

M I N U T E S

ASBESTOS-CEMENT PRODUCTS ASSOCIATION

M E E T I N G

March 25, 1964

Seaview Country Club, Absecon, N. J.

The twenty-seventh Annual Meeting of the Asbestos-Cement Products Association was held on March 25, 1964 at Seaview Country Club, Absecon, New Jersey. The General Association Meeting was preceded by a meeting of the Board of Directors and a meeting of the Executive Committee. A reception and dinner was held for all members of the Board and Executive Committee and for Committee Chairmen that evening.

Meeting of the Board of Directors

Acting Chairman, Mr. A. H. Fay, opened the meeting at 9:15 a.m.

Members present:

Acting Chairman,	A. H. Fay	-	National Gypsum Co.
	C. L. Hickman	-	Atlantic Asphalt & Asbestos, Inc.
	M. F. MacDonald	-	Johns-Manville Corp.
	T. J. McDonald	-	The Flintkote Co.
	* F. K. Sweeney	-	The Ruberoid Co.
	G. R. Munger	-	A-C P A

* representing J. G. Hall

Guests:	P. L. Earle	-	Johns-Manville Corp.
	A. Jacobsen	-	Sumner Rider & Associates
	R. S. Miller	-	The Ruberoid Co.
	R. J. Mulligan	-	The Flintkote Co.
	S. C. Rider	-	Sumner Rider & Associates
	C. H. Stillman	-	Johns-Manville Corp.
	B. M. Walls	-	Austin, Burns, Appell & Smith

Minutes of the January 31, 1964 meeting were reviewed and approved.

T. J. McDonald moved, M. F. MacDonald seconded and it was voted that A. H. Fay be Chairman of the Board of Directors and Vice President of the Association, 1964-66.

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M. F. MacDonald moved, A. H. Fay seconded, and it was voted that T. J. McDonald be Treasurer of the Association, 1964-66.

T. J. McDonald moved, M. F. MacDonald seconded, and it was voted that the \$10,000. par value U.S. Treasury bond be converted to cash and deposited into the Association savings account at the earliest date commensurate with obtaining the best interest on the bond.

M. F. MacDonald moved, T. J. McDonald seconded, and it was voted that the Managing Director receive his salary on a monthly, rather than semi-monthly, basis.

T. J. McDonald moved, M. F. MacDonald seconded, and it was voted the Managing Director dispose of the Association Exhibit now in storage, as recommended by the Promotion Committee.

A. H. Fay moved, C. L. Hickman seconded, and it was voted to grant the Promotion Committee request that National Gypsum's "Woodrock" product be promoted generically as an industry development, as recommended by the Promotion Committee.

F. K. Sweeney moved, C. L. Hickman seconded, and it was voted to recommend to the Executive Committee that the Association name be changed to MINERAL FIBER PRODUCTS BUREAU, effective June 1, 1964, as recommended by the Promotion Committee.

M. F. MacDonald moved, C. L. Hickman seconded, and it was voted to recommend to the Executive Committee that a promotion budget of \$70,000. be adopted for the fiscal year 1964-65. (See attached details)

The Board will recommend to the Executive Committee that at the termination of its lease, December 31, 1964, the Association offices be moved to more appropriate quarters. If possible, the office should be relocated to 757 Third Avenue, N. Y. C.

T. J. McDonald moved, F. K. Sweeney seconded, and it was voted to recommend to the Executive Committee that a budget of \$135,350. be adopted for the fiscal year 1964-65. (See attached budget)

The following committee scopes were reviewed and approved: Corrugated and Panel, Manufacturing, Sales-Engineering, Technical and Traffic. (See attached scopes)

The Managing Director was instructed to:

1. Work with the Promotion Committee Chairman on a scope for his committee.
2. Make the following changes on committees: (See Organization chart)
 - a. Manufacturing: G. P. Reilly for H. A. Berg
 - b. Promotion: J. H. Davies for C. L. Hickman
 - c. Traffic: R. D. Johnson for R. T. Speid.

