

MINUTES
of
EXECUTIVE COMMITTEE MEETING
of the
NATIONAL INSULATION MANUFACTURERS ASSOCIATION
Hotel Biltmore New York, N. Y.
December 2, 1959

The meeting was called to order at 10:00 A. M. by Chairman E. H. Luchs with the following in attendance:

E. H. Luchs	Mundet Cork Corporation
A. M. Ehret, Jr.	Baldwin-Ehret-Hill, Inc.
J. B. Jobe	Johns-Manville Sales Corp.
H. T. Williams	Owens-Corning Fiberglas Corp.
P. D. Kaley	Pittsburgh Plate Glass Company
J. M. Barnhart	National Insulation Mfrs. Assn.

Prior to discussion pertaining to the NIMA Publicity Program, the Committee sat in executive session and discussed the following:

1. Mr. R. A. McLaughlin's letter of November 19, 1959, relative to his resignation as a Director and member of the Executive Committee and asking that Mr. P. D. Kaley be placed on the Board and Executive Committee was read and discussed.

It was pointed out that any vacancy on the Board of Directors and Executive Committee shall be voted on by the Board of Directors.

2. A request from Mr. J. C. Voiles was read concerning the appointment of Mr. R. A. Morin to the Traffic Committee. It was pointed out that the standing committees were originally set up with a minimum of members in order that they could function effectively and it was felt that an unlimited number of committee members would reduce their effectiveness. It was the consensus that no new members would be appointed at this time.

Mr. B rnhart was asked to write to Mr. Voiles in this respect informing him that Mr. Morin would be welcome to attend and participate in the Traffic Committee Meetings.

3. Pertaining to the establishment of a committee consisting of representatives of member manufacturers in Washington, D. C., for the purpose of considering government problems affecting NIMA, it was the consensus that this subject should be tabled.
4. Messrs. J. B. Jobe and H. T. Williams were appointed to report to the Board of Directors at the January meeting on the feasibility of establishing a NIMA Safety Program, and how it can operate within the scope of operations of the Association. If such a program can be activated its basic objectives will be outlined.
5. Mr. H. T. Williams will report to the Board of Directors in January the results of the study conducted by his Committee pertaining to the expansion of the Association membership to include the foamed plastic insulation manufacturers.
6. Two letters have been received from members pertaining to the reporting of statistical data on a geographic basis. This subject will be placed on the Agenda for discussion at the January Board of Directors Meeting.

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In addition to those noted before, the following were also present for the discussion pertaining to the NIMA Publicity Program:

E. L. Gouedy, Chairman

	Publicity Committee	The Eagle-Picher Company
Sumner Rider		Sumner Rider & Associates
John Baer		Sumner Rider & Associates
Oscar Schaffel		Sumner Rider & Associates

Sumner Rider outlined the problems that had been encountered by their agency in attempting to get started on our Publicity Program and referred to the direction that had been given to them as outlined in the Minutes of the Meeting dated July 9, 1959.

During discussion the following points were brought out:

1. It was logical that contractors would be contacted for stories and that the use of the contractors name, even though company owned, could be used in stories, if necessary to further the strength of the story or article.
2. No specific mention will be made to brand name products in articles, only generic terms.

3. Publicity should be directed toward the end use of industrial thermal insulation products regardless of application.

Applications for the types of products manufactured by the Association membership, both hot and cold applications, should be publicized.

4. The 300°F temperature mentioned in the NIMA Constitution has nothing to do with publicity work and only refers to membership qualifications.
5. Reference to the economic approach to the selection of insulation thickness should be emphasized wherever practical.
6. The bare surface approach to emphasize the advantage of insulating such surfaces could be used.
7. Specifying engineers in consulting firms can be approached for leads to articles.

The theme that the Association encompasses products that cover a complete temperature range should be utilized wherever possible.

The principle markets that publicity should be directed toward are:

Power	Steel
Chemical & Allied Products	Rubber
Petrochemical	Petroleum
Refining	etc.

Commercial Construction (Mechanical equipment only)

Marine

Low Temperature - food processing only (but not cold storage structures - only if an outstanding job and worthy of mention)

No publicity work should be directed toward the area of original equipment manufacturers and the transportation field.

It was suggested that the editors be made insulation conscious in their articles; stories should be written to show the contribution insulation makes for the successful operation of a process or plant.

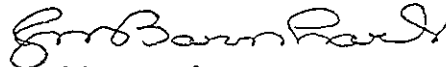
A request was made to circularize a letter to the membership requesting them for lead stories

The Publicity Committee members should be responsible for obtaining leads for stories within their organizations and should assist, wherever possible, the publicity counsel in getting leads for stories.

A report on a trip to Cleveland, Ohio, and St. Louis, Mo., made by John Baer of Sumner Rider & Associates was perused.

There being no further business, the meeting was adjourned.

Respectfully submitted


J. M. Barnhart