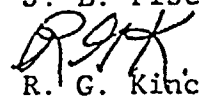


 Johns-Manville

Internal Correspondence

To: J. L. Fischer

Date: May 15, 1981

From:  R. G. Kitch

PLAINTIFF'S EXHIBIT

CAP-749

Copies: J. Cran & H. Thomas F/C H. Olson

Subject: ACPPA

Over the past couple of years, ACPPA's number one priority has, by necessity, been to keep the A/C and Health issue under control. They have done an excellent job in this area and I think we are at a point in time now where they can devote more time and effort into other critical areas of need.

I believe their number one objective now should be to coordinate planning and implementation of projects and programs to maintain and/or expand the acceptance and demand for asbestos cement water pipe. This could be achieved by instituting the following industry support programs:

1. Pivotal Cities Program
 2. Engineering Support Program
 3. Corrosion Seminar Program
 4. Trade Show Participation in Western U.S.
 5. Western Region Public Relations Program
1. The Pivotal Cities Program would be made up of the top 12 or so cities, municipalities, etc. in the U. S. presently using A/C pipe. ACPPA would put on specific programs to reinforce their confidence and desire to continue using A/C water pipe, basically an A/C resell program. Each member would be allowed to submit the name of such cities to be included into this program.
 2. The Engineering Support Program would be similar but would be tailored around the technical sell and those engineering firms chosen would be either presently using A/C or ones we want to include A/C into their standard specs. The engineering concerns chosen would be followed by ACPPA until the objective was met.
 3. The Corrosion Seminar Program would be held in those areas where soil corrosion is a major problem--Southwest --and would be put on for both present users of A/C (as part of the resell program) and for large volume iron users where we are trying to convert.

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4. There are a number of very important regional AWWA conventions and shows each year in the western U.S. where the presence and participation of ACPPA would be beneficial to the industry. These would include the Cal. Section of AWWA, Texas/Southwest Section of AWWA, Texas Municipal League, etc. ACPPA should have an exhibit at each and be on the technical program, etc.
5. I don't have the exact figures, but I would guess 80% of the A/C water pipe is sold west of the Mississippi River in a half dozen or so states or metropolitan areas. ACPPA should have a close personal relationship with most of the key decision makers in this area. This would include the VIP's in EPA regional 9 and 10, East Bay MUD, Cal Water, Cities of San Diego, L.A., Houston, Denver Water Board, etc. In addition, they should monitor proposed legislation in key A/C states like California, Arizona and Texas. With this type activity, it may be necessary or desirable to have a member of the ACPPA staff located in the west, say in L.A. or S.F. or even Dallas.

I would assume that there will be more A/C and Health emergencies crop up from time to time and if and when they do, these would have to get a high priority which could temporarily supersede the five programs I outlined. But, the Sales Department feels it is time for the ACPPA to get off the defensive and go on the offensive to promote A/C pipe.

sr