

"PIPELINE" IS ISSUED BY THE
CANADIAN INSTITUTE OF PLUMBING AND HEATING

785 Plymouth Avenue, Montreal 9, Quebec

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**CANADIAN HYDRONICS COUNCIL
TO MERGE WITH C.I.P.H.**

At the fifth annual meeting of the Canadian Hydronics Council, members voted to merge with the C.I.P.H. Approval was given in a secret ballot on a motion for merger proposed by C.H.C. president Roy Orr.

The Canadian Hydronics Council will retain its name, and operate as a standing committee of C.I.P.H. Participation in C.H.C. activities will be through membership in C.I.P.H. All manufacturer members of C.H.C. are eligible for membership in C.I.P.H. The C.H.C. will be responsible for all hydronics promotion, which was formerly handled independently by the two groups.

Two of the most important advantages to joining C.I.P.H. will be a reduction in administration costs, and access to C.I.P.H.'s regional operations for the promotion of hydronics at the local level.

C.I.P.H. president D. F. Cornish assured the Council that his group's board of directors were unanimously in favour of the merger and would give their fullest co-operation to C.H.C.

In other business at the meeting, Roy Orr was re-elected president and will continue as chairman of the C.H.C. after May 1st. Jack Riley was elected vice-president, succeeding George Ballantyne, who continues as a director.

Other directors are: C. J. Carter, A. Cole, D. W. Coleman, H. E. Davis, G. W. Dunk, J. D. Grant, D. J. Hackett, R. L. Sellars, B. Tindbaek.

**WHOLESALE TRENDICATOR TO BE
STARTED SHORTLY**

Under direction of the Wholesale Division, assisted by the Industry Statistics Committee, a new monthly survey will soon be in operation.

Called the "Wholesale Trendicator", it will show **trends** in every region across Canada. Five categories of particular interest to wholesalers and manufacturers will be reported on. It is not the intention of the report to give detailed information; rather, it will provide, at a glance, a general picture of business conditions in each region.

For example, the Trendicator may show that 79% of wholesalers in Quebec believe that sales will be "Up" in the month under report, as compared to the previous month; 10% feel that sales will be the "Same", and 11% feel that sales will be "Down". Other categories are "Inventory", "Accounts Receivable", "Employment" and "Sales Outlook for the next three months".

Chip Rogers, chairman of the Statistics group, and Pierre Deschênes, chairman of the Wholesale Division, hope to have the Trendicator in operation by the first of April, and complete details will be announced shortly.

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NEW STRUCTURE FOR PROMOTIONAL ACTIVITIES

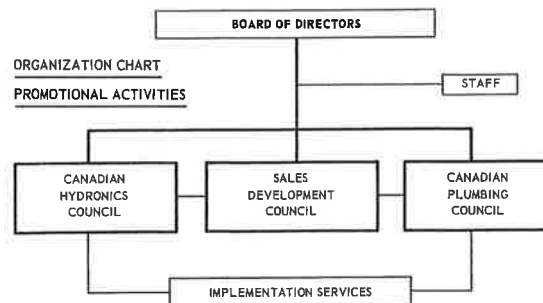
In past years, the Marketing Committee has initiated and carried out all C.I.P.H. promotional activities and was, in addition, responsible for educational programs through its sub-committee the Sales Development Council.

This has changed. The Marketing Committee has been disbanded and its place taken by three independent groups, each of which is responsible for a single phase of the Institute's promotional activities. C.H.C., which merged with C.I.P.H. on May 1st, is now responsible for the promotion of all heating products, under direction of **Roy Orr**, who was president of C.H.C. at the time of the merger. S.D.C. has been raised from its sub-committee status and now reports directly to the board. It is headed by **Ed Hardison**, and continues to be responsible for educational programs.

The third group, the Canadian Plumbing Council, assumes promotional responsibilities for all plumbing products. **J. S. Corrigan**, a past president of the Institute, has accepted the chairmanship of C.P.C. and has formed an excellent executive committee to work with him.

Although each of the councils operates independently, and each reports directly to the board, there are some areas in which any two or all three could have a common interest, such as trade shows. **A. K. Dickinson** has accepted the post of Co-ordinator, Promotional Activities and it is his responsibility to see that the councils are not working at cross purposes, and that all activities are carried out within established C.I.P.H. policy.

The following chart explains graphically the new organization.



MEETING TO DISCUSS FORMATION OF QUEBEC REGION

Roger DeSerres, a past-president of C.I.P.H. and immediate past-president of the Chamber of Commerce, will chair a general meeting of all Quebec members of C.I.P.H. to discuss the formation of a Quebec Region.

Following the successful implementation of the regional concept in Ontario, British Columbia and the Atlantic Provinces, there have been requests for expansion of the program into Quebec. A meeting of a "founding committee" attended by **Pierre Deschênes, Roger DeSerres, A. K. Dickinson, J. L. Lambert, Raymond Lepine, F. J. E. Lockhart, R. S. Reade, Maurice Saillant, S. Weinstein** and members of the Institute staff, explored the operation of C.I.P.H. regions and the various programs which could be carried out by a Quebec region.

The general meeting, at which members will be asked whether or not they wish to have a regional operation, will be held at the new Board of Trade Building in Montreal, from 9:30-11:30 a.m. on December 4th.

If the membership decides that they want to have a Quebec Region, an executive committee will be elected at the same meeting so an immediate start can be made on the region's activities.