



A/C Pipe
Producers Association

Internal Correspondence

TO Executive Committee
J.F. Welch
FROM J.F. Welch, Vice President

DATE November 2, 1982

SUBJECT Status Report - PAC-01-82, Municipal Market Program

Ref: (1) JFW correspondence, same title, July 28, 1982
(2) JFW correspondence, same title, June 16, 1982

Action Required: Review for information

The Municipal Market Program is well on its way to completion. In terms of logistics and coordination, this is clearly the Association's most ambitious undertaking. The response and support of the district/regional sales managers and the salesmen has been excellent.

A summary of Municipal Account Seminars conducted to date and scheduled for November and December is enclosed as Attachment A.

Assessment of Impact

If attendance and compliments are any barometer of success, this program is successful. Attendees are attentive and often inquisitive about this 50-year-old product. Data generated by the Municipal Analysis Program (TAC-02-82) is very well-received by engineering and maintenance personnel. The JM slides of pipe exposed to waters of varying corrosiveness also have considerable impact. Although product safety concerns may have lessened in the eyes of member companies, they are still of significant interest to utility managers. The safety update makes them feel like they have an "inside track" to the latest medical information. On the negative side, it is a rarity when utilities are aware of the availability of the Recommended Work Practice A/V Program.

Staff originally projected attendance to be approximately 12 persons (including Staff) per seminar. Moreover, it was envisioned that attendees would represent key decision-makers in the utility, i.e. those individuals most likely to positively affect the continued use of A/C water pipe. However, this has not always been the case. While attendance has been approximately 2-3 times projected estimates, it is apparent that sub-management level personnel constitute a substantial portion. While this is not undesirable, it does undermine the cost-effectiveness of the program and eventually will impact on the total number of seminars. For example, it was projected that 200 "A/C Advisory" binders (that contain AWWA and ASTM specifications, technical data, and product safety information) would meet program needs. However, that amount was used in the first three seminars and an additional 200 were ordered and assembled.

Staff's perceptions of the impact of this program may be colored by "pride of authorship" so there is a need for feedback from sales personnel. This can be best effected by informal conversations between Executive Committee members, district or regional sales managers and salesmen present at the seminars.

Staff Recommendations

Staff recommends that the Municipal Market Program be continued through 1983. Target accounts should include more of the top 50 accounts plus problem accounts or "targets of opportunity" such as the City of Tulsa.

JFW/cem

Attachments

cc: A. Kahn, Esq.

Executive Committee

L. Ambler

J. Cran

L. Taylor

0162110201
Chrono

CAPCO JEN 0032924

ATTACHMENT A
Municipal Account Seminars

<u>Date</u>	<u>Account</u>	<u>Attendance</u>	
		<u>Utility</u>	<u>Member Company</u>
September	21 Houston Public Works Dept. - Water Division	35	All
	22 City of Corpus Christi	21	CAPCO, CT
	23 City of Arlington	6	All
	City of Irving	2	
	City of Grand Prairie	1	
	City of Cedar Hill	1	
	City of Euless	2	
	City of Farmers Branch	2	
	Haltom City	2	
October	19 Phoenix Water and Sewer Dept.	8	JM
	20 <u>Arizona Water Company</u>	5	JM
	Sedona Division	2	
	Coolidge Division	2	
	White Tank Division	1	
	Sierra Vista Division	1	
	Casa Grande Division	1	
	Apache Junction Division	2	
	Lakeside Division	1	
	Overgaard Division	1	
	Bisbee Division	2	
	21 City of Tucson	34	Closed meeting
	22 City of Scottsdale	2	CT, JM
	City of Tempe	3	
	City of Mesa	3	
	City of Peoria	1	
	23 EBMUD	24	JM
	Government of Egypt	3	
	24 Alameda County Water District	9	CT
TOTALS	26	178	-

November - December Schedule

November	9	City of Lubbock
	10	City of Albuquerque
	11	City of El Paso
	12	City of Pueblo
	15	San Diego Water Department and eight other utilities
	16	San Gabriel Valley Water Company
	17	Open
	18	Irvine Ranch Water District
December	15	Southern California Water Company
		Santa Margarita Water District
		Santa Clarita Water District