



40TH ANNUAL MEETING PROGRAM

UNLEASHING

AMERICAN INNOVATION WITH PVC PIPE

The Sustainable Solution for Corroding Water & Sewer Systems

UNI-BELL PVC PIPE ASSOCIATION

APRIL 23-25, 2012

MARRIOTT KEY WEST BEACHSIDE HOTEL
KEY WEST, FLORIDA



WELCOME

UNLEASHING

AMERICAN INNOVATION WITH PVC PIPE

The Sustainable Solution for Corroding Water & Sewer Systems

WELCOME TO UNI-BELL'S 40TH ANNUAL MEETING

Dear Member:

On behalf of Uni-Bell's Board of Directors, we extend a heartfelt welcome to all participants in our 40th Annual Meeting.

America's economic well-being and public health are dependent upon reliable and financially viable water and wastewater systems. But corroding metallic pipes are creating an epidemic in water main breaks, many of which were installed in the last 20 years. In total, corrosion of our water and sewer infrastructure carries a \$50.7 billion annual price tag, including 2.6 trillion gallons of lost drinking water every year, \$4.1 billion in wasted electricity annually, traffic disruptions, depleted water supplies, skyrocketing insurance claims, political upheaval, etc.

There is a solution and the future need not look so bleak. PVC pipe is poised to make the 21st Century a corrosion-free era. It is already the number one selling pipe with over 40,000 North American communities benefiting from its exceptional safety, durability and environmental attributes. And PVC pipe's high performance characteristics substantially reduce a utility's operating costs, keeping water and sewer rates down.

Some barriers still exist, especially when communities do not include PVC pipe in their bidding processes and continue to replace corroded pipes with the same outdated materials. One way forward is to return to core American values like open competition. Ensuring that PVC pipe gets the consideration it deserves through fair procurement transactions will lower costs and drive innovation.

It's time to unleash American innovation together and to build corrosion-proof piping networks across the nation that will last for generations. This is our business and this will be our legacy.

Come join us at the renowned Marriott Beachside Hotel in Key West, where the ocean is always warm and natural beauty and recreational activities are second to none.

We look forward to deliberating with you over the next few days.

With best regards,

NEAL GORDON
Chair

BRUCE HOLLANDS
Executive Director

Attire is business casual/jeans ok unless specified otherwise.
Badges must be worn for all social events and presentations.

SUNDAY, APRIL 22

6:30 p.m. – 7:30 p.m. **PRE-MEETING RECEPTION – POOLSIDE**

MONDAY, APRIL 23

7:00 a.m. – 12:00 noon..... **JOINT MEMBER MEETING/PRESENTATIONS – SALON B**

10:00 a.m. – 11:00 a.m. **SPOUSAL ORIENTATION – HOTEL LOBBY**

FREE AFTERNOON

5:00 p.m. – 7:00 p.m. **WELCOME & NETWORKING RECEPTION – AT THE BEACH**
Attire is business casual/slacks – no jeans.

TUESDAY, APRIL 24

7:00 a.m. – 12:00 noon..... **CHAIR'S REMARKS/PRESENTATIONS – SALON B**

12:30 p.m. **UNI-BELL GOLF TOURNAMENT – KEY WEST GOLF COURSE**
(shotgun start)

FREE EVENING

WEDNESDAY, APRIL 25

7:00 a.m. – 12:00 noon **ASSOCIATION REPORTS/PRESENTATIONS – SALON B**

12:30 p.m. – 4:00 p.m. **BOARD OF DIRECTORS' MEETING AND LUNCHEON – PDR ROOM**

6:30 p.m. – 9:30 p.m. **GRAND FINALE DINNER – TOWN ROOM**
Attire is cocktail/sports jacket - tie optional.

Registration package includes free continental breakfast daily.



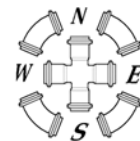
SCHEDULE SUMMARY

UNI-BELL WOULD LIKE TO THANK THE FOLLOWING SPONSORS:

GOLD SPONSOR



SILVER SPONSORS



Specified Fittings, Inc.



