

- a. Advise Pulp and Paper Sales Force of Calidria
Asbestos Marketing Objectives and Action Plan
aimed at selective accounts (24 mills representing
\$1,000,000 in NIFS) utilizing one-man year of field
sales effort.

N. J. Setter - Dec. 17, 1968

- b. Introduce to field sales force "Mill Trial Planning
Schedule" with instructions on use, purpose and
objectives.

N. J. Setter - Dec. 17, 1968

- c. Follow closely with field sales force, key accounts
and selective mill trials to obtain maximum utilization
of limited manpower.

N. J. Setter, G. L. Dickson -continuing

- d. Revise and re-issue key technical data and promotional
literature.

N. J. Setter - Feb. 3, 1969

- e. Develop program for trade show participation, advertising
and other merchandizing activities, as warranted.

N. J. Setter - Jan. 15, 1969

2. Vinyl Asbestos Floor Tile

Marketing Responsibility-W. S. Young

Technical Service-R. E. Byrne