

Edward Howard & Co.

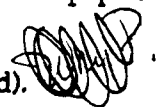
Public Relations Counsel
an affiliate of Hill and Knowlton, Inc.
1021 Euclid Avenue
Cleveland, Ohio 44115
216-781-2400
FAX: 781-8810

to: Bob Burnett
from: Nora Jacobs
subject: Seminar Materials

date: September 19, 1991
copies to: Dave Meeker

Dear Bob:

Attached are a number of items for your review:

- 1) List of available information -- To the best of my knowledge and based on my recent conversations with Pat Benkner, the attached represents every item currently available from the Institute. Please review it and let me know:
 - If there are any errors or omissions
 - If you agree with the paragraph on pricing policy and ordering procedures
 - If you agree with the price I've set for the NRT videotape
 - If you can supply the number of pages for the three VI technical papers listed in the first section.
- We plan to produce this item on plain paper (not on letterhead). 
- 2) Welcome letter -- This will be produced on VI letterhead and will go in the front of the binder.
- 3) VI Committee information sheet -- This will be produced on VI letterhead. I've only listed those committees in which these attendees are likely to be most interested.
- 4) A suggested contents for the binders and suggested copy for the tabs. We must have approval on the tab copy today (Thursday).
- 5) The typeset agenda for Philadelphia. We will produce this on plain paper.
- 6) The typeset evaluation form. This will be produced on plain paper. We haven't discussed yet how to distribute this. I suggest including it at the back of the binder along with a postage paid envelope. That way, they can fill it out there or mail it in later. We should color-code the form so we know which forms come from which seminar.
- 7) Confirmation letter. In the original draft letter I did for Pat to send to registrants, we indicated that we would be back in touch before the seminar. Draft copy for such a follow-up letter is attached. If you want to use it, it should go out early next week.

SPI-06647

Other developments:

- 1) I'm working with Pat Benkner to get all materials we need for the binders shipped here. My goal is to have 100 binders assembled and ready to ship next Friday (September 27).
- 2) Attendee list. I've asked Pat to fax me her list for Philadelphia by next Friday so that we can add the list to the binder. We can make last minute additions by hand up through Oct. 2 for use at the registration table.
- 3) Nametags. As I've indicated to Pat, you, she and I need to decide early next week how to get these to Philadelphia. — *I will bring*
- 4) Panel participants. You and I should identify these people by the end of the week and make contact. We then need to develop the discussion guide.
- 5) I am still awaiting bio info on Schedler. We have info on you, but need something on Meredith and Roy. We have info on Dave and Gabe; Fred's is on the way.
- 6) Hotel arrangements. I will be contacting the Marriott with final counts, menu selections and AV orders September 26.
- 7) Videotapes. I've taken a look at the NAPCOR and COPPE tapes and have identified three segments totaling about 5 minutes that I think you can use.
- 8) Night of October 2. Several of the speakers have asked whether "the group" is getting together the evening before the seminar. I've said I thought we would and promised to get back to them with details. Let's discuss.

*Will send to her today
9/19*

Ma
*Need to get from her
non-negotiable tags needed.*

Available from the Vinyl Institute

Note: Individual copies of all items listed are available free of charge to employees of Vinyl Institute member companies unless otherwise noted. There may be a nominal charge for multiple copies or large quantities of some items. For more information, or to order materials, contact Ms. Pat Benkner at the Vinyl Institute (201) 890-9299.

General Information:

"Vinyl: Serving More People, In More Products, Made By More Industries, Than Almost Any Other Material Today" -- 16-page four color brochure describing how vinyl is made and used. Highlights five major markets with testimonials from industry customers.

"Polyvinyl Chloride: An Overview of the Role Chlorine Plays in this Plastic Material" -- Ten-page white paper with references. Discusses the major topics associated with the manufacture and use of vinyl. A resource document designed for use by VI members.

"We're Glad You Asked: Answers to the Most Commonly Asked Questions About Vinyl" -- Eight-panel wallet card. A condensed version of the white paper for use with customers, suppliers, community residents, etc.

