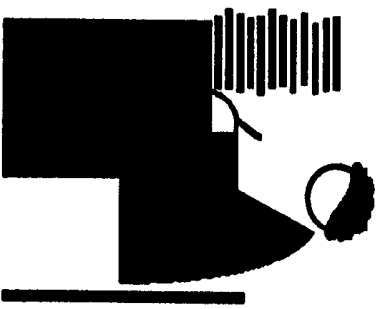


# The BUFFALO Briefs

3rd Quarter 1996 (July through September)

51713 5523

<u>July</u>	<u>VAP</u>	<u>Mega: Camel</u>	<u>DPC: Monarch</u>	<u>DPC: Camel</u>
<p>Promotion # Description Brand Styles DTS Date Additional Info</p>	<p><u>VAP</u> 600465 Camel B2GF T-Shirt Filter Bx / Lt Bx 7/1/96 1 SKU to VAP / Residual to Partners &amp; Designated Chains</p>	<p><u>Mega: Camel</u> 600467 On Ctn Sweep Offer 7/15/96 Kits including on ctn offers will be shipped directly to stores identified on Mega Outlet list. Retail Reps to handle at store level.</p>	<p><u>DPC: Monarch</u> 601271 Monarch 30¢ off/ PK Not Specified</p>	<p><u>DPC: Camel</u> 600466 Camel 30¢ off/ PK Not Specified</p>
<p><u>August</u></p>	<p><u>VAP</u> 600908 Doral B2GF Trn/Matches FF Bx/FF 100Lt Bx/Lt 100 7/29/96</p>	<p><u>Doral SMkt - Doral Mega</u> 601449 / 601450 On Ctn Inserts 7/8/96 Same store lists will be utilized as 2nd Qtr. (lists will be mailed from ROU late June)</p>	<p><u>DPC: Doral</u> 601264 Doral 30¢ off / PK Not Specified</p>	<p><u>DPC: Salem</u> 601304 Salem 30¢ off / PK Not Specified</p>
<p><u>Sept.</u></p>	<p><u>VAP</u> 600470 Camel Collectors Fil / F Bx / Lt / Lt Box 9/16/96 1 SKU to VAP / Residuals to Partners &amp; designated Chains.</p>	<p><u>Partners</u> 601270 Doral B2G1F TBD 9/2/96 To designated Partners accounts.</p>	<p><u>DPC: Monarch</u> 601271 Monarch 30¢/ PK Not Specified</p>	

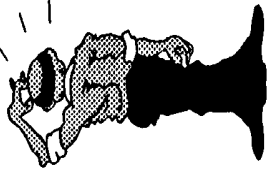


This month, the Region will be saying a fond farewell to Anne McIlroy. Anne has worked for RJR for over 18 years and has been Roger's right hand for the last 13 years. She will be sorely missed!

Anne is retiring to spend more time with her husband of 37 years, Ken, her two children, Sandy & Michael, and two grandchildren, Shannon and Courtney! We all wish Anne the best of luck and health in the future! Thank you for all your hard work and dedication!

<u>'96 Region Share Performance</u>	<u>1996 Goal</u>	<u>YTD Actual</u>	<u>YTD Target</u>	<u>YTD Actual vs Target</u>
<u>RJR FP SOM</u>	13.92	14.01	14.06	- .05
<u>Winston SOM</u>	5.77	5.58	5.79	- .21
<u>Camel (r-and) SOM</u>	2.72	2.65	2.67	-.02
<u>Salem SOM</u>	3.45	3.45	3.43	+.02
<u>Doral SOS</u>	13.29	12.67	12.52	+.15

Welcome Aboard to the following new RJR Employees:



*David Pionter*

*Mia Ruggeri*

*Lenny Miller*

*Karen Sabatini*

**Reminder: Field Sales Employee Handbooks**

PT RR-E's should have received new Field Sales Employee Handbook, full time should have received updated sections - however, all employees should be forwarding the Employee Acknowledgement & Receipt form (*last section*) to the ROU as soon as possible - since only one copy of the signed forms and forward original to W-S & the copy back to you in the field. Any questions, advise Eileen.

