

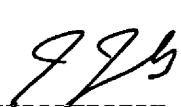
June 20, 1986

To: R. T. Caufield
From: J. J. Gohn
Subject: CAMEL Fourth Quarter Promotions

Attached is information concerning the CAMEL promotion options in the 4th Quarter 1986 and the corresponding Promotion budget. This is to be used in an informal presentation to D. N. Iauco for the purpose of inquiring about the availability of funds for expanded programs. Specifically attached is as follows:

- o Flow Chart indicating 4th Quarter promotions funded by current budget. This plan has been recommended to Promotion Management.
- o Flow-Chart indicating an expansion of the above recommendation plus an added targeted event. This plan has not been recommended to Promotion Management but if funds are available, a revised recommendation will be sent forward as soon as possible.
- o A budget detail sheet illustrating programs funded from current budget and those funded from current budget plus incremental funds.
- o A budget detail sheet outlining the source of funds in the current budget.

Rick, this is not a recommendation but information for the purpose of requesting additional funds. Just give me a call if you need more.


J. J. Gohn

JJG:Km

Attachment

cc: D. M. Crump
W. S. Lindquist
G. C. Pennell
M. J. Scales

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