

# THE FUTURE IS PVC PIPE

42ND ANNUAL MEETING

MARCH 10-12

2014



HARBOR BEACH MARRIOTT RESORT & SPA FORT LAUDERDALE, FLORIDA

## MISSION STATEMENT

# INCREASING THE RESPONSIBLE USE OF PVC PIPE

- || EXPANDING DEMAND FOR PVC PIPE PRODUCTS
- || CONSOLIDATING PVC PIPE INDUSTRY EFFORTS TO PROMOTE ITS PRODUCTS
- || INFORMING PUBLIC OPINION ON PVC PIPE USE

## UNI-BELL'S MAJOR GOALS

### MARKET SUPPORT

Identify, analyze and capitalize on opportunities to preserve and expand markets for PVC pipe.

### ISSUES MANAGEMENT

Monitor and influence public issues that affect Association members.

### TECHNICAL SUPPORT

Collect, interpret and disseminate technical information on industry products and their applications.

### EDUCATION

Enhance knowledge and awareness of groups and individuals responsible for the promotion and use of PVC pipe.

### STANDARDS & SPECIFICATIONS

Promote and assist in the development of standards, specifications and practices that encourage proper use of PVC pipe.

### ORGANIZATIONAL RELATIONSHIPS

Maintain cooperative relationships and activities with allied organizations in pursuit of Uni-Bell's mission.

### INDUSTRY STATISTICS

Lawfully gather, consolidate and disseminate industry sales, marketing and production data.

### NETWORKING & FORUMS

Encourage member interaction and understanding of issues and trends affecting the industry.

### ORGANIZATIONAL COMPETENCY

Maintain an organizational structure that reflects the highest levels of volunteer and professional staff competency.

## ANTITRUST GUIDELINES

Antitrust laws prohibit agreements or understandings between two or more individuals or businesses to regulate prices or quantities of goods or services, to allocate customers or territories, to hinder or limit a competitor or potential competitor's operations, or otherwise unreasonably restrain business activity. Discriminatory pricing or servicing is also prohibited, as well as monopolization or attempts to monopolize.

Violation of antitrust laws is a felony and convicted individuals can be and have been imprisoned for up to three years. Corporations are subject to heavy fines. Violation of antitrust laws can also lead to civil actions which can result in treble damages and attorneys' fees. Every individual should, therefore, follow these rules:

DO NOT discuss your prices or competitors' prices with a competitor (except when buying from or selling to that competitor) or anything which might affect prices such as costs, discounts, terms of sale or profit margins.

DO NOT agree with competitors to uniform terms of sale, warranties or contract provisions.

DO NOT agree with competitors to divide customers or territories.

DO NOT act jointly with one or more competitors to put another competitor at a disadvantage.

DO NOT try to prevent your supplier from selling to your competitor.

DO NOT discuss your future pricing, marketing or policy plans with competitors.

DO NOT discuss your customers with your competitors.

## WITH RESPECT TO ASSOCIATION ACTIVITIES

DO NOT make statements regarding prices or matters affecting prices at Association meetings.

DO NOT make statements about your future plans regarding pricing, expansion or other policies with competitive overtones.

DO NOT participate in discussion where other members do.

DO NOT propose or agree to any standardization which will injure your competitor.

DO NOT assume you are protected by informal advice from a government official.

Consult with the Association's legal counsel before speaking for the Association.

Alert Association staff and legal counsel to anything inaccurate or improper. This includes a position the Association has taken or intends to take or a meeting or activity of which you have learned.

Consult your own legal counsel or the Association's legal counsel before raising any matter which you feel might be sensitive.

Send copies to an Association staff member of any communications or documents sent, received or developed by you when acting for the Association.

Alert every employee in your Company who deals with the Association of these guidelines.

Leave any meeting where any of the foregoing topics are being discussed – and state why you are leaving.

Be conservative. If you feel an activity might be improper, do not do it.



# THE FUTURE IS PVC PIPE:

ON BEHALF OF UNI-BELL'S BOARD OF DIRECTORS, WE EXTEND A HEARTFELT  
WELCOME TO ALL PARTICIPANTS IN OUR 42ND ANNUAL MEETING

PVC pipe is the leading material for underground infrastructure in the world today. It leads not only in market share, but also in performance and longevity – which is why it's the product of choice for North American water and sewer utilities. Cost-effective and corrosion-proof, PVC provides a beneficial combination of attributes for taxpayers and utilities alike. For these reasons iron pipe and polyethylene (HDPE) pipe makers continue to develop schemes to challenge PVC pipe, since they are unable to compete with PVC on an even playing field.

