

THE WESTIN
ATLANTA AIRPORT

Opening

- 1) REALLOCATION of RESOURCES -
Price Brand Competitively
- 2) Re-invent the Company
- For the next 20 yrs
- 3) Volume ~~Revenue~~ / Earnings
- 4) Maintain Contracted CIV

Menu -

open up to discuss

Topics FROM yesterday

★ (Terms PM Wholesale)
Chart

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Pricing

- * 1) Concern over manual Survey on pricing - with every chair
- * 2) Recommended - Questions in Compliance - Account Mngt. 1.00 GAP etc. based on contract level (Yor N)
- * 3) Selling Arm is responsible for pricing.
- 4) AIM Pay is paying full PRP Rate in Accounts we have sent over-ride in to Aim Pay.

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12:00 NOON
EDLP
Pack contract overview
Pricing
CRF (12:00)

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- Resource Package PRP

Discounting has escalated
over the past few months
- has not gone down

Inventory adjustment issues
AIM Pay no inventories

12/5/54
10:15

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Jim - Overview

500mm OCC 250 net

OCC - Down 55%

Vol - Down ¹⁴ ~~14~~ +0%

\$1.00 - 400 mm (Discount on IB)

46% of Volume had SET increase

Lowend 55 B-2002

Objectives

- Re-invent RST
- Shift spending to investment Brands
- Maintain Volume
- earnings

Are we going to be a player 10-20 yrs
From now?

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2nd Day

- Remind of our objectives
 - Contracted CIV
 - Price our Brands more competitive
 - Build Foundation for the Future - All about US

- Agenda From Yesterday
 - ?
 - Committee
 - Had time to think

- Agenda for this day
 - Product Management
 - PM Wholesale
 - RJRT Wholesale