3. Accept invitation from NERSICA to appear on their April 24th All-Industry Meeting to review the Association's recent survey and new promotional program.
4. Retain membership in N F P A.
5. Obtain from P C A 1200 self-mailers on the Horizon Homes Program for distribution to members' field salesmen.
6. Determine from P C A their activities at World's Fair and how we can tie-in.
7. Continue analysis on All States Reporting and be prepared to present recommendations at next meeting.

The Managing Director presented a summary of the survey results and was instructed to prepare, in 8-1/2 x 11 form, the summary presentation for member use.

Sumner Rider presented a proposed promotional program. The generic pitch book at \$7,500. and the market expansion booklets at \$10,000. proposed for 1965 by Rider had been moved to 1964 by the Promotion Committee. The Board took them out of the 1964 budget. Mr. Rider was requested to:

1. Present a more detailed plan for the pitch book and the market expansion booklets at the next Board meeting.
2. Determine all member asbestos-cement products used at the World's Fair and include in Association promotion.
3. Use name "Mineral Fiber Products Bureau" in all promotion as of April 1, 1964.
4. Prepare a logotype for Promotion Committee consideration.
5. Propose within 45 days an architect promotion in lieu of Promotion Committee's recommendation that \$10,000. be budgeted for the distribution of two issues in 1964 of the International Asbestos-Cement Review to 6250 architects.

The Board will recommend to the Executive Committee that the Fall Association meeting be held in New York on October 14th and that the Annual meeting be held on March 25-26 at Seaview.

The meeting was adjourned at 3:00 p.m.

G. R. MUNGER
Secretary

COMMITTEE SCOPES

CORRUGATED and PANEL:

The Corrugated and Panel Committee is responsible for Asbestos-Cement Canal Bulkheads, Corrugated Sheets and Asbestos-Cement faced sandwich panels.

Specific assignments include:

1. Specifications for product, structural design and installation.
2. Technical assistance to government agencies on product performance specifications.
3. Industrial safety and other industry standards.
4. Specific product performance and case histories for promotion.

MANUFACTURING:

The Manufacturing Committee is responsible for the plants' statistical program, exchanges information on manufacturing technique where common problems exist and reviews subjects related to materials, equipment, processes and common plant operating problems.

PROMOTION:

The Promotion Committee serves as a liaison body between the Board of Directors and the Public Relations Agency (Sumner Rider and Associates Inc.); it directs the agency in the preparation and implementation of specific promotion and public relations programs as approved by the Board; it prepares, in conjunction with the agency, new programs and budget recommendations to meet specific sales problems as they are defined to it by the Board.

SALES ENGINEERING:

The Sales Engineering Committee serves in an editorial capacity for all publications of the Association, recommends products and application methods for existing and new end uses, works with government agencies and other industry groups in matters affecting the Asbestos-Cement Industry and works toward greater consumer acceptance by its recommendations for improved product performance.

TECHNICAL:

The Technical Committee develops technical information relating to raw materials, manufacturing processes, finished products and their accessories. It acts as technical consultant to other Association committees and to government agencies and related industry groups.

To accomplish the above, the Committee:

1. Establishes test procedures and methods of test
2. Interprets test results
3. Evaluates everything relating to product performance
4. Develops specifications

TRAFFIC:

1. Promotes and protects the interests of the Asbestos-Cement industry in transportation and traffic matters of industry-wide significance.
2. Collects and disseminates among the members of the Association information concerning transportation matters of interest, and in connection therewith, conducts surveys and research projects appropriate to the committee's needs and functions.
3. Collects Asbestos-Cement industry transportation and traffic statistics generally, or such other data as may be needed for any particular proceeding, hearing or presentation made by the Traffic Committee on behalf of the industry.
4. Represents and speaks for the industry in transportation or traffic matters before the Interstate Commerce Commission and other governmental agencies, and the railroad and motor carriers rate committees and classification boards.