For its part, corrosion-prone iron pipe, whose longevity has plummeted because of reductions in pipe-wall thickness, has tried to repackage itself as environmentally friendly. However, no environmental impact information has been disclosed for its new green certification. A guiding principle of sustainability is transparency, and customers should not accept anything less. All the while, they spread false and misleading information about PVC pipe's performance and safety.

Similarly, HDPE pipe is trying to lower the safety factor of its water pipe. This risky proposal would allow the material with the lowest tensile-strength and the shortest in-service performance record to be rated using the lowest safety factor; which will only increase the risk of pipe failure and shorten design life. Though clearly not in the interests of ratepayers or utilities, HDPE pipe producers continue to press forward with this maneuver. As with the iron pipe industry, the objective is to gain market share at any cost.

In contrast, the PVC pipe industry is committed to providing its customers with verifiable information and the best products available. The stakes are high. Taxpayers will be called upon to spend trillions of dollars over the next twenty years to renew North America's underground infrastructure – at a time of dwindling government resources. Fortunately, a revolution in the water and sewer industry is around the corner, and PVC pipe is at the heart of it.

We look forward to deliberating with you at the Marriott Harbor Beach Resort & Spa in Fort Lauderdale, Florida and to thought-provoking discussions about the central role that will be played by PVC pipe in underground infrastructure. Let's do it right – let's do it with PVC!

WITH BEST REGARDS

Michael J. Mattina  
CHAIR

Bruce Hollands  
EXECUTIVE DIRECTOR

## SPONSORS

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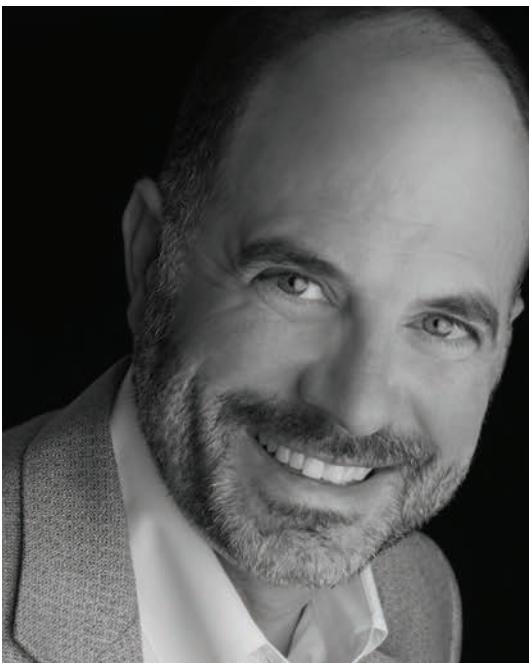
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# KEYNOTE SPEAKER



## CHARLES FISHMAN

AWARD-WINNING WRITER  
INVESTIGATIVE JOURNALIST  
AND AUTHOR

### SATISFYING THE BIG THIRST **WHEN IT COMES TO WATER- THE PIPES MATTER MORE THAN EVER**

Charles Fishman is the author of *The Big Thirst: The Secret Life and Turbulent Future of Water*, the bestselling book on water in America in the past 25 years. An award-winning senior writer for *Fast Company*, Fishman is a celebrated investigative journalist, specializing in business innovation and social responsibility. *The Big Thirst* examines how water resources will come to define this century. The book is a popular read on college campuses and a must-read in boardrooms.

Fishman helps redefine how we look at water, our most essential but, in many ways, misunderstood resource. He also highlights water's vital role in the business sector and points to the many contradictions of water in the developing world, leaving audiences with a hopeful vision of how current wasteful ways can be curbed through ingenuity and conscientious stewardship. Fishman also blogs about water for *National Geographic*. His previous book, *The Wal-Mart Effect*, was also a bestseller, and an *Economist* Book of the Year.

# SPEAKERS

## STEVEN BRIEN

is Senior Director, Global Inorganics (Chlor-alkali/Vinyls/Soda Ash) at IHS Chemical where he provides market analysis for clients.

## RICHARD CUMMINGS, CPE

is Field Maintenance Group Manager for Hillsborough County Public Utilities Department and has 33 years utilities experience and licenses in cross connection control, water distribution, wastewater collection and wastewater treatment.