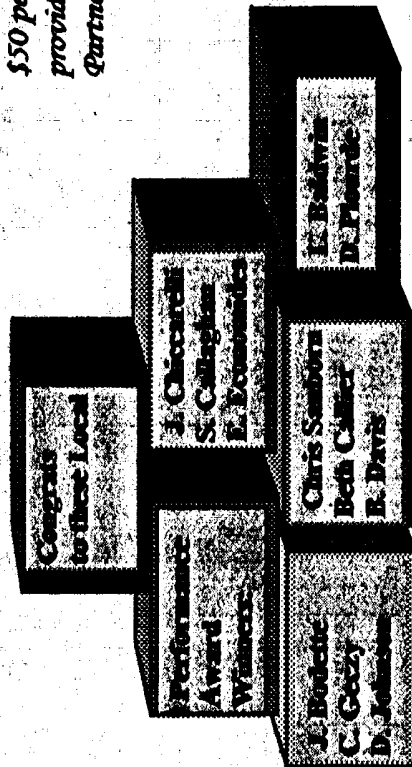
**Sales Rep Comments:**

"It would be very beneficial if we could show each account what kind of monies have been spent in their store." These dollar amounts are available through Systems Coordinator, Army. Just voicemail her an SIS #, Account Name, and for what year you would like the dollar amount for.

"It would be beneficial for Sales Reps to have the WOND Program added to the Laptop as to have capability to create their own Presentations." Winston-Salem plans on downloading this function into the Laptops in the near future. It will definitely make communications more professional.

As a reminder, please be aware that Retail Accounts have NOT been charged on their Retail Accrual statements for the shipment of Partners promotions. Each account will be charged \$50 per sku. The number of sku's they receive are based on their volume. Volume grids were provided in the workplan. If you desire a copy, please contact Amy. Keep in mind that Partners Dollar amounts will be deducted from current Retail Accrual statements.

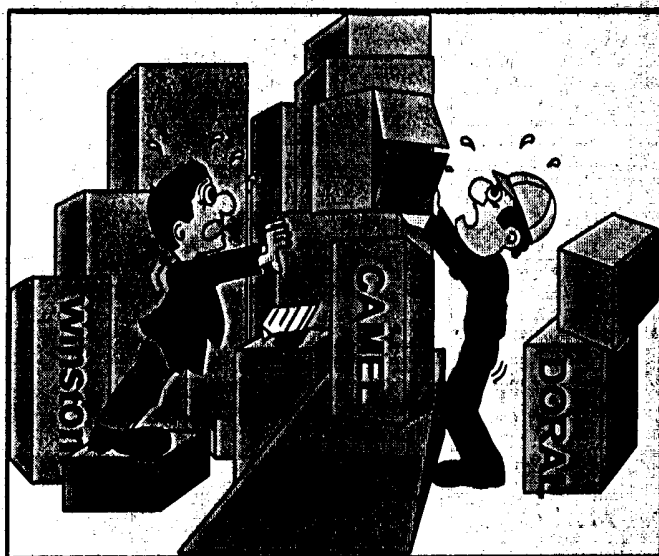
There's a new voice answering the phones at the Buffalo Region!! Her name is Lillian Barrell, and she is Roger's new secretary. Make sure to introduce yourself when you call the office! She is replacing Anne McIlroy.



