

MARKETING ACTION—Continued

[Staging]

Brand/Segment	Objective	Manufacture/develop period	Reserch period	Test market/period	Roll-out/period
Plastic Packaging	Evaluate consumer acceptance of plastic can concept.	Label development—4/80. Possible new can colorations—4/80.	Full, large panel test for Happy Days with Happy Days users—5/80–9/80. Full, large panel test for Skoal with Skoal users—5/80–9/80. Results should be at least 95 percent positive.	None	National distribution beginning—1/81.
Stetson Natural/Wintergreen Pouch	Introduce a loose leaf chewing entry point toward capture of 10 percent of market in three years.	Per T. Cornell: Blend and flavor—2/80. Samples production—3/80. Production for test markets—7/80–1/81. Full production 2/81.	Full, loose leaf user panel tests—Stetson vs. Levi Garrett, Red Man, Beechnut 4/80–7/80: Name and package design perception testing in 2 focus groups, 4/80–7/80; Audit at wholesale and retail to determine movement and growth vs. competition.	8 test markets conducted in strong loose leaf areas: 2 Stetson natural—lower media; 2 Stetson natural—higher media; 2 Stetson wintergreen—lower media; 2 Stetson wintergreen—higher media 8/20–2/81.	National distribution 3/81–6/81: supported by national—media effort.

U.S. TOBACCO INTRA-COMPANY
CORRESPONDENCE

JANUARY 21, 1980.

FROM: A. E. Cameron, Regional Sales Manager.

TO: Mr. R. R. Marconi, National Sales Manager.

Re: Hawken review.

Tuesday and Wednesday was spent in the tri-city area (Briston, Tennessee; Bristol, Virginia; and Johnson City, Tennessee) in an attempt to further evaluate Conwood's new item "Hawken". I spent this time working with Mr. C. E. Jordan, division manager. *Factual* information was hard to come by in some of the areas; however, I will attempt to cover what we found from consumers, retailers, and distributors.

Consumers

We were only able to actually discuss Hawken with two consumers who have used the brand for any length of time. One of these was a convenience store manager (male about 55 years old). This man was supplied with samples on a regular basis for at least four to five weeks. By this time he had developed a taste for Hawken and now believes the flavor and taste last longer than SKOAL, the brand he used before Hawken. The second consumer was a 12 year old male and his mother. He stated, and it was confirmed by his mother, that all other brands of mouth tobacco he had tried to use would make him sick. This included SKOAL, HAPPY DAYS MINT, and several brands of scrap. He felt the cause with SKOAL and HAPPY DAYS MINT was the brands were too hard to use, he could never keep them together. Scrap produced too much juice and he swallowed too much. He also felt Hawken's flavor lasted longer. A very interesting observation—his mother was delighted he had finally found a mouth tobacco he could use. During my questioning of this lady, it was clearly evident that she believes mouth tobacco is the least harmful of many habits her son could develop; therefore, she openly encourages him to chew. The price made no difference to these two consumers.

Retailers

While contacting most of the retailers we have had on the "Tracking Program", we could only find two who definitely believe Hawken is still increasing in sales. All others state the brand has peaked and most report a decline in sales. Every retailer stated that SKOAL definitely was hurt the worst; however, they all state that SKOAL is coming back and is either at, or close to its previous sales level. They all report consumers of all ages are buying Hawken. Also, all type of consumers are using Hawken. These retailers all agree that the majority of Hawken is being used by young kids and young adults. The age of the kids is from 9 years old and up. I believe this to be true because outlets located close to schools (all grades) are definitely the heavier Hawken outlets we visited. Several retailers indicated that price

was a factor with the young kids. Also, the people who knew about mouth tobaccos felt the sweet tests was a definite factor with the kids. No retailer expressed any problem with the lower price of Hawken. They all state their mark-up is the same percentage as on SKOAL and other tobaccos.

Distributors

Distributors all state that they did no more on Hawken than any other new item. They all report that the brand has peaked and they are seeing declines. No distributor indicated any promotional activity was planned for Hawken.

As you can see, all levels are pointing the same way on Hawken. I believe the brand has hurt SKOAL and HAPPY DAYS MINT as much as it is going to. Figures prove Hawken killed our increase on SKOAL (30 percent); and at this point, we are showing about 9 percent decrease in sales where Hawken is available. At one point, our loss was well over 20 percent. This has turned around and I believe SKOAL will be back to a break-even point within the next few weeks. I feel by the end of the next three-month tracking period, our increase will be back to normal. I am not at all sure our increase won't be greater than ever. It definitely is a fact that Hawken has brought a lot of new consumers into the month tobacco market. I think this brand has reached kids four or five years earlier than we have contacted them in the past. Indications are that some of these new users are moving up to a stronger brand. Also, indications are that some older consumers are moving from Hawken back to the brands they were using before, and some consumers have begun mixing Hawken with SKOAL and Levi Scrap. If these trends continue, Hawken may prove to be a very good starter product for SKOAL.

