



11/4/96  
Copy to  
Reese  
Ferry  
Robert Ridge

Dave Wilmesher  
Area Vice President  
Northeast Sales Area  
910 741-1281

Thomson,  
Bill

**SENT VIA E-MAIL**

November 1, 1996

TO: Rich Kane Bill Roth  
Mark Young Peter Schmidt  
Jay Loftin Larry Poole  
Jim Piscitelli Don Fitzgerald

Subject: NACS Notes, etc.

I've talked to some of you about some of these issues. Please address if appropriate:

- 1) Vince Auletta (216) 442-7775  
Di Stefanos  
Highland Heights, OH  
Trying to get RJR to call on him. We have not followed-up according to him
- 2) Country Fair - Need to contact Keith McGarvey, Executive Vice President to clean up issue w/Quick Fill
- R. Fink* → 3) Need to follow up with Tripifoods - Carl Tripi explaining program we have on Cigarette Outlets
- 4) Thornton Oil - Need to redo our proposal. Think about promotions to drive program vs. # of displays, also manpower implications. Make them feel they have something no one else has. (point of difference)
- 5) Updated list of legislative and senate candidates: Pro/con to Tobacco Industry as soon as possible. Have Bruce Cook, Public Issues to talk to their people.
- 6) Village Pantry - We need to follow-up with Ron Walicki quick!

7) Sheetz - New stores are under-performing with cigarettes only. Why? Would like pricing information. Will have Jerry Moore or Steve Zitta call Dave Hazelet to find out exactly what he wants.

*Risk  
FYI*

8) Christy's - Wants/needs to do something aggressive in a few stores along New Hampshire border; such as, (banners/advertising/multi-pack/carton deals).

9) Wawa - Howard OK'd test and should be a go for January - February, 1997. Stated he has seen some softness in last 6 weeks. Complimentary of our approach. Stay after it/stay aggressive!

10) Also noted the following on recent spending report:

*Fry  
FYI*

Pittsburgh - .50¢/\$5.00 CWS?  
Buffalo - .50¢/\$5.00 Salem?

Overall NACS went very well. Customers were very complimentary of where we are and also of RJR people calling on them. Congratulations and keep up the good work!

Sincerely,

**Dave**

0259DW/di

*Small  
# in Albany  
Newport \$5.00*

*Bill,*