# The Buffalo Briefs

## 2nd Quarter 1996 Promotions (April - June)

<b>April</b>				
	<b>VAP</b>	<b>Camel Mega</b>	<b>DPC</b>	<b>DPC</b>
<b>Promotion #</b>	600028	600027	600361	600360
<b>Description</b>	Camel B2GF Cap	On Ctn Ticket Master Concert Offer	Monarch 30¢ off / Pk	Winston 30¢ off / Pk
<b>Brand Styles</b>	Filter Box / Lt Bx	Not Specified	Not Specified	Not Specified
<b>DTS Date</b>	4/1/96	4/15/96		
<b>Additional Info</b>	2 SKUs per Retail Acct	Kits including ctn offers will be shipped directly to stores identified on Mega Outlet List.		
<b>May</b>				
	<b>Partners</b>	<b>Doral \$2S.Mkt / Doral \$3Mega</b>	<b>DPC</b>	<b>DPC</b>
<b>Promotion #</b>	600355	600356 / 600355	600356	600232
<b>Description</b>	Doral B2G1F	OCC Promotions	Doral 30¢ off / Pk	Salem 30¢ off / Pk
<b>Brand Styles</b>	FF/FF 100/LT/LT 100	Not Specified	Not Specified	Not Specified
<b>DTS Date</b>	4/29/96	5/6/96		
<b>Additional Info</b>	Designated #/SKUs based on Partners Promotions	Same store lists will be utilized as 1st Qtr (lists will be mailed from ROU late March or April)		Only selected direct accounts will receive this promotion.
<b>June</b>				
	<b>Partners</b>	<b>DPC</b>		
<b>Promotion #</b>	600464	600361		
<b>Description</b>	Camel B3G3F	Monarch 30¢ off / Pk		
<b>Brand Styles</b>	Filter/F Bx/L/LT Box	Not Specified		
<b>DTS Date</b>	6/3/96			
<b>Additional Info</b>	Designated #/SKUs based on Partners Participation			



As previously communicated, the 1st Quarter Preliminary Pay Register is due in the ROU by Thursday, April 25th. Due to the signing of new contracts, we have encountered some problems with the Pay Registers. Many chains are appearing on the Independent Pay Register that should be paid via a Chain Pay Register. The following chains are appearing on Independent Pay Registers and will be automatically removed:

- Tops Markets*
- Hess Marts*
- Vix Drug*
- Wilson Farms*

If you have questions, please contact Amy.

# The Lighter Side.....

**T**he Buffalo Region is **GROWING!!!**

**Congratulations to the following parents!**

**Laura & Ed Wallon:**  
Laura gave birth to Connor Thomas (6 lb. 1 oz) on March 14th!

**Steve & Jennifer Callaghan** have announced the birth of their daughter, Madison Lynn (6lb. 8 oz)!

*This week, the Buffalo Region will be saying a fond farewell to Key Account Manager, Bruce A. Cook. Bruce is heading down to Winston-Salem as National Manager of Public Relations! Winston's gain is our loss!*

*We will miss Bruce very much! Good Luck!!!*

Earl Kight, Retail Manager of the Albany Division, has transferred to the Springfield Division as

Retail Manager. David Keeney, Division Manager of the Springfield Division will be assuming Bruce Cook's position as Syracuse Key Account Manager.

Bob Burrows, Account Manager in the New York Chain Division, has been named Retail Manager in the Nashua Di-

vision.

Steve Callaghan, Retail Manager in Nashua, NH has



been promoted to Division Manager in Springfield, MA.

Diane Eckardt, Sales Representa-

tive in the Syracuse Division, has been promoted to Retail Manager in the Albany Division.

Jim McLean, Sales Representative in the Syracuse Division, has been promoted to Account Manager in Syracuse Chain Division.

## POG Requests

Due to recent Region re-alignment, if you are in need of Chain POG's for stores you recently acquired in your territory - please forward a written request to the ROU - Attn: Eileen.

## Local Performance Awards!

**C**ongratulations to the following Employees for going the extra mile for RJR!!!

*Sharon Schwalm*

*Susan Flansburg*

*Rich Tanchyk*

*Renee Duszynski*

*Todd McMahon*

*Herb Battle*

*Maureen Ciesluk*

*Tom O'Connor*

*Jim Whiting*

## New Hires:

**Michele Parzych**

**Brenda Markle**

**Fred Vicari**

**David Piotter**

## Sales Rep Comments

"The Laptop is giving us great information to completely analyze each call & make better business decisions on where, how & if

we should spend our money."

"Acct preview on laptop is incredible. 2 Retail presentations were made w/ very positive results."

*Herb Battle transferred to Springfield*

**4th Quarter DPC Promotions**

- Oct. **Winston Select 30c off 1 Pk**
- Nov. **Doral 25c off 1 Pack**
- Dec. **No DPC**

**4th Quarter VAP Promotions**

- Oct. **Winston Select B2G1F**
- Nov. **Camel Buy 3 Get a Free Twill Cap**
- Dec. **Doral B2G1F**
- Dec. **Camel B2G2F**

**VAP Participation in 4th Qtr. Promotions**

All 4th Quarter VAP Promotions have to be finalized by August 15th. VAP Promotional "Down the Street" dates remain unchanged. However due to this early cut-off date, all product and premium/sleeve allocations, and VAP lists, have been pulled for the ENTIRE 4th QTR. Therefore, any retail accounts signed up on VAP after August 1st WILL NOT RECEIVE PROMOTIONS UNTIL JANUARY 1996.

