

2008 Operating Procedures Guide

Webinar Event: *Plastics Pipe Institute Webinar – HDPE Piping Systems*

Table of Contents:

- I. Quarterly Webinar Program Overview
- II. PPI Representatives/Members Roles and Responsibilities
- III. Privacy Policy, Initial Set up and Technical Assistance
- IV. Presenter and Program Coordination Contacts
- V. Background Correspondence and Reporting Forms
- VI. After the Webinar
- VII. 2008 Quarterly Webinar Schedule

Program Overview

Background:

- PPI is implementing a quarterly webinar educational outreach program that utilizes the technology of webinars (web conferencing) to share information with municipalities about HDPE pipe, products and installations
- The webinar program will generate learning that will help to refine the program for future sessions and audiences
- The program may be further extended at some future point to universities, engineering schools and civil engineering clubs to focus attention and consideration on HDPE piping systems as a preferred and mainstream infrastructure solution providing economical and environmentally

Goals:

- Introduces the PPI to municipalities, Public Works personnel and other staff and shares information about HDPE pipe as a solution to the “infrastructure crisis” as referenced by the US Conference of Mayors in their 2008 10-Point Action Plan; you can download a copy and find details about that plan at www.usmayors.org; number five of that plan details why rebuilding and modernizing America’s infrastructure is of paramount importance, and how the “escalating infrastructure crisis is jeopardizing America’s prosperity
- Creates awareness for PPI as a valuable, impartial resource of empirical, credible, fact-based information and a conduit to economical, contemporary options and ideas
- Provides information, rationale, guidance, tools and assistance aimed at educating municipalities and engineers about HDPE piping systems and the benefits and features of utilization

Benefits:

- Enables PPI to heighten/gain presence in municipalities and extends reach while eliminating travel expenses and reducing cost by leveraging technology
- Initiates a forum for continuing education and ongoing cost-effective outreach to advocate use of HDPE piping systems
- Ties into the messages and agenda of the US Conference of Mayors 2008 10 Point Plan and provides viable solutions regarding infrastructure concerns
- Supplies municipalities with support in the promotion of their city through PPI’s creation and dissemination of relevant success stories and case studies

PPI Representatives/Members Role and Responsibilities

- The role of PPI representatives/members who agree to be present at these events is to represent the PPI on site at these events, and to educate as an affiliated PPI member company. These events should not be viewed as sales calls for member's companies, but should, instead, be understood as the local face and representation for the PPI organization. PPI representatives/members serve as touchstones to the PPI, and as PPI's eyes and ears at events.
- PPI representatives/members are NOT to bring additional personnel to the event, after PPI has been notified who will attend (limit of 3 PPI associated individuals at all events, which may include distributors, manufacturers or other designated PPI representation).
- PPI representatives/members must notify PPI of any changes required at least 48 hours prior in the event a necessary change in who will attend, or as soon as possible in advance of the event so appropriate response time is allowed and coordination can be achieved.
- PPI representatives/members are asked NOT TO MAKE ANY CHANGES TO TIME, DATE OR AGENDA DIRECTLY with municipalities regarding the event, but to coordinate all details through PPI headquarters notifying designated PPI event coordinators. This eliminates confusion, and attempts to diminish any lack of thorough dissemination of all details to all parties involved about the events or changes relevant to them.
- PPI representatives/members are to bring along and deliver to the municipality a complimentary ***PPI Handbook of Polyethylene Pipe***, and should be prepared to address any privacy questions by sharing the privacy policy (details can be located in the next section of this guide).
- PPI representatives/members are asked to offer assistance with any technical difficulties, connection issues or any surprise occurrences at the event by offering to contact PPI's technology manager listed in the next section. Hopefully, no technical difficulties will arise. Our technology provider was selected, among other reasons, because of the ease and simplicity in use of their product. But if any issues do arise, PPI representative/members are asked to supply any assistance and to contact PPI headquarters after contacting the technology manager to alert of any issues.
- PPI representatives/members are asked to encourage all at the event to supply feedback via a follow up survey that should be returned to PPI per the fax number shown on the form.
- PPI representatives/members are to report back, supplying the following details within 72 hours after the event:
 - **Attendance Roster** – form is supplied; names of attendees and titles, can be passed around as a sign in sheet, with notations made by PPI rep about any early departures from the event
 - **Event Report** – form is supplied; to include observations about the event, suggestions for modifications to the event, assessment of success of the event, any additional commentary
 - **Municipality Survey** – form is supplied; you will need to print out an appropriate number of forms to hand out in advance of attending the event – we recommend taking in six to ten copies. The surveys are to be distributed to the attendees after the webinar completes; **please, either fill in, or ask all to fill in the blank at top with the date of return for the form to PPI headquarters!** Forms are requested to be completed and returned via facsimile transmission to the PPI as noted on the form by the attendees **within three business days of the event!**
- PPI representatives/members are asked to arrive at city offices at least 30 minutes prior to the actual webinar start time (arrival-10:00 am; webinar start time-10:30 am Central Standard Time).

Privacy Policy, Initial Set up and Technical Assistance

Privacy Policy:

- PPI and any affiliated providers for these webinar events, including any of our reps, advisors and our designated technology provider, Inifinte Conferencing, will abide by the specific details in the privacy policy which can be located at this URL: <http://www.infiniteconferencing.com/privacy.asp>

- PPI will not sell or share any specific contact details that are provided in order to participate in this event with any outside third party companies or individuals.
- If you have any questions about privacy issues, or if any arise at the event, you may immediately call to advise PPI coordinators for this event for prompt attention, or ask that these issues be immediately raised and addressed upon connectivity becoming live for this webinar event.

Presenter and Coordination Contacts

- PPI's webinar program will be hosted and presented live via the web by **Tony Radoszewski, PPI's Executive Director**. A brief biographical statement about Tony to share if asked for any details:

Tony Radoszewski graduated with a BS in Chemistry from St. Mary's University in San Antonio, Texas, and brings more than 25 years of professional plastics industry experience to his leadership role as PPI's Executive Director. Tony began his career on the resin side of the business, and moved to focus upon the pressure pipe arena for stormwater systems. Tony's credentials include positions of increasing authority and responsibility with Phillips Chemical Company/Phillips 66, Advanced Drainage Systems and Wentworth Group International.

- Official PPI Coordinators for this program include the following individuals who can be contacted as shown below:

Dana Gecker
PPI Marketing Communications Manager
469-499-1048 – direct
469-499-1063 – fax
dgecker@plasticpipe.org

Frank Lopez
PPI M&I Distributors Committee Chair
727-421-8650 – cell
frank.lopez@hdsupply.com

- **Technical Issues Contact** – for technical difficulties onsite during the event, contact:

Jennifer Burgaretta
PPI Webinar Technology Conferencing Manager
973.671.0023

Background Correspondence and Reporting Forms

Accompanying these notes, please locate copies of letter template for your correspondence to participating municipalities as well as the Attendance Role, Event Report and Survey Review Sheet forms which must be filled out and returned to PPI offices within 72 business hours after the event.

After the Webinar

- PPI representatives/members who attend events should complete all forms at the event and ensure they are returned to the PPI within 72 hours post-event. See the forms for return details.

2008 Quarterly Webinar Schedule

- Thursday, March 13, 2008, 10:30 AM Central Standard Time (CST)
- Thursday, June 5, 2008, 10:30 AM Central Standard Time (CST)
- Thursday, September 11, 2008, 10:30 AM Central Standard Time (CST)
- Thursday, December 4, 2008, 10:30 AM Central Standard Time (CST)

For more information, or to discuss any details, please contact one of the PPI coordinators for this program as listed above.