



A Division of The Society of The Plastics Industry, Inc.

May 11, 1993

TO: Art Gellman

This letter is to confirm your room reservation at the Four Seasons Resort and Club in Dallas, Texas for the night(s) listed below for the VI Annual Meeting.

The dress code for the meeting will be casual with the exception of the functions being held on Tuesday, May 24th including the general session, Partners luncheon, IMC meeting and awards dinner which will require business attire. The dinner being held on Monday night, May 23rd, is very casual; jeans or even shorts are o.k.

The Four Seasons Hotel does not have a shuttle service, but it is a short cab ride from the airport to the hotel.

For your information, included with this letter is the program for the general session being held on Tuesday, May 24th at 9:00 a.m.

If you have any questions, please don't hesitate to call.

See you in Dallas!

Pat Benkner
Assistant Manager

/pmb

Room Reservation for the night(s) of: May 22-24

CTL014502

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PRELIMINARY PROGRAM

VINYL INSTITUTE ANNUAL MEETING

Four Seasons Resort and Club
4150 North MacArthur Boulevards
Irving, Texas

Tuesday
May 24, 1994
9:00 a.m.

9:00 a.m. **CHAIRMAN'S PERSPECTIVE**
William Patient, The Geon Company

9:15 a.m. **"WHAT'S A NICE COMPANY LIKE YOURS DOING IN A
STORY LIKE THIS?"**
Dan Ammerman, The Ammerman Experience

9:45 a.m. **"COMMUNICATING FOR RESULTS"**
*(A review of the Issues Management Communications Program
from 1991 to 1994)*

*Moderator: Michael Reynolds
Vista Chemical Company*

9:50 a.m.	•	The Historical Challenge	- Roy Gottesman
10:00 a.m.	•	Objectives and Strategy	- Nora Jacobs
10:10 a.m.	•	VERCE: The Focal Point	- John Opdycke
10:20 a.m.	•	Telling Our Story: The Facts	- Fred Krause
10:30 a.m.	•	Leveraging Our Messages	- (tba)
10:45 a.m.	•	Accomplishments and the Challenge Ahead	- Dave Meeker

10:45 a.m. - B R E A K -

11:00 a.m. **EUROPEAN UPDATE**
John Svalander, European Council of Vinyl Manufacturers

11:30 a.m. **THE MEDIA, THE ENVIRONMENT AND VINYL: 1994**

*Moderator: Dan Ammerman
The Ammerman Experience*

- Carolyn Ashford, Publisher
Texas Environmental News, Fort Worth
- Robert Bryce, Environmental Columnist
The Austin Chronicle
- Carlos Byars, Science Reporter
The Houston Chronicle
- Don Wall, Reporter
WFAA-TV, Dallas

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