*(This only applies to VAP promotions and not DPC.)*

**Please continue to sign up retail accounts on our VAP Program, explaining that participation will not begin until 1996.**

If you have any retail accounts that you feel need to be included sooner than January, include a note with the VAP form and we will pass it on to their Direct Account, asking them to ship the Promotion(s) to those accounts if extra product is left over after their VAP distributions have been completed.



**BUFFALO BRIEFS**

**Total US Progress Against National Goals thru 6/95**

	YTD	Results	Goal
Camel SOFP	5.22	0.16	+7
Select SOFP	1.47	-0.04	+3
RJR FP SOFP	24.44	0.25	-3
Doral SOSAV	17.21	0.46	+1.2

What to do when an account has both a Social Security # and a TIN.

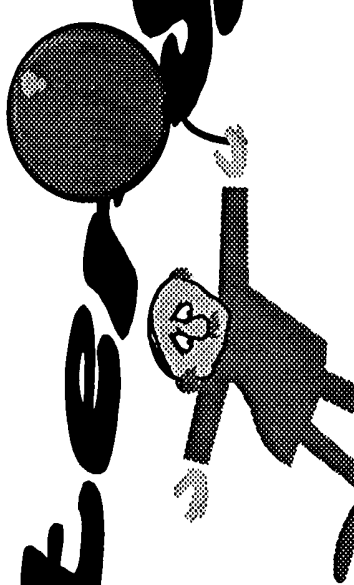
- If an account is a Sole Proprietor, not incorporated and has no employees, the government does not provide a TIN. Thus, a SS # should be utilized.
- If account is a Sole Proprietor with Employees, the government has provided him with a TIN, BUT the SS # should be utilized instead. It is easier for the government to track his taxes.
- If account is a corporation, partnership, trust, or estate, a TIN should always be used and NEVER a SS #: (RJR does not require a TIN if account is a corporation) A NAME should always be listed on the TIN and the store name.

**Doral Promotions (November) \***

\*These are the same promotions as the August Doral On/Ctn & On/Ctn Savings Bond promotions and will be handed in the same way.

- Doral On Ctn - Target Supermarkets (3 - \$2 cartons coupons) Mail in Offer
- Doral on Ctn - Target Cigarette Outlets (\$50 Savings Bond Mail in Offer)

# Big Brother Side



## Sales Rep Comments:

*"I would like to be able to change the VAP supplier in the Poquet and eliminate the paperwork being sent to the office."*

Judy's Response: I would like you to be able to do these updates too!!

### Happy Birthday!!!

Peter Beard

Joe Paulsen

Anthony Cowart

Ed Economides

Bahir Haamid

Robert Washington

Jennifer Burke

Ted Pollock

George Buchas

**Congratulations to Jennifer Burke, #1642's**

**secretary! Earlier this**

**month, she gave**

**birth to a baby boy,**

**Neil Patrick!**

*"AIM Date gives us a very strong analytic tool. It would be a major benefit for us if additional AIM data could be displayed on our Poquet computers while we are in a call."*

As with all aspects of our business, the organization continually looks at improving work efficiencies. The AIM information has continued to grow from the beginning. We will continue to improve the information and it's applications.

