

PLAN NOW TO ATTEND
THE 36th ANNUAL MEETING
AND CONVENTION . . .
JASPER, ALBERTA
JUNE 30 — JULY 4, 1968



THE Pipeline

CIPH ATLANTIC REGION FORMED



Harry J. Hoskin

Harry J. Hoskin, manager of the plumbing and heating division of Wm. Stairs, Son and Morrow, Halifax, was elected first chairman of the newly-formed CIPH Atlantic Region. Other executives of the new region are:

Vice-Chairman
Mr. A. Leach
Secretary
Mr. D. Couper
Treasurer
Mr. J. McAvity

Committee Chairmen:

Mr. J. Mailloux — Program and French-Speaking
Mr. J. J. Simpkins — Membership and Attendance
Mr. M. Mellon — Credit
Mr. J. Waldron — Marketing
Mr. P. Campbell — Codes and Standards
Mr. R. Green — Personnel and Education
Mr. B. Webster — Industry Relations

At a meeting in Halifax on February 8th, over 40 industry representatives from the Atlantic provinces met to formally approve the new region. Under the chairmanship of E. G. Jarvis, vice-president and general manager of Stairs, the meeting heard D. F. Cornish, CIPH president, outline the purposes of the

Institute and why regional operations were desirable. President Cornish noted that CIPH activities in British Columbia and Ontario had increased considerably since the formation of regions there and he believed it was because local direction could be given to the Institute's national programs. This was especially true in the fields of marketing and education. Mr. Cornish also noted that many local problems were being well handled by the two regions.

Following Mr. Cornish's talk, the region unanimously approved the formation of the region, and the slate of officers that had been put forward by the nominating committee.

Mr. J. S. Corrigan, vice-president, Anthes Eastern Limited, was a special guest at the meeting and was speaker at the dinner which followed.

IN MEMORIAM

H. B. JENNEY

Hugh Jenney (remember the rose in his lapel) long associated with American-Standard and with Anthes Imperial, passed away recently after a lengthy illness.

THE PIPELINE is issued by the

CANADIAN INSTITUTE OF PLUMBING AND HEATING

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NEW STRUCTURE FOR PROMOTIONAL ACTIVITIES

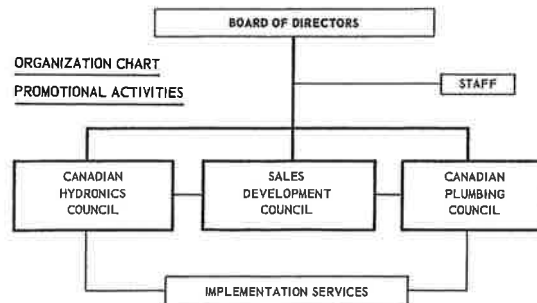
In past years, the Marketing Committee has initiated and carried out all C.I.P.H. promotional activities and was, in addition, responsible for educational programs through its sub-committee the Sales Development Council.

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.