

FEB 12 '71

	HMW	
	WJV	<i>WJV</i>
	WCJ	
✓	DJR	<i>OK</i>
✓	GLM	<i>GLM</i>
<i>LIA Ltr</i>	FILE	

February 10, 1971

SUBJECT: BOOKLET DESCRIBING
LIA'S ACTIVITIES

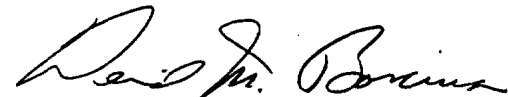
To Members of the Lead Industries Association, Inc.

Attached please find a copy of our latest publication
 "Lead Industries Association, Inc. - a Brief Description of
 its Purpose, Function and Operation."

The booklet will be used to interest non-members in
 participating in the affairs of the Association, as well
 as informing Governmental personnel and others of the broad
 scope of activities in which the industry is engaged.

Extra copies for your own distribution are available
 upon request.

Very truly yours,



David M. Borcina
 Secretary Treasurer

DMB:fb

PNYC00000204

N10052

**Lead
Industries
Association, Inc.**

*A brief description of its
purpose,
function and
operation.*



292 Madison Avenue
New York, N.Y. 10017

PNYC00000205

N10052.01



LEAD INDUSTRIES ASSOCIATION, INC.

General

The Lead Industries Association, Inc., a non-profit organization, is a New York membership corporation. It is the trade association for the lead industry, and as such its membership includes representative firms from all segments of industry. Financial support for the Association's activities comes from all of its members, and their yearly assessments are based on the quantity of lead mined, smelted and refined, or consumed in the manufacture of lead products.

The Association neither produces nor sells lead, but collects and distributes information relative to the uses of this metal.

The major activities conducted by the Association on behalf of the lead industry are promotional in nature. They include technical service, industrial advertising, motion pictures, technical and educational publications, and statistical reports.

An extensive library of lead information is housed at the Association's New York headquarters, and data pertaining to lead and lead products are available without charge to anyone interested.

History

The Lead Industries Association was founded in 1928, and was incorporated in the State of New York in 1961.

The original statement of purpose, included in the By-Laws at the Association's beginning was (and remains unchanged):

The purpose of the Lead Industries Association shall be:

To collect and publish statistical information relating to the production, distribution, marketing, consumption and use of lead and lead products;

PNYC00000206

To disseminate accurate information regarding lead products and how they may best be used;

To develop methods for the improvement of the welfare of those engaged in the production of lead and its products or in their use; and for such other purposes as, from time to time, may be of benefit to the lead industry;

In general to promote the serviceability of the lead industries to the community at large."

Until 1959, the Association conducted modest research projects under its own auspices. During that year, however, a research arm of the lead and zinc industries was formed, and is now known as the International Lead Zinc Research Organization, Inc. (ILZRO) with headquarters in New York.

Membership

Any individual, corporation, association, partnership or other organization within the U.S. engaged in lead mining, primary or secondary smelting and refining, or manufacture of products which consume lead, or which is engaged in one or more such activities outside the U.S. and markets lead or lead products within the U.S. is eligible for membership in the Association. Associate memberships are available to those engaged in lead mining, smelting and refining, manufacturing or consumption outside the United States. Associates have all rights of membership except the right to vote.

As of January, 1971 there are 61 corporate members as follows:

LEAD INDUSTRIES ASSOCIATION, INC.

Members

Allied Lead Inc.
Allied Smelting Corp.
Alpha Metals Inc.
American Metal Climax, Inc.
American Smelting & Refining Co.
American Zinc Company
The Anaconda Company
Asarco Mexicana, S.A.
The G. A. Avril Company
Lead Products Division
Bers Metals Div. Gould Inc.
Broken Hill Associated
Smelters Proprietary Ltd.
(Agents-C. Tennant Sons & Co.)
The Bunker Hill Company
C & D Batteries, Division of
Elta Corporation
Cambridge Smelting Company
Cerro Sales Corporation
Cerro Wire & Cable Co.
Cominco, Ltd.
Day Mines, Inc.