"Facts About Working with PVC" -- 12-page pamphlet designed for PVC plant workers and convertors.

"Facts About Vinyl Chloride Monomer -- 12-page pamphlet designed for VCM/PVC plant workers and plant community residents.

~~13~~ ~~13~~ ~~13~~
"Community Health Effects of Vinyl Chloride" -- ~~X~~-page Vinyl Institute technical paper with references.

~~10~~
"Potential Effects of Vinyl Chloride on Human Offspring" -- ~~X~~-page VI technical paper with references.

~~10~~
"Recommended Guidelines for Vinyl Chloride: Storage, Shipping and Handling" -- ~~X~~-page VI technical paper.

Builder Brochures -- A series of four, four-page, four-color direct mail pieces promoting the attributes of vinyl building products of most importance to builders.

On Potential Source of VC in landfill & Sewerage - 13pg.
Solid Waste/Environmental

Solid Waste Information Kit -- Pocket folder containing a basic fact sheet, press releases announcing availability of other materials, several trade magazine article reprints, latest issue of Environmental Briefs newsletter, information about the VI Environmental Resource Center, VI member list, backgrounder about the Vinyl Institute.

National Vinyl Environmental Resource Center Rolodex Card -- Promotes VI 800-number and hotline.

"End Use Markets for Recycled Polyvinyl Chloride" -- Research study prepared by University of Toledo. \$5.00 per copy for VI members.

"Directory of Companies Involved in the Recycling of Vinyl (PVC) Plastics," Second Edition -- 20-page pamphlet.

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"Vinyl Plastics and Solid Waste: Some Basic Facts" -- *Two-page fact sheet.**

"PVC Recycling: Landfill Fodder? It Doesn't Have to Be" -- *Reprinted from the March 1989 issue of Modern Plastics magazine.**

"Earth Day 1990" -- *Reprinted from the April 22, 1990 issue of Plastics World magazine.*

"From Sortation to Marketing, the Vinyl Loop Gets Stronger" -- *Reprinted from the March 1990 issue of Recycling Today magazine.**

"Vinyl Recycling: Often Asked Questions" -- *Reprinted from the February 1991 issue of Public Works.**

"NRT Process Sorts PVC From Other Plastics" -- *Reprinted from the November 12, 1990 issue of Plastics News.**

"Environmental Briefs" -- *Quarterly newsletter published by the Vinyl Institute. Free subscriptions available to VI members, customers and others by request to the VI office.**

"Vinyl Institute/NRT Vinyl Separator" -- *3.25 min. videotape. \$10 charge for VI members.*

* Available separately or as part of Solid Waste Information Kit.

Electrical Market/Combustibility/Toxicity:

"Vinyl: Material of Choice for Electrical Applications" -- *Pocket folder containing Institute's "Vinyl" brochure, "Wired for Safety" brochure, "10 Reasons" brochure, fire technical paper, various ad and article reprints, background on the VI's Electrical Materials Council, three "Electrical Perspectives" fact sheets and various technical papers given by VI members.*

"Electrical Connection" -- *Periodic newsletter published by the Institute's Electrical Materials Council. Free subscriptions available to VI members, customers and others by request to the VI office.**

"PVC Electrical Non-Metallic Tubing vs. Electrical Metallic Tubing: A Cost/Benefit Comparison" -- *Four-page executive summary of a study conducted on behalf of the Vinyl Institute.**

"Wired for Safety with Vinyl Electrical Materials" -- *Eight-page four-color brochure.**

"Ten Reasons to Rely on Vinyl, the World's Leading Electrical Material" -- *Six-panel pamphlet (printed on recycled rigid vinyl sheet).**

"Vinyl: An Enlightening Look at the 50-Year History of the World's Leading Electrical Material" -- *Ten-page backgrounder with references and key milestones.*

"Fire Properties of Polyvinyl Chloride" -- *Eight-page Vinyl Institute technical paper with references.**

"Electrical Perspectives" -- *Three fact sheet covering the safety, performance and preference of vinyl in electrical applications, produced by the Vinyl Institute.**

