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SENT VIA E-MAIL

June 1, 1998

To: Rick Sanders

Subject: "New World" Trade marketing - "TAKING IT DOWN"

Attached you'll find the following:

- Region Standards & Expectations
- How we are "Taking It Down" to SRs
- How we are "Taking It Down" to RRs

These are all "first cuts". As our learning evolves (i.e. Account Reactions and Competitive Responses) I am certain additional tactics will be put into place.

Finally, ROM, Linda Arnold will be establishing efficient communications and administrative processes to match up with and support our new Trade Marketing Program and Revised Work Plan Strategy.

As they are finalized they will be forwarded to WSA and each Region.

Best Regards,

Barbara

cc: R.P. Dotson
R.C. Farmer
E. R. Haisch
L. Arnold
T. Hartman
T. Thomson
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