

# Lorillard

ARTHUR J. STEVENS  
SENIOR VICE PRESIDENT-GENERAL COUNSEL  
(212) 841-8708

October 22, 1982

Mr. J.A. Brown  
Lorillard  
P.O. Box 787  
Irmo, S.C. 29063

Dear Mr. Brown:

Dick Orcutt has advised me that you have been appointed the Lorillard Committee representative (CR) to the State TAN Advisory Committee for the State of South Carolina. Welcome to an exciting and satisfying effort which is ongoing in 41 states and is undergoing its beginning in the State of South Carolina.

TAN has been so successful in the 41 states in which it was initiated, that the Chief Executives of the Companies supporting TAN (including Curt Judge of Lorillard) have decided to extend it to an additional 9 states, including the State of South Carolina.

What does this extension mean? It means that there is now a full time, professional staff in place, ready to serve the Tobacco Industry and the TAN Membership of the State of South Carolina. Their job is to spot legislative and regulatory matters which are of importance to the Industry in your state, to keep you and the Membership informed of them and to work with you and TAN enrollees in promoting the Industry's best interests regarding such matters.

The TAN staff consists of experienced professionals but it is not the core of the organization. The core is you. You, the Lorillard TAN members who voluntarily enroll, and the members from other segments of the Tobacco Family are the essential and effective element of TAN - participants.

As you may know, the TAN State Director for your area is John G.R. Bankhead. John's office is at Columbia Building, Suite 160, 2601 Flowers Road South, Atlanta, GA 30341 and his telephone number is (404) 455-6357.

A DIVISION OF LOEW'S THEATRES, INC.  
666 Fifth Avenue, New York, New York 10103

85705969

Mr. J.A. Brown

October 22, 1982

Your partnership with the State Director in supervising and participating in Industry public affairs is an important one and one that we are all anxious should begin as soon as possible. The first order of business is recruiting, and that first recruiting should be of our sales force in the State of South Carolina.

It is our experience that successful enrollment in TAN cannot be effectively accomplished by mail. It must be conducted person-to-person, and we believe that the best approach is as follows:

- (a) A particular month is designated as "TAN Enrollment Month";
- (b) Several meetings are arranged for that month so that all Lorillard personnel in your area are able to attend;
- (c) At each meeting, John Bankhead introduces those present to TAN, voluntary enrollment is sought and encouraged, and the enrollment cards are completed and handed-in during the meeting. In this fashion, the whole recruiting job for Lorillard enrollments can be quickly and efficiently completed.

The necessary recruiting meetings should be arranged, scheduled and coordinated by John Bankhead and you, and John will arrange to have at hand the TAN Enrollment cards and other necessary materials. It is suggested that all this be done at the earliest possible date.

After the initial recruiting meetings have been held it will be important to keep the TAN membership list of Lorillard employees for your area current. In this connection, we ask you to do two things: (1) Division Managers should be instructed that as new sales representatives are hired, each such new employee should be encouraged to voluntarily enroll in TAN and a completed enrollment card should be relayed from the Division Manager, to you, to the State Director; (2) Each division assignment change, address change or separation of a TAN member should be noted by the Division Manager on the appropriate form and, similarly, be forwarded by the DM for relay to the State

85705970

Mr. J.A. Brown

October 22, 1982

Director. Additional TAN enrollment cards and TAN Member Status or Address Change Forms for these purposes will be provided to each Division.

These matters will come into play, of course, only after the upcoming enrollment meetings. But it might be useful for you to now advise the Division Managers in your area, even before these meetings that the State of South Carolina is now an authorized and staffed TAN state, that you are the CR, and that John Bankhead is the State TAN Director. Also advise them that recruiting meetings will soon be held in their areas, and that they will be furnished with (and should keep a supply of) TAN Enrollment Cards and TAN Member Status or Address Change Forms for the ongoing recruiting of Lorillard employees and any changes in the Lorillard TAN membership. I have enclosed samples of each of these forms for you and for the Division Managers.

Once the enrollment task has been accomplished, it may not be too long before TAN in your state may go into action. We have arranged with TAN Headquarters that when any action is necessary concerning Industry interests in the State of South Carolina, John or a member of his organization will first get our approval to implement with you the plan of action. You may proceed immediately with the action plan. However, if you do have any uncertainties, concerns, or questions about the plan, do not hesitate to call me (841-8708) or Jim Cherry (841-8658) in New York.

I don't know whether a Lorillard tradition can be established in a little more than two years, but if it can, there is already a well-established Lorillard sales force tradition of leadership, enthusiasm and effectiveness in TAN in the 41 states where TAN is now operating. Your Lorillard counterparts (the Lorillard CR's) in those states have been (and I sincerely mean this) the principal and most effective point men and pathfinders in the Industry; their recruiting has averaged 87% of the Lorillard sales force in their areas; their responsiveness in rallying the TAN enrollees in their area for TAN Action has already been the best, and; they and their colleagues have often acted as an effective "early warning system" for the State TAN Director on important matters of Industry concern.

85705971

Mr. J.A. Brown

October 22, 1982

I suppose that enthusiasm and efficiency are really time-honored elements of the Lorillard sales force tradition, and that TAN has just presented us with a new occasion to show our leadership in the Industry.

We anticipate eagerly the TAN sendoff in your state and believe you will have the opportunity to create the type of organization that TAN is intended to be. There is every reason to believe that with your professional support TAN will be a completely satisfactory and successful endeavor.

Yours very truly,

AJS/wrh  
Encl.

Arthur J. Stevens

cc: C.H. Judge  
J.R. Ave  
R.H. Orcutt  
A.W. Spears  
J.P. Mastandrea  
P.J. McCann  
J.G.R. Bankhead  
J. Kelly  
R. Mozingo  
W. Cannell

Blind P.S. to John Bankhead: Please call Joe at (803) 781-6955 and give him a TAN welcome.

AJS

85705972