

Date: 2/15/97

To: Sales Reps in Bakersfield Division

From: Kathy Lewis

Subject: Seasonal Accounts

During recent A/A's and workwiths it has become apparent, that in the Central Valley, we have calls where the CIV may vary greatly depending on the time of the year. In the Valley there is an influx of population during the Spring and Summer months. This is also the case on the Central Coast where tourist flood the area during these times. As a result we need to be aware that CIV will raise and drop depending on the time of year. Let's take this into consideration when deciding where we should have contracts. Please review the accounts in your assignments to determine where it makes sense, in terms of maximizing our efforts to reach consumers, to place contracts in low \rightarrow high \rightarrow low \leftarrow high volume accounts. The idea is to average the annual volume to enable some of these accounts to participate in our partner programs.

Please complete the section below and return to me no later than 2/28/97.

Assignment # _____

There are no accounts in my assignment where this scenario applies ___ (check if applicable)

There are stores where this applies in my assignment. Following is the information requested.

Store Name	SIS #	Slow Time Ind. Wk Vol	Peak Business Ind Wk Vol	Total Annual Average Vol	Proposed Merch. Plan

Thank you for your follow through. If you have questions please call.

Sincerely,

Kathy

CC: RSM,RBM

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