



Memorandum

March 16, 1994

To: Ellen Merlo

From: David McCloud
Gina Sagredo

Re: Person-to-Person Recruitment Effort

As you will recall from the national Board of Advisors meeting in February, there was much discussion and support expressed for conducting a person-to-person membership recruitment effort targeting people smoking outside of their offices, in bars and restaurants, in airport lounges, etc.

The following document summarizes the results of a test campaign we conducted here in Washington, D.C. Also attached are some completed membership applications and comments. As you will see, the test was very successful. We would like to expand our market area nationally, and would welcome the opportunity to discuss this idea further with you.

Please call us at your earliest convenience.

Best regards.

cc: Tom Bell
Craig Fuller

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