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NATIONAL TOBACCO EDUCATION COUNCIL

P.O. Box 8378 · Richmond, Virginia 23226 · (804) 288-0374

16 August 1984

MEMORANDUM

TO: Budget and Expenditure Committee
FROM: J. Phil Carlton *JPC*
RE: Status Report on NTEC Membership Campaign

Since receiving your approval on July 24, we have been working with Bill O'Flaherty and his staff on ordering supplies for the sales campaign, paving the way for solicitations in the flue-cured market states of Virginia, North Carolina, South Carolina, Georgia and Florida, and expanding the campaign into the burley states.

The supplies ordered by the Richmond office have arrived in Richmond and are being shipped down here today or tomorrow. Some of the supplies ordered here have already arrived, and the rest are expected next week.

We have obtained all the information we need on when and how many sales will be held in each flue-cured market between now and October, as well as lists of warehouses. We have been contacting people in those market areas in connection with locating suitable people to serve as Area Coordinators. What we are looking for is people who are knowledgeable about tobacco, perhaps recently retired from the business, who would like to take on this job for a period of five weeks or so. We are having some problem in locating such people quickly, but several members are helping us out.

Kirk Wayne
President
J. Phil Carlton
Vice President Secretary
William A. O'Flaherty
Executive Director/Treasurer

85709714

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Our first sales effort will begin on August 24 at the Ohio Tobacco Festival in Ripley, Ohio. Approximately 75,000 people are expected to attend this three-day event. We will have an NTEC booth there, and plan to cover many of the other tobacco festivals in the burley and flue-cured states of Kentucky, Tennessee, Virginia, North Carolina and South Carolina, as well as many of the county fairs in North Carolina. The tobacco festivals we have identified have a combined expected attendance of 307,000, in addition to the 75,000 at the Ohio festival. We are excited about the possibilities here, particularly because the attendees are pro-tobacco and bring money with them. In addition, we have reserved a booth in an excellent location for the North Carolina State Fair in October. If any of you can suggest additional festivals or fairs and can supply us with a list of them, or let us know where to get a list, we would be grateful.

Because the Georgia/Florida market opened the day after we received your approval, we may not be able to do as thorough a job in those two states as we had planned. For that reason, we will be concentrating even more effort on South Carolina, North Carolina and Virginia and on the burley states, where the number of tobacco growers is much larger anyway.

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In connection with the challenging problem of locating Area Coordinators which I mentioned above, we would appreciate it if any tobacco company executives could send us a list of recently retired personnel who might be willing to serve in that capacity. We have many feelers out now and expect to begin hiring Area Coordinators soon, but we still need help in that regard.

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NTEC MEMBERSHIP DRIVE

This is the plan I would suggest for securing memberships in NTEC at Lorillard's Plant.

(1) Determine how the plant divisions are broken down, i.e., union, hourly employees, salaried employees, leaf personnel, etc.

(2) Letter from appropriate Lorillard official stating purpose of program and asking the cooperation of all employees.

(3) Publication of step (2) in Company house publications or notices on bulletin boards.

(4) O'Flaherty to talk with the head of departments or persons selected in step (1) to answer any questions.

(5) NTEC to provide to heads of departments the proper number of applications and recruitment folders along with receipt books.

(6) Those that sign up will receive from NTEC

a) thank you letter

b) decal

c) membership card

d) newsletter

(7) O'Flaherty meet with department leaders to thank them for their effort.

(8) Article in newsletter saying how many at Lorillard signed up, using name of those who helped in membership drive.

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JOIN THE NATIONAL TOBACCO EDUCATION COUNCIL TODAY!

WHO?

- . You, if you are concerned about tobacco whether you are a smoker or non-smoker.
- . You, if you want to be more informed about legislative, regulatory, economic and social issues which affect tobacco.
- . You, if your occupation is tobacco related.
- . You, if you want to know more about the role tobacco has played in our nation's history.
- . You, if you want to express opposition to governmental regulation of consumer rights.
- . Especially you, if you want to foster understanding and a willingness of all groups to work more closely in solving the problems of tobacco.

WHAT?

- . An organization established as an educational forum for discussion and consideration of all issues facing tobacco.
- . A broad-based, grassroots national membership organization that will create a better understanding of individual and mutual problems concerning tobacco.
- . An organization that is proud of tobacco's heritage and will allow you to discover more about tobacco's economic and cultural contributions to America.
- . A place for your voice to be heard in the tobacco community.

WHY?

- . To build cooperation among all members of the tobacco family and with the general public through better understanding and open communications.

HOW?

- . By joining now...we want our membership to include both corporate executives and blue collar workers, homemakers and educators, truckers and growers, manufacturers and retailers, consumers and even critics.

WHEN?

- . Join today and receive all the benefits of membership including the quarterly newsletter, news bulletins, book and travel discounts, use of the speaker's bureau, and your membership card.

WHERE?

- . Fill out a membership application and give it and your dues to our representative or mail it to: National Tobacco Education Council, P. O. Box 8378, Richmond, Virginia 23226. Phone: (804) 288-0374.

IN UNITY THERE IS STRENGTH

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