PNYC00000207

Delco Remy Division
 General Motors Corp.
 Dickson Weatherproof Nail Co.
 Division Lead Co.
 Dixie Industries Inc.
 E. I. du Pont de Nemours & Co.
 Dresser Minerals—Division
 Dresser Industries, Inc.
 Eagle-Picher Industries Inc.
 ESB Incorporated
 Ethyl Corporation
 Federated Metals Division
 American Smelting & Refining Co.
 Aaron Ferer & Sons Co.
 Gardiner Metal Company
 General Battery Corp
 Globe-Union Inc.
 Gould Inc.
 Hammond Lead Products, Inc.
 Hecla Mining Company
 Homestake Mining Company
 Houston Chemical Company
 Industrial Smelting Company
 International Smelting & Refining
 Co. (Agents-Anaconda Co.)
 K. W. Battery Company
 Lead Products Company, Inc.
 Mac Gregor Lead Co.
 Murdock Lead Company
 Nalco Chemical Company
 National Lead Company
 Newmont Mining Corporation
 The L. R. Oatey Company
 Ozark Lead Company
 Penarroya
 (Agents-Intsel Corp.)
 Pend Oreille Mines & Metals Co.
 Quemetco, Inc.
 Revere Copper & Brass Inc.
 Foil Division
 Revere Smelting & Refining Corp.
 St. Joe Minerals Corp.
 Schuylkill Metals Corporation
 Tsumeb Corporation Ltd.
 (Agents-Ametalco, Inc.)
 U. S. Smelting, Refining & Mining Co.
 The Victory White Metal Co.
 Hyman Viener & Sons
 Vulcan Lead Products Company
 Willard Lead Products Co.

Income and Budgets

The Association's yearly income and budget are planned to equal each other. In 1970, the budget was about \$1,000,000. Assessments are essentially related to tonnages involved.

Structure and Management

The Association is governed by a Board of Directors comprised of executives from companies engaged in all segments of the industry. The Board is elected annually by the full membership. It establishes policies and approves various programs recommended by the membership.

The promotional activities of the Association are supervised by an Industry Development Committee (sales managers of the pig lead sellers) who recommend promotional programs and budgets to the Board. Task groups are appointed from time-to-time to advise on specific projects.

The management of the Association is controlled by a President and three Vice Presidents elected annually by the Board from the representatives of various members. These officers cannot serve more than two consecutive terms. The daily administration of the Association's activities is under the supervision of an Executive Vice President and a Secretary-Treasurer elected by the Board annually.

The Association's headquarters are at 292 Madison Avenue, New York, N.Y. 10017.

Operating Personnel

In addition to full-time officers of the Association there are eleven full-time and six administrative employees. The services of the latter are shared with the Zinc Institute.



8

Eight of the Association's key personnel are technically, as well as promotionally, oriented by virtue of education or experience, or both. Consultants are retained as may be required. The Association maintains a Health and Safety Department which deals with the proper handling of lead as well as treatment of lead toxicity problems.

Advertising and public relations are administered by the staff with advice and assistance of the members. Outside agencies of national stature are retained for the execution of the Association's advertising and publicity programs.

Fields of Activity

The Association works broadly in the following fields:

- 1 Consuming industry, directing emphasis in its efforts towards those who are considered to exert an influence on the choice and specification of materials.
- 2 Design engineering with emphasis on the properties of lead.
- 3 Federal, state, county and city officials and their departments.
- 4 Architectural and construction industry wherein lead's various properties are used to advantage.
- 5 Materials handling, where lift trucks and personnel carriers are powered by lead-acid batteries.
- 6 The chemical, ceramics and paint industries which make extensive use of lead.
- 7 Miscellaneous applications of lead involving solders, coated metals, castings and a host of other uses.
- 8 Domestic associations and technical societies with an interest in lead.
- 9 The general public, including teachers and students from high school to university levels, largely by making available to schools, technical societies

9

PNYC00000209

- and clubs, the facts concerning lead and its uses as presented in motion pictures and literature. The Association's films have substantial distribution through television and in theaters.
- 10 Toxicity problems are handled by the Health and Safety Department through educational literature, contacts with health officials at all levels of government, and through seminars, frequently involving medical personnel. Lead-consuming industries are also offered assistance in such matters.
 - 11 In foreign countries working closely with parallel associations throughout the world.
 - 12 With statistics as required by members.

Tools

The Association uses all available methods in furthering its objectives. These are listed below with brief comment:

- 1 Direct contact with consumers and potential consumers is emphasized, either through personal visits, correspondence or the telephone.
- 2 Extensive advertising programs in a wide variety of business and trade publications.
- 3 Publicity programs involving the preparation of technical and non-technical articles for insertion in various trade journals.
- 4 Exhibits at various industry and trade shows.
- 5 Direct mail with emphasis on LIA's quarterly publication, "Lead" which is distributed to 72,000 individuals, including architects, engineers, designers, specifiers, maintenance men, material handling engineers, industrial hygienists, ceramists, etc. Also used in direct mailings are specific technical articles prepared by the staff and reprinted from various journals.