## DICK DOYLE

is President and CEO at The Vinyl Institute. He spent 17 years at the American Chemistry Council and has extensive experience in association management, public affairs and in driving performance improvement throughout the U.S. manufacturing industry.

## JOHN HOULE, PE

is Technical Director at the PVC Pipe Association, with 27 years of marketing and technical experience in the PVC pipe industry.

## DR. BRYAN W. KARNEY

is a Professor of Civil Engineering and Associate Dean of Cross Disciplinary Programs at the University of Toronto. He is also a Director at HydraTek & Associates Inc., a hydraulic transient analysis specialty firm providing hydraulic and hydraulic transient consulting services for a wide range of fluid pipe systems.

## RICHARD C. KIRBY IV, PE

is Section Manager of Project Management, Infrastructure Inspections, Utility Locates and Utility Coordination for Hillsborough County Public Utilities Department. As a private consultant he has designed water and wastewater treatment plants as well as collection and distribution systems.

## RICHARD KROCK, PE

is Technical Director for The Vinyl Institute and has worked in the PVC industry for 25 years. Mr. Krock's career has spanned petroleum refining, carbon fibers and pitch, plastic resin polymerization, plastics compounding, plastics processing and recycling.

## ANDRÉ NIJLAND

is Area Sales Manager for Technology Licensing for Asia, Pacific and North America with Wavin Overseas B.V., a Dutch supplier and exporter of water, wastewater and storm sewer systems.

## WERNER PREUSKER

is Managing Director of AGPU (Working Group PVC and Environment) and spokesperson for PVCplus, which has significantly improved PVC's reputation in Germany. He has also worked as an advisor to the German government and chemical industry on environmental matters.

## TAD RADZINSKI, PE, LEED AP, SFP

is President of Sustainable Solutions Corporation and Adjunct Professor at Villanova University with over 30 years of experience providing sustainable manufacturing, building and operations, marketing, training and education services across a wide range of industries.

## DR. SUNIL SINHA

is Associate Professor of Civil and Environmental Engineering at Virginia Tech University and Director of the Center of Excellence in Sustainable Water Infrastructure Management (ICE-SWIM) at the Institute for Critical Technology and Applied Science (ICTAS). He specializes in asset management, sensor informatics, pattern recognition, and predictive modeling for sustainable and resilient infrastructures, especially drinking water and wastewater pipeline infrastructures.

## MAYOR SAM SYNARD

has been involved in municipal government since 1989 and presently serves as Mayor of Marystow in Newfoundland and Labrador. He has represented localities nationally and provincially, and has overseen investments in leading-edge, sustainable infrastructure throughout Canada as Chair of the \$550 million Green Municipal Fund, which has provided funding for water and sewer projects using PVC piping.

## STATE REPRESENTATIVE ANDY THOMPSON (R-OH)

is serving his second term in the Ohio House of Representatives for the 95th District. Representative Thompson was a Councilor in Marietta City, OH and worked for the Competitive Enterprise Institute, a Washington, D.C. think tank. He is also co-publisher of *Bird Watcher's Digest* magazine and a member of the NRA.



**Note:** Attire is business casual/slacks unless specified otherwise.  
Badges must be worn at all social events and presentations.

## || SUNDAY, MARCH 9 || CARIBBEAN SALON IV

6:00 PM - 7:00 PM

PRE-MEETING RECEPTION

## || MONDAY, MARCH 10 || CARIBBEAN SALON IV

7:30 AM

BREAKFAST

3030 Ocean Restaurant

8:30 AM

JOINT MEETING OF PIPE AND RESIN PRODUCERS, ASSOCIATE,  
INTERNATIONAL, LICENSING & CERTIFICATION/TESTING MEMBERS  
*Brad Corbett Jr., Board Member, S&B Technical Products, Inc.*

Introduction of attendees and new members. Discussion of international travel.

9:00 AM

PROMOTE THE BENEFITS & BUILD TRUST:

ADDRESSING EMOTIONAL CAMPAIGNS AGAINST PVC

*Werner Preusker, Managing Director, AGPU*

*(Working Group PVC and Environment), PVCplus*

How technical information and communications strategies developed by Bonn-based AGPU and PVCplus addressed attacks directed against PVC regarding its impact on health and the environment. AGPU was founded in 1988 by German companies from the PVC value chain to establish dialogue with NGOs, scientists, journalists and key decision makers in all market sectors for PVC.