I am convinced we must continue our tracking of Hawken for at least another three months before our questions can be answered. However, all figures indicate Hawken, when introduced in a new market, will kill our increase on SKOAL and, in fact, cause a 10 to 20 percent loss for the first three months.

Our field personnel will continue to supply all information possible on Hawken.

IN SPECIAL RECOGNITION OF ALEXANDER M. HUBER ON HIS APPOINTMENT TO ATTEND THE UNITED STATES MERCHANT MARINE ACADEMY

HON. PAUL E. GILLMOR

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 4, 2003

Mr. GILLMOR. Mr. Speaker, I rise today to pay special tribute to an outstanding young man from Ohio's Fifth Congressional District. I

am happy to announce that Alexander M. Huber of Milan, Ohio, has been offered an appointment to attend the United States Merchant Marine Academy.

Mr. Speaker, Alexander's offer of appointment poises him to attend the United States Merchant Marine Academy this fall with the incoming cadet class of 2007. Attending one of our Nation's military academies is an invaluable experience that offers a world-class education and demands the very best that these young men and women have to offer. Truly, it is one of the most challenging and rewarding undertakings of their lives.

Alexander brings a special mix of leadership, service, dedication to the incoming class of Merchant Marine Academy cadets. While attending Edison High School, Milan, Ohio, Alexander has attained a grade point average of 3.942 which places him 7th in his class of 129 students. During his time at Edison High School, Alexander has received several commendations for his superior scholastic efforts. Alexander's accomplishments include being on the honor roll for all four years, being awarded the Student of the Quarter for Business, recipient of the Mathematics Award, student of the quarter award for Science, and recipient of the Scholarship Pin. Aside from his accomplishments Alexander also participated in the National Honor Society, the Math Club, and the Spanish Club.

Outside the classroom, Alexander has distinguished himself as an excellent student-athlete and dedicated citizen of Milan. On the fields of friendly strife, Alexander has participated in Soccer, Tennis, and Weight Lifting. In addition to his athletic accomplishments, Alexander is an active member in his community participating in National Youth Leadership Conference and Boys State.

Mr. Speaker, I would ask my colleagues to stand and join me in paying special tribute to Alexander M. Huber. Our service academies offer the finest education and military training available anywhere in the world. I am sure that Alexander will do very well during his career at United States Merchant Marine Academy and I wish him the very best in all of his future endeavors.

IN SPECIAL RECOGNITION OF NATHAN A. STEIN ON HIS APPOINTMENT TO ATTEND THE UNITED STATES NAVAL ACADEMY

HON. PAUL E. GILLMOR

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 4, 2003

Mr. GILLMOR. Mr. Speaker, I rise today to pay special tribute to an outstanding young

man from Ohio's Fifth Congressional District. I am happy to announce that Nathan A. Stein of Sandusky, Ohio has been offered an appointment to attend the United States Naval Academy.

Mr. Speaker, Nathan's offer an appointment poises him to attend the United States Naval Academy this fall with the incoming cadet class of 2007. Attending one of our nation's military academies is an invaluable experience that offers a world-class education and demands the very best that these young men and women have to offer. Truly, it is one of the most challenging and rewarding undertakings of their lives.

Nathan brings a special mix of leadership, service, and dedication to the incoming class of Navy midshipmen. While attending Perkins High School, Sandusky, Ohio, Nathan has attained a grade point average of 4.0, which places him eleventh in his class of 58 students. During his time at Sandusky St. Mary Central Catholic High School, Nathan has received several commendations for his superior scholastic efforts. Nathan's accomplishments include being in the honor roll, two year academic letterman, and two years of being named Who's Who in American High School Students.

Outside the classroom, Nathan has distinguished himself as an excellent musician, athlete and dedicated citizen of Sandusky. On the fields of friendly strife, Nathan participated in Football becoming a team captain his senior year and Basketball. In addition to his athletic accomplishments, Nathan is an active member in his community participating in the Environment Club, volunteering for service in his local Library, and participating in community musicals.

Mr. Speaker, I would ask my colleagues to stand and join me in paying special tribute to Nathan A. Stein. Our service academies offer the finest education and military training available anywhere in the world. I am sure that Nathan will do very well during his career at United States Naval Academy and I wish him the very best in all of his future endeavors.

