Long Term Program
- Hutchison (2) Bill Carroll (Oxy) doesn't like Mungover
based upon factual errors in Vinyl section
- Hutchison (3) NY Times article will print on Wedn - 5/11/94
- Stearns/Joy (4) Contact person(s) @ Dow for new VI 15542
contractor
- Ron/Frank (5) shared database info (informally) with
Japan & Europe
- Ron/Frank (6) Develop N.A. database "inside the
fence" for CIP
- Ron (7) List of Incinerator Age & Operation
- Ron/Margaret (8) App 6 for (5/18) or (5/19)
- Joy H. (9) Mike Marshall is doing coalition
bldg for VI (Pre Appl.)
- Ron/Brad (10) Mike Barrish will serve on
Eco-Balance Subg Team