N. T. Johnson

December 29, 1971 T.L. Gossage B2S L

1972 MARKETING PLAN

H. R. Ford 1070
P. L. Slayton 1650
D. R. Hansen 1800
E. L. Shimley 1010

Attached for your information is a memo Tom Gossage wrote to the product managers concerning the 1972 Marketing Plan. With the PCB problem it will be very difficult to write a total marketing plan. He has suggested we do Paper and EVCl first. Then, when the dust settles, we would attempt the dielectric, heat transfer and hydraulics.

The product managers must establish objectives first; then we will follow with specifics for the marketing plan. You and your salesmen may want to start developing some action plans for specific accounts.

I will keep you posted on all specifics on the marketing plan as it develops.

N. T. Johnson

lb

Attachment

0009057

TOWOLDMON0055155