9:30 AM

GETTING MORE BANG FOR THE BUCK FOR OHIO'S DRINKING  
WATER & CLEAN WATER STATE REVOLVING FUNDS

*State Representative Andy Thompson (R-OH)*

A discussion of how open and fair competition for underground piping in Ohio will increase choices available to water and sewer utilities, generate cost-savings, and result in higher quality infrastructure.

10:00 AM

BREAK

10:30 AM

UPDATE FROM THE EUROPEAN PLASTIC PIPE MARKET

*André Nijland, Area Manager for Technology Licensing for Asia, Pacific  
and North America, Wavin Overseas B.V.*

Current status and outlook on PVC pipe in Europe, highlighting new developments and reactions from around the world.

11:00 AM

ROLE OF PVC RESINS IN SUSTAINABLE DESIGN

*Richard Krock, PE, Technical Director, The Vinyl Institute*

Sustainability can be stated many ways but four core principles are common: protect the environment, promote human health, conserve resources, and assure social and economic well-being. A look at how the intrinsic properties of PVC resin enables its finished products to meet these four objectives.

11:30 AM

TOWARDS GREATER TRANSPARENCY IN MUNICIPAL  
INFRASTRUCTURE PROCUREMENT

*Mayor Sam Synard, Town of Marystow, Newfoundland & Labrador*

Procurement must be open and transparent if it is to deliver the most practical, cost-effective and sustainable infrastructure solutions. For these reasons PVC pipe is the material of choice in Marystow and it's why the Newfoundland and Labrador Federation of Municipalities is advocating that PVC pipe be included in all municipal bids.

FREE AFTERNOON

9:00 AM - 11:30 AM

SPOUSAL PROGRAM

Hotel Lobby

Las Olas Boulevard Tour

Brunch provided.

5:00 PM - 7:00 PM

WELCOME & NETWORKING RECEPTION

Dunes/Coconut Terrace

Casual Attire

Sponsors: Arkema, MaxSeal, Specified Fittings Inc.

**SOCIAL  
ACTIVITIES**



# THE FUTURE IS PVC PIPE

|| TUESDAY, MARCH 11 || CARIBBEAN SALON IV

7:30 AM

BREAKFAST  
3030 Ocean Restaurant

8:30 AM

CHAIR'S REMARKS

## WATERiD - THE NATIONAL WATER INFRASTRUCTURE DATABASE

*Dr. Sunil Sinha, Associate Professor of Civil and Environmental Engineering, Virginia Tech University*

A discussion of Virginia Tech's Water Infrastructure Database (WATERiD), a national database which helps water and sewer utilities make accurate predictions on the condition of their underground infrastructure. WATERiD also expedites decision-making for the selection of appropriate condition assessment rehabilitation technologies.

9:15 AM

## PVC: KEY DRIVERS AND TRENDS, FEEDSTOCK'S OUTLOOK & WORLDWIDE ECONOMIC FACTORS

*Steven Brien, Senior Director, Global Inorganics, IHS Chemical*

A look at capacity and demand in the global thermoplastics marketplace.

10:00 AM

BREAK

10:30 AM

## A COMPREHENSIVE LOOK AT PVC SEWER PIPE PERFORMANCE IN HILLSBOROUGH COUNTY, FL

*Richard C. Kirby IV, PE, Section Manager of Project Management, Infrastructure Inspections, Utility Locates, and Utility Coordination, Hillsborough County Public Utilities Department (HCPUD) & Richard Cummings, CPE, Field Maintenance Group Manager, HCPUD*

In 2001, Hillsborough County chose to formalize a preapproved materials and products procedure, which was developed hand-in-hand with updated technical specifications. PVC was chosen as the standard material for sewer pipes. Since then, the utility has evaluated and used multiple PVC pipe products. This presentation examines some individual cases and outcomes and discusses PVC's overall performance.

11:00 AM

## KEYNOTE SPEAKER SPONSORED BY



North American  
Pipe Corporation

## SATISFYING THE BIG THIRST: WHEN IT COMES TO WATER, THE PIPES MATTER MORE THAN EVER

*Charles Fishman, Award-Winning Writer, Investigative Journalist and Author*

Charles Fishman believes that the water industry is on the verge of revolutionary transformation, where there will be a blossoming of techniques and technologies after almost a half-century of stagnation. Hear his thought-provoking ideas and insights and how spreading water problems can present real opportunities for the PVC pipe industry. How we talk about water issues and explain both the problems and range of options are key to getting the smartest solutions.