FEATURED SPEAKERS



GREGORY BAIRD

is Managing Director and CFO of Aging Water Infrastructure Consulting, LLC and former CFO, City of Aurora/Aurora Water, CO.



DICK DOYLE

is President and Chief Executive Officer at The Vinyl Institute and has extensive experience in legislative and regulatory advocacy as well as industry and community relations.



STEVEN BRIEN

is Global Business Director, IHS Chemical for Chlor-Alkali/Vinyls and Inorganics where he provides market analysis for clients.



DALE EDWARDS

is Senior Managing Consultant at Engineering Systems Inc. (ESI) with 32 years experience in testing and analysis of plastic and composite materials, consulting, and laboratory management.



TIM BURNS

is a government relations consultant, a profession he has exercised since 1975. He's an expert on issues that include drinking water and wastewater, energy, taxes, transportation, trade, environment, health and safety.



JEFFREY EGER

is Executive Director of the Water Environment Federation (WEF), an international non-profit organization of water quality professionals headquartered in Alexandria, VA.



ZORAN DAVIDOVSKI

is Vice President for Marketing and Innovation and Coordinator for Corporate Social Responsibility at Pipelife International. He has worked in the plastics industry for over 14 years.



DR. STEVEN FOLKMAN

is Associate Professor at Utah State University and Director of the Buried Structures Research Laboratory, where he has been involved in buried pipe testing and analysis for over 20 years.

FEATURED SPEAKERS



NIGEL JONES

is Marketing Development Manager for Australian Vinyls and has been in the plastics industry for 26 years, most of which has been spent working with PVC.



G. WADE MILLER

is Executive Director of the WaterReuse Association, a non-profit organization promoting the efficient use of water resources through reclamation, recycling, reuse and desalination.



BERNARD KRZYS

is founder of Benjamin Media, Inc. and publisher of *Trenchless Technology* magazine. He also has a background in manufacturing and utility construction.



JOS OOSTERIK

is Area Manager for Technology with Wavin Overseas B.V., a Dutch supplier and exporter of water, wastewater and storm sewer systems.



EZRA LEVANT

is a TV news anchor, bestselling author and columnist. A great defender of freedom of speech, he specializes in getting to the bottom of things and exposing wrongs and hypocrisy in business and politics.



TOM PEDERSEN

is Chief Executive Officer and Technical Director of Rheogistics LLC with 36 years experience in lubricant development and manufacturing for rigid PVC pipe.



ANGELA LOGOMASINI, PH.D.

is Senior Fellow and Director of Risk and Environmental Policy at the Competitive Enterprise Institute where she focuses on environmental regulatory issues. She is frequently interviewed on television and radio and widely published.



MICHAEL STADNYCKYJ

is Director of the Pipeline Inspection Division for Wachs Water Services. He has played critical roles in the commercialization of advanced pipeline construction assessment technologies.



MICHAEL SZELIGA

is Senior Project Manager at Russell Corrosion Consultants, Inc. with 34 years experience in corrosion control engineering services.