10

- 6 A health and safety public relations program is conducted which is designed to present the facts about lead and its relative toxicity. Three comprehensive "Facts" bulletins have been prepared as follows:
 - "Facts about Lead and Industrial Hygiene"
 - "Facts about Lead and the Atmosphere"
 - "Facts about Lead and Pediatrics"
- 7 The Association creates and distributes a large quantity of technical and promotional literature covering lead's markets. A complete listing is found in another booklet, "Publications and Films," available upon request.
- 8 The Association distributes two 16mm films,
 - a) "The Lead Matrix," a 30 minute sound and color presentation which describes lead's widespread usefulness to the community, and
 - b) "Lift Better Electrically," 15 minutes, sound and color, which concentrates on the use of lead-acid batteries for motive power in fork lift trucks, personnel carriers and golf cars.
- 9 Seminars in conjunction with electric utility companies which are designed to interest customers of the electric utility companies in the advantages of battery-powered vehicles of all kinds.
- 10 "Lead Abstracts" prepared and distributed monthly in cooperation with the Lead Development Association of England. These abstract technical and non-technical articles on lead in major world publications.
- 11 An annual statistical review of the U.S. lead industry with comments and facts from other "free" countries is published and distributed yearly to about 5,000 individuals and companies interested in lead.
- 12 The Association's services, literature, films and 72,000 name and carefully segregated mailing list are available to and used by members to supplement their own campaigns.

11

PNYC00000210



12

Foreign Trade Associations

with which close cooperation is maintained

Centro Argentino De
Informacion Del Plomo Y
Del Zinc
Montevideo 581, 40 Piso
Oficina E
Buenos Aires
ARGENTINA

Australian Lead Development Association
95 Collins Street
Melbourne, Victoria 3000
AUSTRALIA

Instituto Brasileiro De Informacao
Do Chumbo E Zinco
Rua General Jardim, 703-20 andar
Caixa Postal 30 128
Sao Paulo
BRAZIL

Lead Development Association
34 Berkeley Square
London, W1X 6 AJ
ENGLAND

Centre d'Information du Plomb
1, Boulevard de Vaugirard
Paris (15e)
FRANCE

Indian Lead Zinc Information Centre
5A, Lord Sinha Road
Calcutta 16,
INDIA

Istituto Italiano
del Piombo e dello Zinco
Via Vittor Pisani 19
Milano
ITALY 20124

Japan Lead Zinc Development Association
New Hibiya Building
3-6 Uchisaiwai-cho 1-chome
Chiyoda-Ku
Tokyo,
JAPAN

13

PNYC00000211

Centrol Mexicano De Informacion Del Zinc
Y Plomo, A.C.
Ave. Sonora No. 166-1er. Piso
MEXICO 11, D.F.

Scandinavian Lead Zinc Association
Sturegatan 22
Stockholm O,
SWEDEN

RESEARCH ORGANIZATION:

International Lead Zinc Research
Organization (ILZRO)
292 Madison Avenue
New York, N.Y. 10017

There is sometimes confusion as to the relationship and activities of the Association and ILZRO. In broad terms research and early development are the functions of ILZRO, and later development and promotion the responsibility of LIA. There is however a close-working relationship between the two.

Trade Associations in the United States

(close cooperation and joint efforts)

American Industrial Hygiene Association
American Petroleum Institute
American Public Health Association
American Public Power Association
Battery Council International
Edison Electric Institute
Electric Vehicle Council
Farm Electrification Council
National Association of Plumbing Contractors
National Association of Secondary
Materials Institute
National Paint Varnish & Lacquer Association
National Shooting Sports Foundation
Steel Structures Painting Council
Zinc Institute, Inc.

Technical Societies in the United States

close cooperation maintained.

Acoustical Society of America
American Ceramic Society
American Institute of Architects
American Institute of Mining, Metallurgical &
Petroleum Engineers
American Society for Metals
American National Standards Institute
American Society of Sanitary Engineering
American Society for Testing & Materials
American Welding Society
Building Research Institute,
Division of the National Research Council
Construction Specifications Institute
National Association of Corrosion Engineers
New York Building Congress
Society of Automotive Engineers

Conclusion

To recapitulate, the services and publications of the Lead Industries Association are available without charge to anyone interested in the use of lead and lead products. This descriptive statement is essentially in outline form, hence may serve best to create questions in the minds of the reader. If the Association can be of usefulness or if there are any questions, please do not hesitate to contact us.

PNYC00000212

PNYC00000213



Lead Industries Association, Inc.
292 Madison Ave., New York, N.Y. 10017

January, 1971
Printed in U.S.A.