"Vinyl's Fire Performance: The Perception and Reality" -- Article by Roy Gottesman, reprinted from the August 1990 issue of EC&M magazine.*

"An Evaluation of the Performance Properties of Poly(vinyl chloride) Wire and Cable Compounds for Severe Service Applications" -- article by VI members given at the November 1989 Wire Symposium, reprinted from Wire Journal.*

"Update on Smoke Corrosivity" -- Paper presented on behalf of the Vinyl Institute at the 1990 Wire and Cable Symposium.*

"General Principles of Fire Hazard and the Role of Smoke Toxicity" -- Article authored by Marcelo Hirschler, reprinted from the American Chemical Society Symposium Series No. 425.*

"Fire Hazard in a Room Due to a Fire Starting in a Plenum: Effect of Polyvinyl Chloride Wire Coating" -- Article authored by BFGoodrich, reprinted from the American Chemical Society Symposium Series No. 425.*

"The Toxicity of Hydrogen Chloride and of the Smoke Generated by Polyvinyl Chloride, Including Effects on Various Animal Species, and the Implications for Fire Safety" -- Article authored by BFGoodrich, reprinted from "The Toxicity of Smoke."*

"A USA Approach to Combustion Toxicity of Cables" -- Authored by AT&T Bell Laboratories and Anderson Laboratories Inc., reprinted from Vol. 15, No. 3 of Plastics, Rubber and Composites Processing and Applications magazine.*

- * Available separately, or as part of the Electrical Materials Council information kit.

Pipe Market/Water Integrity:

"PVC Pipe For All The Right Reasons" -- Illustrated pocket folder with promotional copy also containing Institute's "Vinyl" brochure, assorted ad reprints, case histories, technical bibliography, drinking water technical paper and background on the VI Pipe Resource Organization.

"PVC Pipe Delivers!" -- Series of six ad reprints as they appeared in AWWA Journal. Each features a different testimonial from an independent expert and discusses a different attribute of PVC pipe.*

"PVC Pipe Resource Report" -- Series of seven newspaper-style case histories developed in cooperation with Uni-Bell PVC Pipe Association. Each features a different installation of PVC large diameter pipe.*

"PVC Drain, Waste and Vent Pipe vs. Cast Iron Soil Pipe: A Cost/Benefit Comparison" -- Four-page executive summary of a study conducted on behalf of the Vinyl Institute.*

"PVC vs. Copper Domestic Hot & Cold Water Systems: A Cost/Benefit Comparison" -- Four-page executive summary of a study conducted on behalf of the Vinyl Institute.*

"PVC Pipe and Drinking Water Safety" -- Technical paper summarizing VI-sponsored research on pipe permeation and leaching. Revised July 1991. References.*

"Technical Information Available" -- Special four-page PVC Pipe Resource Report listing publications about PVC available from ASTM, AWWA, Uni-Bell, PPI, PPFA and the Vinyl Institute*.

"Is PVC Piping Firesafe?" -- Article by VI consultant Joseph Zicherman, reprinted from the November/December 1990 issue of Fire Journal.*

* Available separately, or as part of the Pipe Resource Organization information kit.

Packaging Market:

"Eight Packaging Professionals" -- Eight-page, four-color brochure highlighting brand-name vinyl bottle applications with testimonials from package designers and other independent experts.*

"Vinyl: The Shape of Things to Come" -- Four-page, four-color pamphlet promoting the advantages of vinyl water bottles. *No Stock*

"Bottle Talk: Talk About the Benefits of Vinyl Bottles" -- Six-page, four-color brochure featuring reprints of the Vinyl Packaging Council's "Bottle Talk" ad campaign with additional promotional copy. *No Stock*

"Vinyl: The Advantage You Need" -- Six-page, four-color brochure about the advantages of vinyl for bottled water applications.

"Which Bottle Gives Your Water the Right Look?" -- A set of three, four-color direct mail pieces, each focusing on one of the benefits of using vinyl for water bottles.

"A Look at the Packaging Options for Bottled Water" -- Authored on behalf of the Vinyl Institute, reprinted from the August/September 1988 issue of Bottled Water Reporter magazine.