MONDAY, APRIL 23, 2012 – SALON B

- 7:00 a.m..... Continental Breakfast – Foyer Salon B
- 7:45 a.m..... **JOINT MEETING OF PIPE AND RESIN PRODUCERS, ASSOCIATE, INTERNATIONAL, LICENSING AND CERTIFICATION/TESTING MEMBERS.**
Introduction of new members.
Brad Corbett Jr., Board Member, S&B Technical Products, Inc.
- 8:20 a.m..... **UPDATE FROM THE EUROPEAN PLASTIC PIPE MARKET**
Jos Oosterik, Area Manager for Technology, Wavin Overseas B.V. – The Netherlands
Current status and outlook on PVC pipe in Europe, highlighting new developments and reactions from around the world.
- 8:50 a.m..... **PVC: KEY DRIVERS AND TRENDS, FEEDSTOCK'S OUTLOOK AND WORLDWIDE ECONOMIC FACTORS**
Steven Brien, Global Business Director, IHS Chemical
A look at capacity and demand in the global thermoplastics marketplace.
- 9:20 a.m..... **THE TRANSFORMATION OF THE WATER INDUSTRY**
Jeffrey Eger, Executive Director, Water Environment Federation (WEF)
The concept of wastewater is evolving into water resource recovery. WEF is launching creative new initiatives to help facilitate this change and to inspire a new public dialogue about water.
- 10:00 a.m..... Break – Foyer Salon B
- 10:30 a.m..... **CHANGING THE NATIONAL PIPE REPLACEMENT STRATEGY: PVC PIPE VANQUISHES CORROSION**
Greg Baird, Managing Director of Aging Water Infrastructure Consulting, LLC and former CFO, City of Aurora/Aurora Water, CO
America is currently trapped in a destructive cycle of installing metallic pipes in all the the wrong places. A financial perspective on the corrosion epidemic and its effect on sustainability, rate affordability and water quality.
- 11:20 a.m..... **NEW INSPECTION TECHNOLOGIES FOR WATER TRANSMISSION AND DISTRIBUTION MAINS**
Mike Stadnycky, Director of the Pipelife Inspection Division, Wachs Water Services
An examination of technologies available which provide real time information for proper pipeline installation, leak detection and water quality issues.

SOCIAL ACTIVITIES

- 10:00 a.m. – 11:00 a.m.... **SPOUSAL ORIENTATION – HOTEL LOBBY**
Depart from the hotel on the Old Town Trolley for a private one-hour tour of Key West complements of Uni-Bell. Includes a presentation by the concierge on hotel/local activities.
- 5:00 p.m. – 7:00 p.m..... **WELCOME & NETWORKING RECEPTION – AT THE BEACH**
Attire is business casual/slacks - no jeans.
Sponsors: Arkema Inc., Specified Fittings, Inc. and MaxSeal Inc.

TUESDAY, APRIL 24, 2012 – SALON B

- 7:00 a.m..... Continental Breakfast - Foyer Salon B
- 7:45 a.m..... Introductions/Chair's Remarks
- 8:00 a.m..... **AN OVERVIEW OF THE RECLAIMED WATER / WATER REUSE MARKET**
G. Wade Miller, Executive Director, WaterReuse Association (WRA)
 The reclaimed water market is booming and purple PVC pipe is the product of choice. Learn about WRA's key initiatives, demand for pipe in the water reuse market, and the potential for collaborative efforts with the PVC pipe industry.
- 8:30 a.m..... **INFLUENCING PUBLIC POLICY ON THE IMPORTANCE OF OPEN COMPETITION**
Angela Logomasini, Ph.D., Senior Fellow and Director of Risk and Environmental Policy, Competitive Enterprise Institute (CEI)
 Find out how groups like the CEI can influence public policy on the benefits of competition and a free marketplace. Recent work to promote competitive bidding practices in the municipal sector for products and services, including PVC pipe, will also be discussed.
- 9:00 a.m..... **SURVEY RESULTS OF UNITED STATES AND CANADIAN WATER MAIN FAILURES**
Steven Folkman, Ph.D., Associate Professor at Utah State University and Director of the Buried Structures Research Laboratory
 Results of a water main break survey of 188 North American water utilities conducted in 2011. The bottom line: PVC's failure rate is half that of ductile iron.
- 9:30 a.m..... **ENVIRONMENTAL IMPACTS OF PVC PIPING SYSTEMS**
Zoran Davidovski, Vice President, Marketing and Innovation, Pipelife International
 An examination of the complete Life Cycle Analysis (LCA) and Environmental Product Declaration (EDP) results for major PVC pipe applications undertaken by the European Plastic Pipe and Fittings Association. Includes comparisons of different pipe materials.
- 10:00 a.m..... Break – Foyer Salon B
- 10:30 a.m..... **THE PROGRESSIVE CASE FOR PVC PIPES**
Ezra Levant, TV Anchor/Best-Selling Author/Columnist
 If we take our critics at face value, what pipes would we be using? Learn how to promote PVC pipe by using progressive values and language and refute the misinformation disseminated by competing pipe materials.
- 11:20 a.m..... **OXIDATIVE DEGRADATION OF HDPE PIPES FROM EXPOSURE TO DRINKING WATER DISINFECTANTS**
Dale Edwards, P.E., Senior Managing Consultant, Engineering Systems Inc.
 A look at the causes and failure mechanisms of high density polyethylene (HDPE) pipe due to oxidation from potable water disinfectants such as chlorine. Forensic analysis of field failures provided.