RECOGNITION OF MICHELLE
BAILEY AND KATE EVANS

HON. JOHN SHIMKUS

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 5, 2003

Mr. SHIMKUS. Mr. Speaker, I rise to pay tribute today to Michelle Bailey of Harrisburg, Illinois, and Kate Evans of Galatia, Illinois, in honor of their achievements.

Michelle Bailey is a student at Benton Middle School who was recognized as a United States National Honor Roll Award Winner. Her picture will be published in the United States

Achievement Academy Official Yearbook in order to showcase her accomplishment. Today I would like to recognize Michelle for her commitment to scholarship and academic excellence and also to encourage her to continue along the path to success.

Kate Evans was the top heifer exhibitor for the 2002 IBA Junior Points Program. She competed against other juniors in 2002 and received prizes for placing in the top 20. I would like to congratulate Kate on her win and wish her good luck in her future exhibitions.

In closing, I would like to congratulate both Michelle and Kate on their successes. They are excellent examples of the promising youth of today and should serve as role models for their peers and those around them. Our thanks go to the families and teachers for the foundation they have given these young women. God bless.

TRIBUTE TO DR. HERB SADLER

HON. JEFF MILLER

OF FLORIDA

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 5, 2003

Mr. MILLER of Florida. Mr. Speaker, I rise today to honor one of our Nation's most distinguished and dedicated pastors, Dr. Herb Sadler. After 28 years of faithful service to the Northwest Florida community as pastor of the Gulf Breeze United Methodist Church, Dr. Sadler will leave Gulf Breeze to become the District Superintendent of the Dothan District in Dothan, AL, of the Alabama-West Florida Conference of The United Methodist Church. We are grateful for the time that Dr. Sadler has spent with us in Northwest Florida and we wish him the best in his future position.

Born on February 7, 1942 in Montgomery, AL and raised in Thomasville, AL, Herb holds an undergraduate degree from Livingston University and both the Master of Divinity and Doctor of Ministry degrees from Emory University. Proudly married to his wife Barbara and the father of four wonderful children, Bert, Tracy, Stuart, and Scott, he has been blessed with three grandchildren, Brady, Breanna, and Jacob.

Since 1975 Herb has been at the service of the Gulf Breeze United Methodist congregation, he has overseen the growth of the parish, from 500 members to over 4,000 members, and has personally had a direct influence on the tremendous increase in worship attendance, from 100 people to nearly 2,000 people.

In addition to his duties at Gulf Breeze United Methodist, Herb has served his Annual Conference, Alabama-West Florida, as Chairperson of The Board of Ordained Ministry and as President of the Council on Finance and Administration. He has been a delegate to the 1988, 1992, 1996, and 2000 Jurisdictional

Conferences and the 1992, 1996, and 2000 General Conferences. He has served as a member of the Board of Trustees of Birmingham-Southern College and from 1992 to 2000 he was a member of the General Board of Discipleship of The United Methodist Church. Currently, he serves as Chair of the Committee on Plan of Organization and Rules of Order of the Southeastern Jurisdictional Conference.

The author of two books, "We Can All Be Winners" and "Today is the Only Day", Herb has previously been President of the Gulf Breeze Rotary Club and was a charter member of the Board of Gulf Breeze Hospital, a role he continues to serve in today.

Mr. Speaker, I would like to offer my sincere and heartfelt congratulations to my good friend Dr. Herb Sadler on his new position with the Alabama-West Florida Conference of The United Methodist Church. Herb was recently named one of the top 11 leaders in Northwest Florida by Climate Magazine and I can think of no person that is more deserving of such an honor. We will be sad to see his him leave, but wish him all the best in his new journey. Mr. Speaker, on this such occasion, we honor one of America's greatest citizens.

HONORING CREATIVE ARTS
THERAPIES WEEK

HON. STEVEN R. ROTHMAN

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

Thursday, June 5, 2003

Mr. ROTHMAN. Mr. Speaker, I rise today to commemorate Creative Arts Therapies Week, which began on June 1 and continues through June 7.

Creative Arts Therapies are an increasingly important tool for healing both physical and mental health needs. There are currently more than 15,000 Creative Arts Therapists practicing in the United States and around the world—all working to address major societal issues including school violence, substance abuse, breast cancer, Alzheimer's disease, and domestic violence.

Since its first application over 50 years ago, Creative Arts Therapists have provided individual and group art experiences for people in need of care and treatment to address and overcome great personal challenges. Using art, dance, movement, drama, music, and poetry, therapists are able to achieve remarkable results.

I commend Creative Arts therapists and the National Coalition of Creative Arts Therapies for their tireless work to improve health, communication, and expression, to enhance self-awareness, and to facilitate positive change in human experience and behavior.