

**Planning**

**2077497415**

## Parliament Expansion 2000

### Attendees:

Kim Huray - Parliament

Lynell Jones - Parliament

Theresa LaSalle - TM

John Kopec - S45

Patty Egan - Nat'l Accts

Doug Salazar - Nat'l Accts

Lou Arbetter - Legal - Sales

40 Jackie Gullett - Head of Sales Legal

Date: 7/1/99

### Agenda - 7/1/99

#### 1) Agreement on Launch Geographies (Business rationale / Executional Ease)

- ✓ - Pittsburgh
- ✓ - Chicago vs. Illinois (SAL must approve)

- Rationale
- Legal issues with IL / Missouri
- Wholesale / National Accounts issues
- Sales management support
- Production capacity to cover all of IL

#### 2) February Promotional Offers (Business rationale / Executional Ease)

- B2G1F FTB in R1 / FL
- B1G1F FTB in MD / DE / VA / D.C.
  - Pittsburgh (B1G1F vs. B2G1F)
- B1G1F Octagonal in MN / WI
  - B1G1F vs. B2G1F Chicago

(B2 - Slightly lower CPM; higher level of promoted volume)

- What is the best plan
- Number of Deals for launch 40 deals / no back-up w/ 20 display
- Wholesaler issues (carrying more than one promo)
  - Theresa - Distributor information by "ship to"
  - How widespread is the problem
  - How can we make it easier for the wholesalers?
- National Accounts Issues
- Other executional issues
- Timing due to Y2K

for Legal

promotions will always be separate and different for at least 3 qtrs; then all markets will run the same.

B2G1F would make more sense if there's some previous recognition. And is executional easier.

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