

W. J. Veenis
Bill - Check with Rofer on whether we were
making any direct contributions to ZN or Pb
development groups that you will get A from
the new ZALIS (Zn and Lead Interall Services)

If we are making such contributions we should stop
December 2, 1968
MEMORANDUM TO: Mr. H. M. Weed
FROM: Mr. W. J. Veenis as of 12/31/68.

Reference: Budget Proposals - Zinc Institute
Lead Industries
ILZRO

Each Industry Development Committee has centered its efforts toward image building in 1969: LIA, through an institutional ad campaign in "Business Week" and other publications (a plus \$44,000. item); ZII, via promotion of the Zincatura (approximately \$80,000.). An increase in assessment rate for lead is about 23¢ per ton (based on 10/1/67 to 9/30/68 low production period), while the zinc increase is under 4¢ per ton.

With ILZRO, small budget increases were passed on to the Board of Directors by the Program Review Committee -- after reasonable cuts and deferments had been made. Graham will have a full report on this after his Board of Directors meeting in November.

W. J. Veenis
(22)

WJV/ee

CC: Mr. C. L. Wilson
Mr. T. K. Graham

* India is a big example!
(2) Also what do we give to EDA L don't
" " " " " LDA " ?

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PNYC00000283

— II —
ZI —

LIA

L/z Prod Comm.

ILERO

— II —
→ Send AH DGA
to John O'Brien

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