



VINYL PROMOTION NETWORK

June 5 – 6, 2007. Cleveland, Ohio.

Objectives

- Encourage Vinyl Promotion Network participants to more effectively promote PVC/vinyl by providing them the resources and tools to take action.
- Leverage expertise of Patrick Moore and Vinyl Promotion Network participants to provide insight on winning strategies for advocating, promoting vinyl and how to win.
- Build critical skills for promoting vinyl in both public and private forums.

Strategies

- Update new participants in advance of general session.
- Optimize participant involvement during session and after.
- Equip participants with skills and easy-to-use resources for immediate implementation.

Agenda

Tuesday, June 5

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| 3:00 – 4:30 PM | Newcomer's Meeting - Allen Blakey, Vinyl Institute, Sylvia Moore, Shintech and Sandy Schlussman, Formosa – An introduction to the Vinyl Promotion Network - <i>who we are, what we're working to accomplish, overview of PVC marketplace environment, initial progress on "Reframing the Debate," direction for the future, and what involvement entails.</i> |
| 5:30 – 6:15 PM | Cocktails , Riverview |
| 6:15 – 6:30 PM | Dinner , Riverview - Host Tim Burns, Vinyl Institute – Welcome and opening comments. |
| 7:30 – 8:30 PM | My Journey to Becoming a Passionate Advocate...You Can Do It Too - Patrick Moore, Greenspirit Strategies CEO |
| 8:30 - 9:00 PM | Questions and Answers , Patrick Moore. |

9:00 – 9:15 PM **Discussion and review for next day agenda**, Tim Burns.

Wednesday, June 6

7:30 – 8:30 AM **Breakfast**, Riverview.

8:30 – 9:00 AM **Introduction of Steering Committee and VPN Strategy**, Tim Burns and VPN Steering Committee representatives - Overview of steering committee goals, functions, short and long-range plans, and how those in the VPN can lend support.

9:00 – 9:30 AM **Vinyl Innovation**, Judith Nordgren, Vinyl Institute – Video presentation and discussion of the latest innovations in the world of vinyl and how vinyl technologies are shaping our world.

9:30 – 10:30 AM **Issues and Answers**, Terry Murphy, Continuing Education Manager, Vinyl Institute Consultant - This presentation promotes open lines of communication between the vinyl industry and end users who may have questions about vinyl's environmental properties. You will be provided credible scientific information about a range of environmental, health and safety issues associated with vinyl additives, manufacturing processes and recycling. The presentation takes a lifecycle analysis approach of vinyl in terms of the issues that confront the industry today.

10:35 – 11:00 AM **Break**

11:00 – Noon **VINYL ...Making Your Life Better Every Day**, Sandy Schlussman, Formosa Plastics and Sylvia Moore, Shintech - Overview of ready-to-implement tool kit of resources to promote PVC/vinyl with your customers and within your industry.

Noon – 1:00 PM **Lunch**

1:00 – 3:15 PM Interactive Workshops (Three concurrent 40 minute interval sessions)

Advocacy – You Can Do It, It's Your Business, moderators: Dave Culbertson, National Pipe & Plastics, Inc., Will Hinson, Georgia Gulf, and Allen Blakey, Vinyl Institute – Assessing legislative climate change and latest developments at state and city levels.

Strategies for Capturing a Larger Share of the Vinyl Discussion, moderator, Cheryl Byrne, V-Fluence – Learn the secrets of gaining prominence on search engines, in the blogosphere, and in the world at-large by making some simple adjustments to your electronic and print communications.

How to Spot and Take Advantage of Opportunities at Conferences and Expos moderators: Judith Nordgren, Vinyl Institute and Terry Murphy, Vinyl Institute Consultant – Take home strategies to build consistent messaging and promote vinyl at trade shows, conferences and other forums.

3:15 – 3:45

Workshop Feedback, Tim Burns

3:45 - 4:00 PM

Closing Discussion, Tim Burns – Action items to continue the drive forward.

**World Vinyl Forum III
September 26 – 28, 2007. Boston, Massachusetts.
Register online at www.worldvinylforum.org**

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