March, 1964

ORGANIZATION

ASBESTOS-CEMENT PRODUCTS ASSOCIATION

G. R. Munger, Mng. Dir.

ATLANTIC			NATIONAL			A-C P A	
ASPHALT			FLINTKOTE	JOHNS-MANVILLE	GYPSUM	RUBEROID	
OFFICERS		T.J. McDonald Treasurer	F. E. Dutcher President	A. H. Fay Vice President	G. R. Munger Asst. Treas., Sec'y.		
EXECUTIVE COMMITTEE	H. Mickelsen	J. D. Moran	F. E. Dutcher *	J. W. Brown	F. K. Sweeney		
DIRECTORS	C.L. Hickman	T. J. McDonald	M.F. MacDonald	A. H. Fay *	J. G. Hall		
CORRUGATED and PAPEL			W. M. Gooden *	H.W. Youngquist	H. B. Hutten		
MANUFACTURING	E.S. Petersen	H.S. Jobbins	P. L. Earle *	G.P. Reilly	H.R. Kuhlken		
PROMOTION	J.H. Davies	R.J. Mulligan	F. F. Guyott	E. Grosse R. Zale	R. A. White *		
SALES ENGINEERING	J. H. Davies	R.J. Mulligan	C.H. Stillman *	R.E. Ogden	W.C. O'Brien		
TECHNICAL	C.I. Read	M.C. Armstrong	C.V. French	W.A. Heausler	R.S. Miller *		
STAFFIC		R.D. Johnson	A.J. Wallner	D.M. Akers *	G.A. Erath		

Chairmen

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MANAGING DIRECTOR'S REPORT

This report will review the period from the last Association Meeting on March 14, 1963 to December 31, 1963, during which time the normal activities of the Association were suspended and a critical review of all aspects of the Association was made. It will outline the conclusions of this review and the progress since January 1, 1964 in implementing the recommendations which resulted from the review.

Mr. J. S. Bryant, former Director of the Asphalt Roofing Industry Bureau, was retained as Consultant and to coordinate a critical review of all Association activities. The objective was to determine if the Association should be dissolved, or if not, to develop a program to revitalize the Association to better serve present members and to provide an attraction for membership by producers not now members.

Mr. Bryant was requested to work with a Task Committee consisting of:

Chairman	A. H. Fay	-	National Gypsum Co.
	J. G. Hall	-	The Ruberoid Co.
	C. L. Hickman	-	Atlantic Asphalt & Asbestos,
	T. J. McDonald	-	The Flintkote Co. Inc.
	M. F. MacDonald	-	Johns-Manville Corp.

The Task Committee made the following recommendations, which were approved by the Board of Directors:

1. Continue the Association
2. Retain a Managing Director
3. Eliminate simultaneous meetings of committees
4. Reorganize Association to have an Executive Committee and Board of Directors
5. Revise Constitution and By-Laws to reflect changes
6. Revise committee organization, personnel and scopes
7. Discontinue Technical Handbook and Quarterly
8. Retain a public relations counsel and undertake an energetic promotional program. Use results of field survey to give direction to the program.

All of the above have been accomplished.

MANAGING DIRECTOR'S REPORT (Continued)

To become familiar with the industry, the Managing Director has visited each member company headquarters, research laboratory, and at least one producing plant of each member. He has been through a cement plant, two open pit and one underground asbestos mine and two asbestos milling operations, as well as the Portland Cement Association laboratory.

He has become active in ASTM and has initiated various projects with the U.S. Savings and Loan League, FHA, NERSICA, Portland Cement Association and CAMA.

The Association's banking procedures have been arranged to result in some \$3,500.00 income on the reserve. All States Reporting is being completely reviewed. Non-member producers are being contacted regarding the survey, the promotional program and the revitalized Association.

Member sales of Asbestos-Cement products dropped 7% last year. This was the eighth consecutive year there was a sales loss.

The film "Agri-Search News" was shown 1996 times to 36,882 people in addition to 49 telecasts with an audience of nearly two million.

At the annual meeting dinner, the Association presented retiring President Sweeney and Task Committee Chairman Fay each a gift as a token of appreciation for their dedicated work during this trying transition period.

The Managing Director wishes to express his appreciation to all of the men in the industry who have been so cooperative during these first three months. His special thanks goes to Mrs. Frances Nestle, the Association Secretary, who has been so very helpful.

Your Managing Director is extremely optimistic about our industry's future. If we can transmit optimism and enthusiasm to the field sales force, we will realize the growth that is potentially there.

G. R. MUNGER
Managing Director