FILE NAME: Johns-Manville (JMA)

DATE: 1973

DOC#: JMA295

DOCUMENT DESCRIPTION: Memo with Announcement RE New Use Idea Contest

DHQ, Mining
March 19, 1973

J. R. M. Hutcheson - Asbestos

cc
File (2)

1973 NEW USE IDEA CONTEST

Attached is the proposed announcement for the 1973 New Use Idea Contest which we discussed and which you approved in general at the Steering Committee held in Denver prior to the Contract Plan Presentation earlier this year.

The contest has been approved by J. B. Jobe, W. L. VanderBeek, and A. B. Marchant. If the contest and the announcement meet with your approval, would you please wire me.

I will arrange for circulation of the notice to A.F.D. Sales, G.H.Q. and Research. Will you please have the announcement duplicated and circulated to Jeffrey personnel.

M. Sharratt

of-1

DHQ, Mining International

NOTICE

## 1973 NEW USE IDEA CONTEST

Here is the information you have been waiting for on the new, bigger and better AFD 1973 New Use Idea contest.

PRIZES:

First Prize - $1,500

Second Prize - $1,000

Third Prize - $500

Fourth Prize - $500

RULES:

Deadlines: The contest is open for entries effective immediately and all entries dated on or before December 31, 1973, will be accepted. The cut off point for receiving entries in Denver will be January 31, 1974.

JUDGING COMMITTEE:

W. L. Vanderbeek, J. R. M. Hutcheson, W. C. Streib

ADDRESS:

Mail all entries to N. W. Hendry - GHQ, Denver

IDEA AREA:

New use ideas may apply to any AFD product or material or the product of any AFD affiliated company or operation. This will include, for example: Polymer International Products, Kingsey Falls Paper Products, Asbestos Plant Products, etc.

ELIGIBILITY:

The contest is restricted to salaried personnel of the Asbestos Fibre Division and salaried AFD Research personnel. Members of the judging committee are not eligible.

ENTRY GUIDELINES:

Entries which provide the following minimum information will receive the most serious consideration:

1. Each entry should include specific data on what the new use idea is and what is new about it.

2. Each entry should indicate the role that asbestos or the particular product plays in the new use.

3. Each entry should include as much marketing information as possible. The market should be described by volume, segment and location.

4. If an entry concerns a product containing asbestos or any other AFD material it should indicate how the product is to be made and who is to produce and market the product.

5. If an entry involves a new use idea which may have been tried in similar form before, the past history should be included together with a listing of any previous attempts.

You may submit as many entries as you wish and we encourage each and every eligible member of the AFD team to participate.

plr-1

DHQ, Mining
March 13, 1973

A. B. Marchant - Denver

cc:
W. L. VanderBeek - Denver
J. R. M. Hutcheson - Asbestos
N. W. Hendry - Denver
File (2)

A. F. D. NEW USE CONTEST

Attached is a copy outlining the rules and prizes for a proposed A. F. D. new use idea contest for 1973. In accordance with the President's bulletin number 7303-1, the proposed contest will require your approval.

W. L. VanderBeek has already cleared the contest through J. B. Jobe.

M. Sharratt

jb-l

PRIVATE WIRE JM

GHB 11
.JEF 1 04/02/73 0834 0836
GHQ
3/30
J M SHARRATT
I APPROVE THE 1973. NEW USE IDEA CONTEST YR LETTER
MARCH 19
J R M HUTCHESON

PRIVATE WIRE JM PRIV.