

LEAD INDUSTRIES ASSOCIATION, INC.

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ON 2-0000

L.I.A. STAFF REPORT - 1964

Robert L. Ziegfeld, executive vice president
and the L.I.A. staff

Robert L. Ziegfeld, executive vice president and treasurer

A man with whom L.I.A. has worked closely over the years in some of its important activities was on the witness stand not so long ago as an expert witness in a lawsuit. In answer to a question intended to establish his standing as an expert on the particular subject under consideration our friend calmly and without any apparent egotism stated that he was the world's leading authority on this subject. At this the judge warned him that he was under oath and with that in mind asked if he would like to reconsider his statement. His reply was, "No, your honor, I am the world's leading authority on this subject." The trial proceeded and at no point did the opposition even attempt to refute his statement, because he is.

Now I don't intend to draw an exact parallel between this gentleman and myself or the L.I.A. staff. But I do maintain that over the years the Association has established the enviable reputation of knowing more about more things relating to the use of lead, or having access to such knowledge, than any other small group of experts. That's our business. But it's only part of our business. This information has to get around so that more people will have more knowledge of how to use lead profitably in their products.

The members of L.I.A. have done an outstanding job of providing us with the tools we need to disseminate this information. Through technical service, publications, advertising, trade shows and other means it is getting around, as my annual report, which has been mailed to all of you, will confirm. Although that report is somewhat lengthy, because there is a lot to be said to cover our activities and results, I hope every member will take the time to read it. After all, you provide the money and I think you should know what we are doing with it.

So, we have the information. It is being disseminated widely. But there is one little detail with which I am not fully satisfied and I don't think you should be. It is something for which I think we must all share the blame and which, if corrected, could make the money you are spending through the Association much more effective.

This is the follow-through to more sales after we have collected the necessary information about lead and planted it in the right places. It's just as simple and as elusive as the perfect golf swing. You won't get the distance and the pin-point accuracy without the proper follow-through. After all the Association has nothing to sell but ideas and service, but what you want is product sales. So somehow our efforts have to be converted into your sales.

Presented at the 36th annual meeting -- Lead Industries Association, Inc., Chase Park Plaza Hotel, St. Louis, Missouri, April 22, 1964.

 *Look Ahead with Lead*

Often we can accomplish this ourselves where buying is done on specification on a large scale and we are able to have the specifications written to require lead or a lead product. But we of the L.I.A. staff are a small group crying in the wilderness of the whole United States. We can influence many of these specifications but not all by any means. And then, too, there are the great number of sales that are not made on specification and we can't be on the spot at the right time all the time, nor can we make a sale.

Here is where I'd like to make an appeal for some sort of closer liaison with our members who have the products to sell and the sales organizations to sell them. I have some suggestions. I hope you will have some. But in any case I think closer coordination between your efforts and ours would be all to the good.

In the first place we need more help in getting our literature in the right hands. You can help us do this by seeing that your salesmen, dealers and distributors receive it. This applies also to potential customers, whom we know only as names on a mailing list but you know as Jack, Joe or Harry. You can use reprints of our advertising or copies of our brochures and reprints for this purpose at very nominal cost and perhaps create a lot of customer good will for yourselves. The public utility industry and industrial truck manufacturers are doing this because of our mutual interest in selling battery power. Why can't our own members do the same with products in which they have an interest?

If these people are constantly made conscious of the areas in which we can help, perhaps they could then let us know of critical situations involving the use of lead before, rather than after decisions have been made. We need you to act as our bird dogs, which I say affectionately because I love bird dogs. Thus the ability of our staff to get around could be multiplied many times.

We would also welcome opportunities to meet with members' representatives, preferably in groups, and discuss in considerable detail our programs and the information we have. We could learn from them the problems they face in the field and devise means of providing greater help. If you want to get a group of your salesmen, dealers, distributors or customers together, we'd like to meet with them and talk to them about lead.

We believe that members could profitably make greater efforts to visit trade shows at which we are exhibitors or meetings at which staff members are speakers. We need your active interest in our work, not passive acceptance of our programs as though you have no part in them.

You will have other ideas of how we can work more closely with our members. Please let us hear them. We are all together in this Association to increase the business in lead and lead problems. We are at your service. We don't want to miss - we can't afford to miss - any opportunities to sell more lead, find more markets for our products and derive the most benefits from the money you are spending through the Association. To quote something I read recently, "Why not go out on a limb? That's where the fruit is!"

Now, for a moment, speaking as Treasurer of L.I.A. I would like to summarize the financial report made by our auditors, Haskins and Sells, and mailed to you in detail on April 6, 1964. At the end of 1963 we had total assets of \$431,000, of which \$30,000 was earmarked for the Pension Fund and practically all of the rest was in operating funds.

Total reserves at the beginning of 1963 were \$603,000, total income during the year was \$816,000, total expenses \$912,000, and total reserves at the year end \$369,000, showing a current excess of expenses over income of \$96,000 and also reflecting a deposit of \$138,000 from Pension Fund Reserves to the Bankers Life Co. on a deposit administration group annuity contract. Thus only about \$30,000 of Pension Plan funds now remain in savings banks.

These figures are broken down as follows:

	General Fund	International Lead Zinc Research	Pension Fund
Reserves at beginning of 1963	\$244,000	\$211,000	\$148,000
Income during 1963	381,000	414,000	20,000
Expenses during 1963	443,000	468,000	none
Reserves end of 1963	182,000	157,000	30,000*
Excess of Income over Expenses	- 62,000	- 54,000	20,000

*\$138,000 deposited with Bankers Life Co.

The deficits noted above were authorized by the Directors to reduce reserves to more moderate figures.