

TO: Mary Jo Gennaro

FROM: Dominique Gable

SUBJECT: Virginia Slims Status Report

DATE: May 8, 1997

**VS LEGENDS**

- \* All materials were received in both Chicago and Pittsburgh for the event. It is believed that baseball hats Pier for use in the hospitality goodie bags were stolen from the Navy (luckily there were additional items for the goodie bags).
- \* Materials from the Spring Tour will be warehouse at Phoenix Marketing. Steve Bellisimo has received the shipment of materials from Pittsburgh.
- \* Steve Bellisimo sent completed name generation forms to the Leo Burnett keying vendor. Approximately 368 names were generated in Chicago and 298 in Pittsburgh.
- \* In the process of completing Chicago and Pittsburgh wrap up reports.
- \* Will complete a Spring Tour wrap up report for Brand by May 30.
- \* Will begin to obtain samples of trophies for the Diamond Cup.

**VSL/GRASSROOTS**

- \* Mary Beth will be providing a Grassroots and Clinic Spring Tour wrap up report to me by May 16.
- \* Mary Beth has confirmed clubs for the Nashville Grassroots Challenge and faxed them to Sara.
- \* Mary Beth is beginning to confirm clubs for the Dallas Grassroots Challenge.
- \* Mary Beth and Elise are confirming dates for the Fall pre-event clinics. Like last year, the Nashville and Dallas clinics will most likely take place in August.

**MARINELLI**

- \* Provided Marinelli and Brand with a Direct Mail Ticket Redemption report for Chicago and Pittsburgh. Thirty seven (37) tickets were redeemed in Chicago and fifty one (51) tickets were redeemed in Pittsburgh. These were strong results for this first time promotion.
- \* Developed Fall Tour material timeline. Will submit to Brand on May 8.
- \* Meeting with Marinelli on Friday, May 9 to review the Spring Tour and plan for the Fall Tour.

DG/

*will present changes in Fall material*  
*5/21*

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