SOCIAL ACTIVITIES

- 12:30 p.m..... **UNI-BELL GOLF TOURNAMENT – KEY WEST GOLF COURSE** (shotgun start)

WEDNESDAY, APRIL 25, 2012 – SALON B

- 7:00 a.m..... Continental Breakfast – Foyer Salon B
- 7:45 a.m..... Executive Director’s Report: Bruce Hollands, Uni-Bell
 Operating Committee Report: Jeff Phillips, IPEX Management Inc.
 Technical Director Report: John Houle, Uni-Bell
 Regional Engineer Report: Steve Cooper, East/Central Region, Uni-Bell
 Resign Producers, Associate, International, Licensing and Certification/Testing
 Members’ Report: Brad Corbett, Jr., S&B Technical Products, Inc.
- 8:30 a.m..... **LUBRICATING PVC PIPE FORMULATIONS – CURRENT ISSUES AND OPTIONS**
 Tom Pedersen, CEO and Technical Director, Rheoistics, LLC
 A discussion of the paraffin-lubricant industry for rigid PVC pipe, including history, capability and recent changes. Beneficial properties of paraffin and cost-effective alternatives to traditional waxes are presented.
- 9:00 a.m..... **TECHNOLOGY AND SUSTAINABILITY OF PVC PIPE IN AUSTRALIA**
 Nigel Jones, Marketing Development Manager, Australian Vinyls Corporation Pty Ltd.
 The importance of sustainability has led the Green Building Council of Australia to develop best practice guidelines for PVC building products. Learn about the effect on PVC piping and how technology is helping PVC pipe gain an advantage over competing materials.
- 9:30 a.m..... **GET INVOLVED AT THE FEDERAL, STATE AND LOCAL LEVELS**
 Tim Burns, Senior Consultant, The Burns Group
 Changing pipe material specifications often requires a political strategy. A review of Uni-Bell’s governmental relations activities and ways political involvement can help your company open new market opportunities.
- 10:00 a.m..... Break – Foyer Salon B
- 10:15 a.m..... **THE FACTS ABOUT DUCTILE IRON PIPE CORROSION**
 Michael J. Szeliga, P.E., Senior Project Manager, Russell Corrosion Consultants, Inc.
 A look at the impact of pipe-wall thickness reductions and lack of proper corrosion-control measures of ductile iron piping systems on water and sewer systems, including an examination of the corrosion problems affecting iron fittings.
- 11:00 a.m..... **PVC’S INCREASING PENETRATION OF THE NORTH AMERICAN TRENCHLESS PIPE MARKET**
 Bernard P. Krzys, Publisher, Trenchless Technology and UIM Magazine
 A discussion of trends in the trenchless pipe market in North America and the increasing role of PVC in underground piping networks owing to its long life-cycle and ease of maintenance.
- 11:25 a.m..... **THE VINYL INDUSTRY IN 2012**
 Dick Doyle, President and CEO, The Vinyl Institute
 The latest developments and issues facing the North America PVC/vinyl market.
- 11:50 a.m..... **CLOSING REMARKS**
 Neal Gordon, Uni-Bell Chair
- 12:30 p.m..... **BOARD OF DIRECTORS’ MEETING AND LUNCHEON – PDR ROOM**
- SOCIAL ACTIVITIES**
- 6:30 p.m. – 9:30 p.m..... **GRAND FINALE DINNER – TOWN ROOM**
 Attire is cocktail/sports jacket – tie optional.