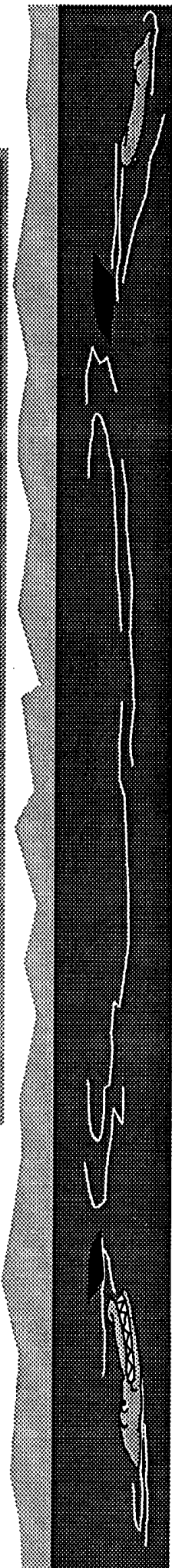
*"It became evident while working the store sales during PM recall that Personal Selling is extremely important to our Company's future. I believe the key to switching competitive smokers is to break purchasing habits and P.Selling does that. Nothing can replace the human element in sales & Personal Selling addresses this."*

You are right on target! Personal Selling is extremely important! The key is quality conversions and not quantity!

*Thanks to Ken Przybyla, Ron Carr,  
Scott Yudess, and Scott Wilson  
for all their efforts during the  
Allentown Art Festival.*

**CORRECTION:** In one week's time, Buffalo Division Rep's Jeff Jensen, Bill Prior, Mark Morris, Howard Levenstein and Barry Davignon pre-booked in excess of 700 (listed 200 in last month's brief) cases of Winston Select, and Camel for the Cigarette Outlet Gap Promotion. Nice Work!

**Quote of the Month:** *"Do as I say, not as I Do."*



# RJR Monthly Promotions

## (October through December)

### ALL VAP

- **Winston Select B2G2F**

- Brand Styles: Full Flavor & Lights

October  
10/2/95

20 offers per retail account



- **Camel Buy 3 Get a free Twill Cap**



- Brand Styles: Filter Box & Light Box

November  
10/30/95

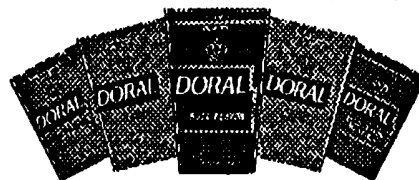
20 offers per retail account

- **Doral B2G1F** *(with calendar offer)*

- Brand Styles: Full Flavor, Light, Light 100's, Full Flavor 100's

December  
11/27/95

40 offers per retail account



- **Camel B2G2F**

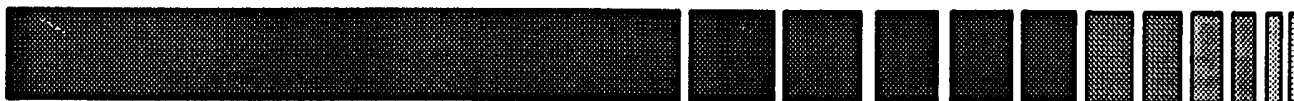
- Brand Styles: Filter, Filter Box, Light, Light Box

December  
12/11/95

20 offers per retail account

# Lower Volume Account Program

## DPC



■ Sept.

**Camel 30¢  
off 1 Pack**

■ Oct.



**Winston Select  
30¢ off 1 Pack**

■ Nov.

**Doral 25¢  
off 1 Pack**





## What's Hot!!!

### - Poqet Enhancements

#### Goal Tracking

RJR Volume, AIM Industry Volume, AIM RJR Volume

#### Contract & Compliance View

Notes Section for Non-Compliance

POS Quantities stores on the Poqet

SIS Account # printing on VPR's

Tax ID Flag Inability to write Drafts

- Camel, Select
- Doral, Salem
- Winston Base
- GS/CN outlets utilizing Gap Strategy
- PT Holiday Reporting of Hours
- April, May, June Reports

## Buffalo Briefs

4/95



SUGGESTIONS / COMMENTS / ROU RESPONSES

**"Our new Monarch guns do not work well. The labels are too small for the gun and bind when in use. The label retainers do not hold back labels. We need to have retainers for the rear of the gun to hold back side of labels."**

Darrens Response: I agree that there are indeed problems with the new guns. I am currently in contact with Winston-Salem to rectify these problems.

**"It would be very helpful if promotional UPC #'s (Case/Ctn/Pk) were included in promotion details sent with Workplan communication. Apparently, if unique codes do not apply, this should be stated as well."**

Judy's Response: I agree, and will try to include as much info as possible with Workplan and hopefully Winston-Salem will begin including this info to us with preliminary info.