"Vinyl Packs Get VIP Treatment" -- Coverage of the Institute's vinyl packaging awards competition, reprinted from May 1991 issue of Packaging Digest.

* Available separately, and as part of the Packaging Council's version of the VI's solid waste information kit.

VI Training Seminars
Welcome Letter
EH&Co. Draft
9/18/91

October 3, 1991

Dear Colleague:

The vinyl industry has a good story to tell. Today, you'll be learning the facts to help you communicate that message to the industry's customers and suppliers, its allies and critics, your colleagues and friends – even your family and next-door neighbors.

As you can see from the enclosed agenda, we'll be discussing a wide range of topics today, but one important part of the program's success will be your participation. We encourage you to ask questions, share ideas and let us know how the industry and the Vinyl Institute can help you do your job better.

In reality, everyone in the vinyl industry is on the firing line every day. When today's session is over, we hope you'll feel we've provided you with some additional useful ammunition to help insure a strong future for a good product.

Welcome to Philadelphia, and thank you for joining us.

Sincerely,

The Staff and Members of the Vinyl Institute

SPI-06653

**VI Training Seminar
VI Fact Sheet**

The following committees within the Vinyl Institute manage the association's marketing programs and issues management program. Member lists for each group follow.

Electrical Materials Council

Founded in early 1989, the Electrical Materials Council was established to promote and expand the use of vinyl in key electrical applications and in major electrical markets. The group has developed a variety of promotional and informational materials, has participated in industry trade shows, conferences and seminars, and has established strong contacts with consulting engineers, vinyl industry customers and other industry influentials. Much of the group's work also focuses on communicating the technical research that the Institute has sponsored on fire performance testing and combustion/toxicity. Most recently, the EMC has been working to increase the vinyl industry's participation in the national code-making process for electrical materials.

Pipe Resource Organization

Founded late in 1989, the Pipe Resource Organization was established to promote the use of PVC pipe in all major piping markets. Its initial focus has been on the large diameter water distribution market. PRO serves as an information clearinghouse on the use of PVC pipe. In that capacity, it works closely with such groups as the Uni-Bell PVC Pipe Association, the Plastic Pipe and Fittings Association and the Plastic Pipe Institute. PRO maintains an active advertising program directed toward municipal water authorities and consulting engineers, and has developed an extensive collection of installation case histories. PRO also promotes the testing that the industry has sponsored to confirm the safety of PVC pipe and supports the Uni-Bell "model cities" program.

Vinyl Packaging Council

Founded in late 1987, the Vinyl Packaging Council was established to promote the use of vinyl in all types of packaging applications. Today, that effort includes both bottles and film and sheet products. Since 1987, the group has conducted two advertising campaigns directed toward packaging designers and specifiers, has conducted an ongoing publicity program, has participated in a number of industry trade shows and has built a large data base from its promotional efforts. For the past two years, the group has focused on promoting the use of vinyl in the bottled water market. The Council also sponsors the "Vinyl in Packaging" (VIP) awards, which are designed to recognize outstanding developments in vinyl packaging design.

(over)

SPI-06654

The Vinyl Institute Group on Recycling (VIGOR)

In 1990, the Vinyl Institute recognized the need for a stepped-up effort to develop the infrastructure necessary to fully integrate vinyl products into the overall solid waste management process. The Vinyl Institute Group on Recycling was established to manage that process. VIGOR's membership includes individuals with technical, marketing and communications expertise, and they have responsibility for supervising the technical research, government relations and communications activities necessary to convince regulators and legislators, municipal officials, environmentalists, waste handlers and other publics of vinyl's "environmental friendliness." VIGOR coordinates the Institute's issues management program along with the Vinyl Packaging Council and the VI's communication committee.

