

PHILIP MORRIS U.S.A.
ARIZONA DISTRICT

INTER-OFFICE CORRESPONDENCE
2465 S Industrial Park Drive #3 Tempe, Az. 85282

To: Section 52 Field Sales Force 10/28/96
From: Ed Serrano
Subject: Action Against Access-1996 Responsible Retailer Program
Enrollment

Earlier this year we communicated the process for retailer participation in the above program(Doc #95). In September, a follow-up memo was sent to the field from Craig Johnson(Doc #462) specifically for the purpose of improving the participation level of all workload stores.

To participate in the distribution of the \$5,000,000 1996 Responsible Retailer Program fund, retailers must enroll in the program **by November 30, 1996**, as well as comply with all of the other elements of the program. If a retailer does not sign and submit a pledge card, he/she **cannot** participate in the distribution of the fund. As a reminder let's make sure we all do the following:

- 1)This month you are all in the process of contacting your independent stores that have not enrolled in the Program. Encourage them to sign and mail the pledge card as soon as possible, **but no later than November 30, 1996**.
- 2)Verify that We Card or comparable signage is displayed in a visible location within the store and indicate this on the *Presence Item* screen in SFA. This is required for all workload accounts, both chain and independents.
- 3)Account Managers need to advise the sales force of each of their accounts decision regarding program enrollment. If enrollment will not be handled at the headquarter level, provide specific instructions for enrolling the stores.

If you have any questions, please contact your immediate supervisor.

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