THERMAL INSULATION MANUFACTURERS ASSOCIATION
7 Kirby Plaza, Mt. Kisco, N. Y. 10549
914/241-2284



MINUTES

COMMERCIAL-MECHANICAL SYSTEMS COMMITTEE
POWER & PROCESS COMMITTEE MEETING

Chicago, Ill. December 4,5, 1974

The meeting was called to order at 8:00 P.M., with the following in attendance:

W.W.Pitkin, Chairman	
R.F.Gamble, Chairman	
W.Bartlett	P.Lenor
P.T.Buche	R.B.Martin *
E.F.Cusick, Jr.	L.H.Mills
D.M.Dierson	R.Parseley
J.Euber	T.Potterton
L.E.Feitt *	S.Scaccia
D.C.Glosser	L.Solari
E.Hall	J.M.Walters *
R.Kite	J.Wilson
W.T.Irwin	J.Baer

J.M.Barnhart

* December 4, only.

1. The Minutes of the Committee Meeting of September 25, 1974 were reviewed.

2. J.Baer displayed a copy of the ad run in Heating Piping and Air Conditioning and the TIMA Outlook pertaining to ECON. The total ad costs will amount to approximately $6,000. It was agreed ECON I should be reprinted, probably prior to March 1, 1975.

3. J.M.Barnhart reported on the status of the 1974 Budget. Approximately $7,500. will be surplus in 1974, excluding the publications fund.

4. W.W.Pitkin reported on the scope and status of TIIC, and said that the government ECOM study would probably be completed sometine in 1976.

5. It was reported there were approximately 500 ECOM I and 8,000 ECOM II publications on hand.

6. The ASHRAE - 90P review is to be completed by January 1, 1975. Further, another draft by ASHRAE may be contemplated due to the vast number of comments received. J.Baer has the responsibility to follow the progress of the document.

7. L.H.Mills reported that GSA and VA are ready to revise their specifications. Veterans Administration has accepted ECOM in principal.
   It was agreed to support the use of ASHRAE - 90P table on pipe insulation to the government agencies. P-C voted negatively on this subject.
   HB - 100 B has been revised to include the all service jacket. GSA permits a 150 smoke developed rating in various areas.

December 5, 1974

The meeting was called to order at 8:00 A.M.

1. The committee feels that ECON II, in its present format, has outlived its usefulness, and for the purpose of the commercial-mechanical sector, ASHRAE- 90P should be supported. A new brochure is to be developed to promote the ECON concept.

2. It was agreed that equal efforts shall be devoted to the Commercial-Mechanical and Power & Process segments by the promotional program.
   The markets and efforts are to be directed as follows:

   Commercial - Mechanical

   1. New Construction
      (a) Architect-Engineer
      (b) Owner
      (c) Contractor-Distributor

   2. Retrofit
      (a) Owner
      (b) Contractor - Distributor

   Power & Process

   1. Maintenance
      (a) Plant Engineer
      (b) Owner
      (c) Contractor - Distributor

   2. New Construction
      (a) Owner & Designer

   3. Retrofit
      (a) Owner
      (b) Plant Engineer
      (c) Contractor - Distributor

Influencing Agencies

Commercial-Mechanical

1. New Construction
   (a) Government
   (b) Utilities
   (c) Professional Societies
   (d) MICA

2. Retrofit
   (a) Government
   (b) Utilities
   (c) MICA

Power & Process

1. Maintenance
   (a) Utilities
   (b) Government
   (c) MICA

2. New Construction
   (a) Government
   (b) Utilities

3. Retrofit
   (a) Government
   (b) Utilities

"How to" - Advertising

Commercial-Mechanical

1. New Construction
   Heating Piping & Air Conditioning

Power & Process

1. Maintenance
   To be determined

"How to" - Promotion

Commercial-Mechanical, Power & Process

1. Advertising
2. Publicity
   (a) Case Histories
   (b) News Releases
3. Promotion thru others
   (a) Government
   (b) Energy Suppliers
   (c) Professional Associations
4. Promotion-Direct
   (a) Presentations

J.Baer reported on current activities as follows:

1. Requests for TIMA materials received from 20 gas and electric utilities. Nothern Natural Gas Corp., a pipeline company, to purchase 1,000 each of ECON brochure and Plant Engineering reprint for distribution to the 78 utilities it serves.

2. Utilities that would like to have an insulation representative call on them are Idaho Power Co, Dayton Power & light, and Philadelphia Gas Works.

3. Obtained current list of NCSBCS members and officers for a mailing to them in support of pipe insulation portion of ASHRAE Standard 90-P.

4. Provided 500 copies of ECON brochure to Department of Commerce for distribution at seminars and workshops.

5. ECON brochure distributed at Presidents' Association briefing session on Energy. Presidents' Association is part of American Management Associations.

6. Department of Commerce has published Energy Conservation Program Guide for Industry and Commerce (EPIC). TIMA has been invited to submit material for a supplement. This would need to be on retrofitting of process heating installations. Technical assistance is necessary.

7. The Federal Energy Administration which has responsibility for conservation in commercial buildings, has requested similar material. Again, technical assistance is needed.

8. Story on reinsulation of piping and boilers in Lefrak apartment houses to be published in Building Operating Management in January.

9. Tube Turns story approved by Chemetron Corp. management.

10. Material supplied to Catalyst for Environmental Quality magazine.

11. Meeting with Rick Karrer, Director of Industrial Marketing, Pacific Gas & Electric Co. PG&E is considering holding "rap sessions" with customers and would accept TIMA participation.