VI Training Seminar
Binder Contents and Tabs
EH&Co. Draft 9/18/91

In front of Tab #1: Welcome Letter

Tab #1: Seminar Information

- Agenda
- Attendee List

Tab #2: Resource Materials

- Chlorine white paper
- Solid waste fact kit
- Sleeve with wallet card, rolodex card, recyclers directory
- Fire technical paper
- European Plastics News reprints (from Gabe)
- List of available information
- Other materials as provided by speakers

Tab #3: VI Marketing Materials

- General brochure
- Eight Packaging Professionals
- Wired for Safety
- 10 Reasons
- Electrical 50 year backgrounder
- Electrical Connection
- PRO technical bibliography (copy)

Tab #4: About the VI

- Backgrounder on VPC, PRO, EMC, VIGOR
- Committee member lists

Tab #5: Recent VI Activities

- Copies of recent VI press releases:
- NRT
- VPC Awards
- VERCE
- Safety Awards
- others?

Tab #6: Follow-Up

- Speakers bureau form
- Evaluation form

SPI-06656

"On The Firing Line"
Philadelphia Airport Marriott
Thursday, October 3, 1991

Program Agenda

- 8:00 - 8:30 **Arrival, registration, continental breakfast**
- 8:30 - 8:45 **Welcome, opening remarks**
Bob Burnett, Associate Director, The Vinyl Institute
- 8:45 - 9:30 **Issues facing the vinyl industry**
Roy Gottesman, Executive Director, The Vinyl Institute
- 9:30- 10:00 **Combustibility update**
Dave Penney, Research Manager/Toxicologist, Vista Chemical Company
- 10:00-10:15 **Break**
- 10:15-11:15 **Solid waste overview**
Fred Krause, Director -- Environmental Solutions, The BFGoodrich Company
- 11:15-11:45 **Q&A, morning wrap-up**
Bob Burnett, moderator
- 12:00- 1:00 **Luncheon and keynote speaker**
Mike Schedler, President, Recoverable Resources Boro Bronx 2000
- 1:15- 2:00 **European update**
Gabe LeFebvre, retired, The BFGoodrich Company; industry consultant
- 2:00-2:30 **Government overview**
Meredith Scheck, Assistant Director, The Vinyl Institute
- 2:30-3:00 **Industry groups addressing environmental issues**
Bob Burnett, Associate Director, The Vinyl Institute
- 3:00-3:15 **Break**
- 3:15-4:00 **VERCE and the VI issues management program**
Dave Meeker, Executive Vice President, Nora Jacobs, Vice President, Edward Howard & Co.
- 4:00-4:45 **Panel discussion: "In the Trenches"**
Bob Burnett, moderator; panelists to be announced
- 4:45-5:00 **Q&A and wrap up**
Bob Burnett
- 5:00-6:00 **Social hour, idea exchange**

SPI-06657



"On the Firing Line" -- Seminar Evaluation

Which session/presentation did you find most informative/useful:

- | | |
|--|---|
| ☐ Vinyl issues overview | ☐ Profile of industry organizations |
| ☐ Combustibility | ☐ VERCE and the VI issues management program |
| ☐ Solid waste | ☐ Panel discussion |
| ☐ European update | ☐ Luncheon speaker |
| ☐ Government overview | |

Which session/presentation did you find least useful/informative:

- | | |
|--|---|
| ☐ Vinyl issues overview | ☐ Profile of industry organizations |
| ☐ Combustibility | ☐ VERCE and the VI issues management program |
| ☐ Solid waste | ☐ Panel discussion |
| ☐ European update | ☐ Luncheon speaker |
| ☐ Government overview | |

Why? _____

In general, were the sessions:

☐ About the right length ☐ Too long ☐ Too short

What other subjects would you like to have had covered? _____

If future sessions are held covering the same material, should they be restructured as two-day sessions or kept to one day?

☐ change to two days ☐ keep to one day

What other recommendations would you make for improving future seminars?

Would you recommend this seminar to others in your organization? ☐ Yes ☐ No

If no, please indicate why not: _____

On a scale of 1 to 10, with 10 being highest, how would you rate this seminar? _____

From your viewpoint, which of the following best characterizes the content of the seminar:

- ☐ Provided useful, new information
☐ Provided more detail on material with which I was already familiar
☐ Did not provide the information I expected

Comments, please:

SPI-06658