EZRA LEVANT

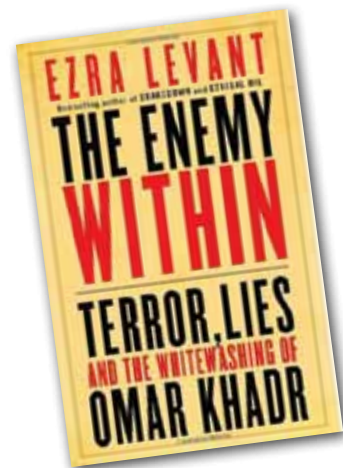
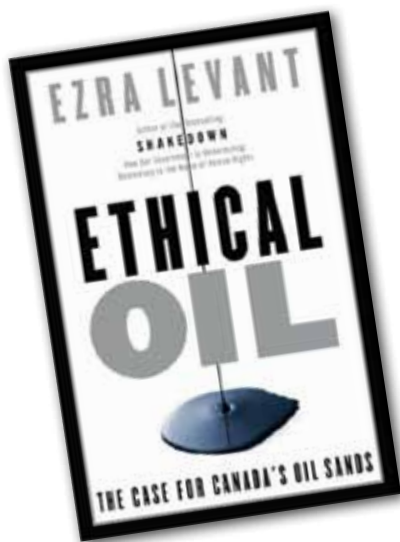
We are excited to have award-winning author, TV anchor and newspaper columnist Ezra Levant at Uni-Bell's 40th Anniversary Annual Meeting as our guest speaker. Fearless in his pursuit of truth, a great defender of freedom of speech, Levant specializes in getting to the bottom of things and exposing wrongs and hypocrisy in business and politics.

After graduating from law school, Mr. Levant served as Parliamentary Assistant to a Member of Parliament in Canada's federal legislature, the House of Commons. Later he joined the editorial board of *The National Post* newspaper where his beat included national politics, the Supreme Court and the Middle East.

In 2004, he became founding publisher of the *Western Standard* magazine, the only Canadian media outlet to publish the Danish cartoons of Mohammed. That led to two charges of "hate speech" before the Alberta government's human rights commission. Levant wrote a book about the experience, called *Shakedown*, which exposes what happens when political correctness goes unchecked and how individual liberty can be compromised when social engineers and activists are given too much power in society.

His new book, *Ethical Oil: The Case for Canada's Oilsands*, was published in September 2010 and won the National Business Book Award in Spring 2011. In it Levant makes the case that we must consider not only the financial and environmental price of oil, but ethical factors as well. Is it ethically responsible to import oil from undemocratic countries and should we weigh things such as carbon emissions with human rights violations? *Ethical Oil* exposes the moral dilemma of the West's dealings with reprehensible regimes from which we purchase the oil that sustains our lifestyles.

Mr. Levant's presentation to delegates will address similar issues facing the PVC pipe industry and how we can fight back. Why are concrete and iron pipe, which require much more energy to produce and are not as durable as PVC pipe, often touted as more environmentally friendly? Find out how to expose the untruths and misinformation disseminated by competing pipe industries and use progressive values and language to promote PVC pipe.



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*Speaker

**New Member

***Guest

PVC PIPE: THE SOLUTION FOR AMERICA'S UNDERGROUND INFRASTRUCTURE

Making Municipal Water and Sewer Systems Safe, Sustainable and Corrosion-Free for Over 60 Years



Two Million Miles of Unsurpassed Reliability

- Force Mains
- Reclaimed Water
- Sanitary Sewer
- Storm Water
- Trenchless
- Water

Available in Sizes
4" – 60"

Corrosion is not sustainable. It costs U.S. water and sewer systems more than \$50.7 billion annually in repairs, replacements and lost water. PVC pipe is a cost-effective and durable investment in your community's future.

For information on design and installation, visit the PVC Pipe Association's new web site at www.uni-bell.org.



True strength and sustainability begin with corrosion resistance.

UNI-BELL PVC PIPE ASSOCIATION | 2711 LBJ FREEWAY, SUITE 1000 | DALLAS, TX 75234
972.243.3902 | FX: 972.243.3907

EXPANSION GAPS: ESSENTIAL TO PVC SEWER PIPE JOINT DESIGN

Inspections of PVC sewer pipelines often reveal small expansion gaps at the gasketed joints. These gaps are not flaws. In fact, they are key to PVC pipe design and ensure optimal joint performance, helping make PVC joints the most durable and watertight of all sewer pipes. With more than one million miles installed, 320 million gasketed joints in service, and over 40 years of proven performance, PVC pipe is the material of choice for today's wastewater systems.