1:00 PM

UNI-BELL GOLF TOURNAMENT

Jacaranda Golf Club

Shotgun & Scramble Format

*Lunch not provided. Meet in Hotel Lobby at 12:15 PM.*

SOCIAL  
ACTIVITIES



## || WEDNESDAY, MARCH 12 || CARIBBEAN SALON IV

7:30 AM

**BREAKFAST**  
3030 Ocean Restaurant

8:30 AM

**REPORTS**  
Executive Director Report: *Bruce Hollands, PVC Pipe Association*  
Technical / Market Development Committee Reports: *Mike Glasgow, North American Pipe Corp.*  
Technical Director Report: *John Houle, PVC Pipe Association*  
Regional Engineer Report: *Steve Cooper, PVC Pipe Association*  
Senior Washington Consultant Report: *Tim Burns, PVC Pipe Association*  
Resin Producers, Associates, International, Licensing & Certification / Testing Members' Report: *Brad Corbett, Jr., S & B Technical Products*

9:00 AM

**WATER HAMMER IN SUPPLY PIPELINES AND NETWORKS:  
WHAT IS SPECIAL ABOUT PLASTIC PIPES?**  
*Bryan W. Karney, Professor of Civil Engineering and Associate Dean of Cross Disciplinary Programs, University of Toronto*  
An overview of how a water hammer occurs, how it's controlled, and how analysis and control varies with different pipe materials. Finally, a look at the mythology of plastic pipe performance during a water hammer event, separating fact from fiction, focusing on key or universal insights needed for water hammer control.

9:30 AM

**THE VINYL INDUSTRY IN 2014**  
*Dick Doyle, President and CEO, The Vinyl Institute*  
The latest developments and issues facing the North American PVC/vinyl market. Learn about the tremendous opportunities for vinyl product solutions and the collaborative efforts between Uni-Bell, The Vinyl Institute and others in the vinyl chain to broaden markets for PVC pipe and other essential vinyl materials.

10:00 AM

**BREAK**

10:30 AM

**THE VALUE OF LCAS AND EPDS: COMPETING IN AN EVOLVING MARKET**  
*Tad Radzinski, PE, LEED AP, SFP, President, Sustainable Solutions Corporation*  
The importance of the PVC pipe industry's Life Cycle Assessment (LCA) and Environmental Product Declaration (EPD) in today's green marketplace and how to effectively communicate the results. Find out how to maximize LCA and EPD utility to benefit customers and increase sales of PVC pipe products.

11:30 AM

**UNI-BELL RESEARCH PROJECT SAVES PVC PIPE MANUFACTURER FROM COSTLY DIG-UP**

*John Houle, PE, Technical Director, Uni-Bell PVC Pipe Association*  
Description of a research project involving Uni-Bell staff and two member companies. Timely and decisive action provided the information necessary for a utility to accept an installed deep-bury PVC sewer pipeline.

11:50 AM

**CLOSING REMARKS**

*Mike Mattina, Uni-Bell Chair*  
Conclusion of Annual Meeting

12:30 PM

**BOARD OF DIRECTORS' MEETING AND LUNCHEON**  
Sport Riva

**6:30 PM - 9:30 PM**  
GRANDE FINALE DINNER  
OCEANVIEW  
Attire: Cocktail/Sports Jacket (*Tie Optional*)  
Sponsor: North American Pipe Corporation

**SOCIAL  
ACTIVITIES**

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# BY COMPANY ATTENDEES



For an electronic version  
of the 2014 Annual  
Meeting Attendees list,  
scan this QR Code with  
a QR reader app on your  
mobile device.

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*locator map*

RESORT LOBBY LEVEL

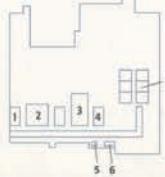


All locations specific to events located in schedule  
are indicated by blue lined boxes on map above.

3030 HOLIDAY DRIVE, FORT LAUDERDALE, FL 33316  
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BEACHWALK LEVEL

1. THE CLUB RECEPTION AND SALES
2. SULLO'S SALON
3. BEACH ROUND SHOP
4. GUEST LAUNDRY
5. ATM
6. GUEST INTERNET ACCESS
7. GUEST ELEVATOR



Experience beachside luxury and gorgeous Atlantic ocean views  
at this exclusive South Florida beach hotel.

Our unique resort is just minutes from Las Olas Boulevard,  
the Beach Promenade and Sawgrass Mills Mall.