**"The new ROU Info Sheet is a great idea, as noted but would be even better laminated."**

Stephen's Response: A Good Idea, but not cost effective, as the information on the Easy Reference Guide continually changes.

**"I would like to see our Camel & Winston Racing Banners become available to be placed in the retail trade, and not only at race tracks!"**

Darren's Reponse: Due to PDI budget constraints, we cannot possibly target all desired accounts. If any excess racing PDI is leftover, it can definitely be used at appropriate retail locations.

**"Phillip Morris has been sending items from their new catalog to Store Managers. I think we should consider doing the same. This would satisfy these customers and encourage them to promote our brands instead."**

Stephen's Response: The thought process behind the Camel Cash Catalogs is to induce competitive smokers to switch as well as retain and reward our franchise smokers. Our objective is not to reward Store Personnel--their reward should be increased sales and profits via our contractual agreements and our promotional efforts. Store personnel need to be committed to our objective which is mutually beneficial.

**"BIGIF Product give us a lot more bang for our dollars than most premiums, as dealers get more product right out to get their money back. When we use premiums, a lot of the impact goes to somebody's collection & product into regular stock."**

Stephen's Response: We could not agree more with this statement. Everybody needs to realize that Gratis product is costly and is an easy sale -- both for us and the retailer. Therefore our resources are limited and our objective should be to strategically place our premium offers that are attractive and appealing to consumers and convey brand image associated with our products. Creativity, brand presence is essential in today's environment.

SUGGESTIONS / COMMENTS / ROU RESPONSES

HAPPY BIRTHDAY TO M. HONKARD  
 T. WALKER, C. SCHWARTZ, J. HONKARD,  
 J. JONES, D. QUAINANCE, S. STEEN

**Sales Force Effectiveness** - Please continue to place top of mind awareness as to whom is responsible for recording activity placement. Please ensure complete understanding of "Buffalo Region Reporting Guidelines." Any questions should be directed to your Manager.

**MAY DORAL PROMOTIONS**

**Doral B2G1F (Packs): #500435**  
 This promotion will be handled as a *Region VAP* program; no S/Rep residual. Product will arrive at direct accounts on April 19th; distribution to retail is scheduled for the week of April 24th.  
 Brands: FF / Lt / FF 100 / Lt 100  
**One (1) Display per Account: 1632**

Brands: FF Box / Lt Box / FF 100 / Lt 100  
**One (1) Display per Account: 1622 / 1624**  
**Two (2) Displays per Account: 1623 and 1626(\*)**  
 (\*) This is a change from Work Plan communication, due to the amount of residual product and accessibility of administration. Tripfoods and Tzetz Bros. will not receive 2 SKUs.

**Doral B1CG5F (Carton): #500485**  
**FIRST ORDER DATE FOR THIS PROMOTION HAS BEEN MOVED TO APRIL 4TH; THEREFORE, FIRST DIRECT ACCOUNT DELIVERY DATE IS APRIL 24TH.**  
 Refer to Work Plan for participating chain information.

**1632 Revised Sales Rep breakdown for *Riser Foods* has been forwarded to the appropriate Sales Reps.**

**Doral B2CG1CF (Carton): #500486**  
**THIS PROMOTION WILL NOT ARRIVE AT DIRECT ACCOUNTS UNTIL APRIL 24TH.**

**ALSO, DUE TO THE UNEQUAL NUMBERS OF ALLOCATED STYLES, SOME STORES MAY RECEIVE DIFFERENT BRAND STYLES THAN LISTED. A 'VOICE MAIL' MESSAGE HAS BEEN SENT TO ALL AFFECTED DIVISION PERSONNEL..**

**A Look Ahead**

- PSS Training in Syracuse, May 15-18 & in Ohio, June 12 -15.
- New Storage Facilities - New contracts are needed in the ROU, along with notification of when you are leaving your old unit.
- DPC Deadline for SAM's (April 15th)
- Doral displays are coming in 2 week waves. Not all requests can be processed immediately.
- SIS Reporting survey results will be mailed this month.