PVC PIPE JOINTS SHOULD HAVE GAPS

PVC sewer pipes are engineered with deep-insertion, push-together gasketed joints. When assembled, they should have expansion gaps between the end of the spigot and the neck of the bell. These gaps protect the integrity of the watertight joints, allowing room for expansion and contraction. They also provide for an angular offset at the joint, which is useful in unexpected and aggressive ground movements and other adverse field conditions.

PVC SEWER PIPE SETS THE STANDARD FOR HYDRAULICS

Before the advent of PVC, engineers selected 0.013 for Manning's n value for all sewer pipe (used to measure the friction coefficient of water or wastewater flowing through sewer pipe). PVC sewer pipe has recorded values as low as 0.007, confirming that the gap between the bell and spigot does not affect PVC pipe's n value or its superior flow characteristics. The recommended design n value for PVC sewer pipe systems is 0.009.

OVER-INSERTION CAN COMPROMISE JOINT PERFORMANCE

Forcing the PVC pipe joints past the insertion line can compromise piping system performance, resulting in over-insertion which can reduce the joint's flexibility, deflection allowances and ability to expand.

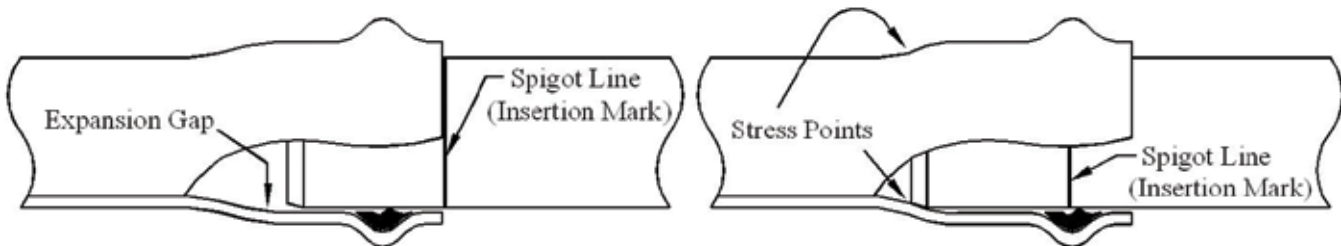
ASSEMBLING THE PVC JOINT PROPERLY

Figure 1 shows a properly assembled PVC joint. The pipe spigot is pushed into the bell until the insertion mark is positioned flush with the lip of the bell. If the insertion mark is not visible after assembly, the pipe has been over-inserted. If the mark falls short of the lip of the bell, the installer should push a little further until the mark is aligned.

Figure 2 shows a pipe that has been over-inserted. Neglecting the rules for proper PVC pipe installation can create stress points in the pipe, potentially affecting its performance.

**FIGURE 1:
PROPERLY INSERTED SPIGOT**

**FIGURE 2:
OVER-INSERTED SPIGOT**



ABOUT US



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

1. **MARKET SUPPORT:** Identify, analyze and capitalize on opportunities to preserve and expand markets for PVC pipe.
2. **ISSUES MANAGEMENT:** Monitor and influence public issues that affect Association members.
3. **TECHNICAL SUPPORT:** Collect, interpret and disseminate technical information on industry products and their applications.
4. **EDUCATION:** Enhance knowledge and awareness of groups and individuals responsible for the promotion and use of PVC pipe.
5. **STANDARDS AND SPECIFICATIONS:** Promote and assist in the development of standards, specifications and practices that encourage proper use of PVC pipe.
6. **ORGANIZATIONAL RELATIONSHIPS:** Maintain cooperative relationships and activities with allied organizations in pursuit of Uni-Bell's mission.
7. **INDUSTRY STATISTICS:** Lawfully gather, consolidate and disseminate industry sales, marketing and production data.
8. **NETWORKING AND FORUMS:** Encourage member interaction and understanding of issues and trends affecting the industry.
9. **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.

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