12. Continued work on case history articles.

13. Attendance at Thermal Insulation Industry Council meeting.

J.Baer's promotional proposal was discussed and the following conclusions reached:

1. Continued liaison with Federal government agencies, especially the Department of Commerce, which now is responsible for promoting energy conservation by industrial and commercial business firms -- in particular, the Office of Energy Programs, the National Industrial Energy Conservation Council, and the Office of Energy Conservation of the National Bureau of Standards. In addition, continued liaison with the Federal Energy Administration. (At this time, the breakdown of authority between DCC and FEA is not clear).

   Current activities in this area: (1) Possible distribution of ECCH brochure (ECCH-II) by CEP (2) Request by CEP that TIMA prepare a supplement to "Energy Conservation Program Guide for Industry and Commerce" (EPIC, NBS Publication 115). (3) A case study of energy conservation by re-insulation, Russell Mills, Alexander City, Ala., to be included in a series of studies prepared and distributed by DCC and FEA.

Approximate cost: $10,000. Accepted - Committed

2. A presentation for plant managers and process engineers, covering ECOH and the savings from insulating existing installations. (Slide plus script, or slide plus tape cassette.)

   -- At least one request for this type of presentation has been received (W.Irwin, at meeting, 9/25).

   --Support by CEP suggests in EPIC that plants hold internal meetings on subject of insulation.

   --Possible use by utility companies with their customers. Pacific Gas & Electric Co. has indicated that it would. Use by others seems likely.

   Approximate cost: $5,000. Hold

3. A concise, but comprehensive, booklet on insulation, 6 to 8 pages. For use as a "leave behind" after the presentation, (No. 2 above) has been given, handout by salesmen, a mailing piece, etc. Written to cover process heating and mechanical systems:

   --What insulation <u>is</u>.

   --What insulation <u>does</u>.

   --How much insulation <u>saves</u>.

   --How to <u>specify</u> insulation in new construction and existing installations.

   Approximate cost: $4,000. Printing cost and sales to be within revolving publications fund.

4. Either of the following, or both in conjunction with each other:

   A. A new presentation to contractors (NICA, the regional associations, and city associations). To emphasize the success of ECOH and reactions (including objections and the answers to them) from engineers. A presentation that would be more in depth than the existing one.

B. A booklet on ECOH for contractors' estimators. Content--same as in A. within revolving publications fund.

Approximate cost: $3,000. Rejected

5. Case history articles in the trade press, with reprints to be used in working with utilities and the government and to be offered to member companies at cost. Case history opportunities are to be sought among the big users of energy: the chemical industry, petroleum refineries, paper manufacturing companies, and the food processing industry.

Approximate cost: $10,000. Accepted - Committed

6. Continuation of the utility-energy supplier program:

A. Follow up with electric and gas utilities. In this connection, see No. 2 above.
B. Reprint mailings.
C. Extension of the program to oil suppliers.
D. Extension of the program to state Public Utility Commissions.
E. Extension of the program to state Energy Conservation Offices.

Approximate cost: $6,000. $3,000. Hold
$3,000. Accepted - Committed

7. Work with the Thermal Insulation Industry Council (TIIC)

A. Promotion of the ECOH method.
B. Promoting 90-P. (Two members of the TIIA committees have been assigned to consider this subject, and we expect to work with them.)
C. Preparation of a broad ECOH presentation in conjunction with MICA.

Approximate Cost: $3,000. Accepted - Committed.

8. A brochure, and publicity stories, on the economics of adding insulation to existing installations -- bare pipe and installations with a little insulation. This acitvity would need intensive support from the Technical Subcommittee, and that support is stongly recommended. Much market expansion is involved. Brochure to be within revolving publications fund.

Approximate cost: $4,000. Hold

9. General publicity. Miscellaneous stories and activities. Stories about adopting of ECOL standards by government specifying agencies, meeting requests for information (as from the Council on Environmental Quality or from magazine editors, Purchasing and Chemical Processing are examples), working with the AMA, etc.

Approximate cost: $2,000. Accepted - Committed.

Notes:

1. The above items are not listed in order of priority.
2. The budget includes both the agency fee and production costs, except where printing costs come within the revolving fund set up for that purpose.

The 1975 Budget will be as follows:

Travel & Conference		$ 4,000.
Advertising		
C-M	$3,500.	
P&P	3,500.	7,000.
Promotion		32,000.
Uncommitted Funds (hold)		12,000.
		$ 55,000.

Billing will be quarterly and made on the basis of penetration.

3. The next meeting will be held in Marriott Motor Hotel, New Orleans, La., 10:00 A.M. Tuesday, February 25, 1975.

4. It was suggested that each company send to the TIMA office, copies of ads they have placed.

ADJOURNMENT

There being no further business, the meeting was adjourned.

J.M.Barnhart
Executive Director

The Power & Process Committee met at 12 :30 Noon with the following in attendance:

R.F.Gamble, Chairman
P.T.Buche
E.F.Cusick, Jr.
D.M.Dierson
D.C.Glosser
E.Hall
T.Potterton
S.Scaccia

1. The ASTM Specification on Stress Corossion of Austenitic Stainless Steel was discussed. Each company will answer the ballot on the specification on an individual basis.

2. A Committee consisting of D.Nelson, Chairman, P.T.Buche, E.F.Cusick, Jr. D.M.Dierson and S.Scaccia was appointed to contact the Bureau of Census to revise the present method of reporting in the SIC Codes.

3. P.T.Buche will submit an advertising program to the Power & Process Committee for their consideration at the New Orleans meeting.

   It was agreed to spend $3,500. and use the present ad in Plant Engineering. J-M has the responsibility of placing the ad.

ADJOURNMENT

There being no further business, the meeting was adjourned.

J.M.Barnhart
Executive Director