



A Division of The Society of The Plastics Industry, Inc.

Roy T. Gottesman
Executive Director

October 15, 1991

TO: Pipe Resource organization (PRO)

RE: Uni-Bell PVC Pipe Association Committee Meetings

Since the last PRO meeting in August, several issues that we discussed in Dallas were considered by the Uni-Bell Market Development and Technical Committees at their recent meetings. In order to update you on their actions, excerpts from the minutes of these meetings follow:

From Market Development Committee Meeting Minutes of Sept. 17, page 2:

"Bob Walker reported on a recent presentation to the Vinyl Institute Pipe Resource Organization (PRO) on the potential large diameter pipe market. The end result of the presentation was the PRO's genuine interest in supporting efforts in this area and a request for Uni-Bell to identify what promotional work would be most effective.

Committee reviewed and discussed several promotional options in all three of the end-use markets. It was agreed that staff develop a proposal to take to the Uni-Bell Board of Directors which, if approved, would forward to PRO for funding approval. The basis of the proposal will be a seven to eight minute promotional video on large diameter storm/drain pipe with an advertising program to highlight the video in periodicals. Staff will also feature Uni-Bell supplied portions of the promotion such as seminar programs, product emphasis in the PVC Pipe News, booth promotion, etc."

From Technical and Market Development Joint Meeting Minutes of Sept. 17, page 2:

"Bob Walker reviewed a proposal from VI for Uni-Bell to fund an advertisement in the special directory issues of Public Works and the Municipal Index.

CTL026962

Motion made and seconded: To recommend that the Board of Directors approve funding to run a VI testimonial advertisement in the upcoming directory issues of Public Works. Motion carried."

"Committee discussed a PRO request to ask SPI to serve as the center of an Ad Hoc group for PE and PVC producers to discuss commonality of marketing. Committee instructed staff to agree to meet."

The Uni-Bell Board of Directors meeting will be held on November 13.

Bob Walker will be able to update us on the Board action on these matters at our next meeting on December 4 in New Orleans.



RTG/bg

CTL026963