# Buffalo Briefs

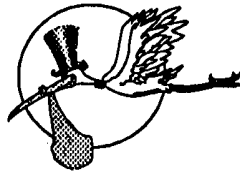
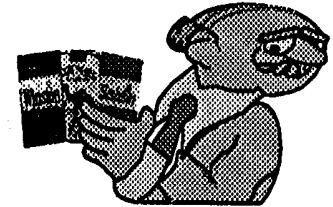
3/95

## What's Hot!!!

- New Doral Counter Display! Available 3/6
- Contract Addendums/Deletions
  - New Vehicles
  - EPR Direct Deposit
- Timely reporting of PT hours
- PSS Training for FT Employees

## What's Not!!!

- Exact Cigarettes
- Pocket Problems
- Baseball



Congratulations to #1624's  
Bobbi Ahearn on the birth of  
Marlena Elizabeth, 6lbs. 13oz.



## Quote of the Month:

**There is no "I" in the word "TEAM."**



## As information:

- Old Monarch guns can be returned to the following address:

RJRT

Return Code:

c/o GATX Logistics

#44-36401

5900 Grassy Creek Blvd.

Winston-Salem, NC 27105-1205

*Local Performance Award Winner:  
Ken Przybyla*

- Upon delivery of any new vehicle

When your new vehicle arrives, please contact Darren with the following information: VIN #, License Plate #, & State of License Plate, for your EPR to be processed.

- New vehicle agreements will be sent out shortly. Please complete and return immediately to Darren.

- As of 3/1, EPR will be directly deposited. Any questions, notify Amy.

- It is not necessary to attach a 7101 to a contract addendum & deletion form as all information is provided on the addendum/deletion form.

- New 1995 Doral POS order forms are due to Darren by 3/24/95.

# A Look Ahead

- 2nd Quarter Workplan will be forthcoming
- 1st Quarter Pay Register
- Reps can no longer enter drafts into the Poqet for accounts with incorrect Tax information

## Suggestions/Comments/Responses

This is a new section of the Buffalo Briefs. Listed is the ROU's response to some of your EPR comments & suggestions sent to the office, and is being shared as information only..

**COMMENT:** *We need Camel Cash Catalogs available on our vehicles vs. ordering over the phone-This would be more effective & efficient.*

For those of you that are not aware, the Camel Catalogs are available. 75 catalogs per sku. Item #487301

**COMMENT:** *Several comments concerning the new evaluation process have been definitely positive. All performance levels expressed their appreciation for being included in the creation of their final performance document.*

Good Comment! We hope everyone appreciates the new process.

**COMMENT:** *I feel we are losing valuable market share with Salem - B&W with Kool BIGIF promotion & up to 40¢ cpns and VPR promotion and Lorillard with \$4 off ctn. promotion are taking Salem business away - I understand the importance of both Camel & Select for our future, but can we afford to lose market share on Salem?*

We understand this situation and appreciate what is happening in your marketplace. Keep in mind that on a national basis, Salem is holding it's own. As stated, the Company priority is on Select & Camel. We, as a Region realize this situation and are working with Winston-Salem in the hope of coming up with a strategic (not Region wide) program to address this menthol situation.

**COMMENT:** *Sometimes I receive mail from the ROU with only one or two pieces of paper in it (i.e. Activity Summ). I think to cut costs we could have this information sent all together.*

These reports are sent to each Rep's home directly from Winston. Before the ability to send these reports directly to you was created, Winston would send all Region reports to the ROU, for sorting and re-mail to you. Also, a survey on the reports you receive has been mailed the week of 2/28.

**COMMENT:** *I think there should be a better system of feedback on our comment section.* This section of the Buffalo Briefs should address this comment.

**COMMENT:** *Once again, POS kits have come in with the # of ad copies short of what we are supposed to have.*

The ROU has addressed this with the appropriate Winston-Salem personnel. They are investigating the situation & working towards getting it corrected.

*Congratulations to #1632's  
Susan Woolson on her  
promotion from SRT  
to Retail Rep!*

Congratulations to Amy McPartlan on her engagement!



Happy March Birthdays!!!

Jack Hannan, Sharon Schwalm, Bob Laboda, Cheryl Alessandra,  
Greg Ugino, Tim Thompsen, Barb Kara, Tom Romah, Judy Stewart,  
Ron Odum, John DeRose, & Jean Mayerski