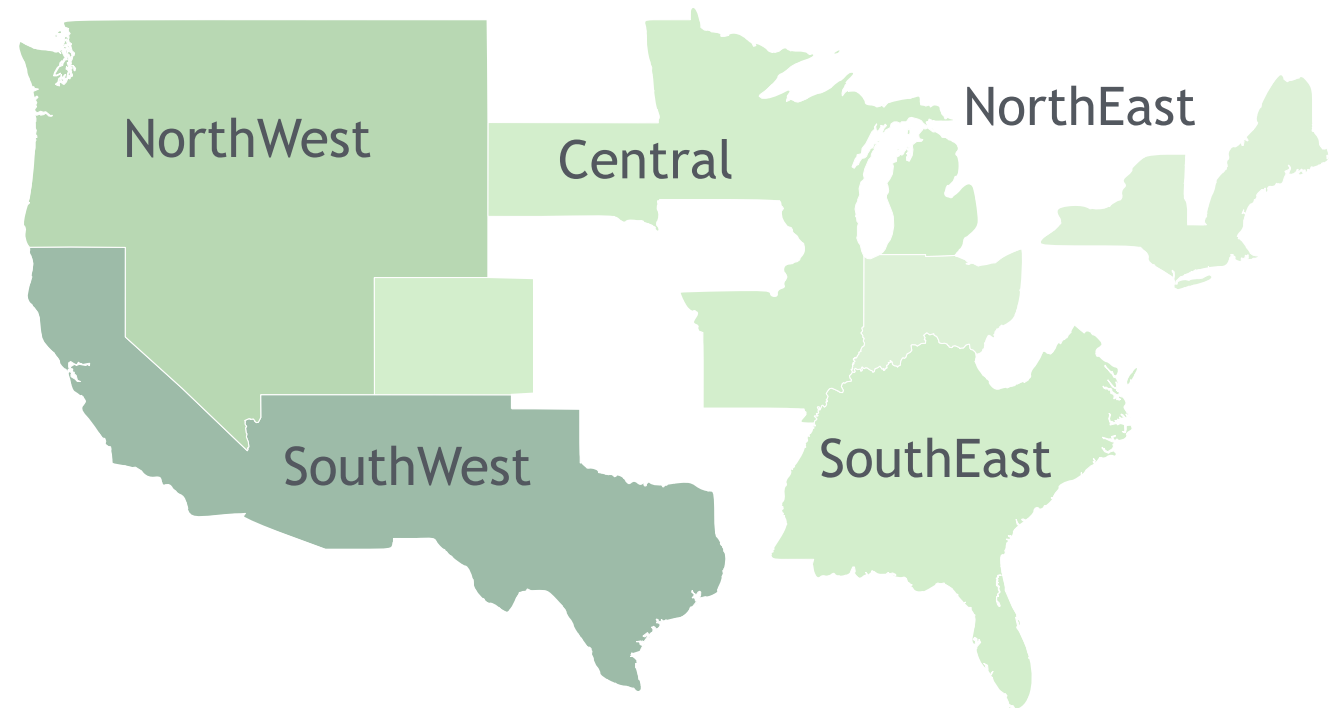
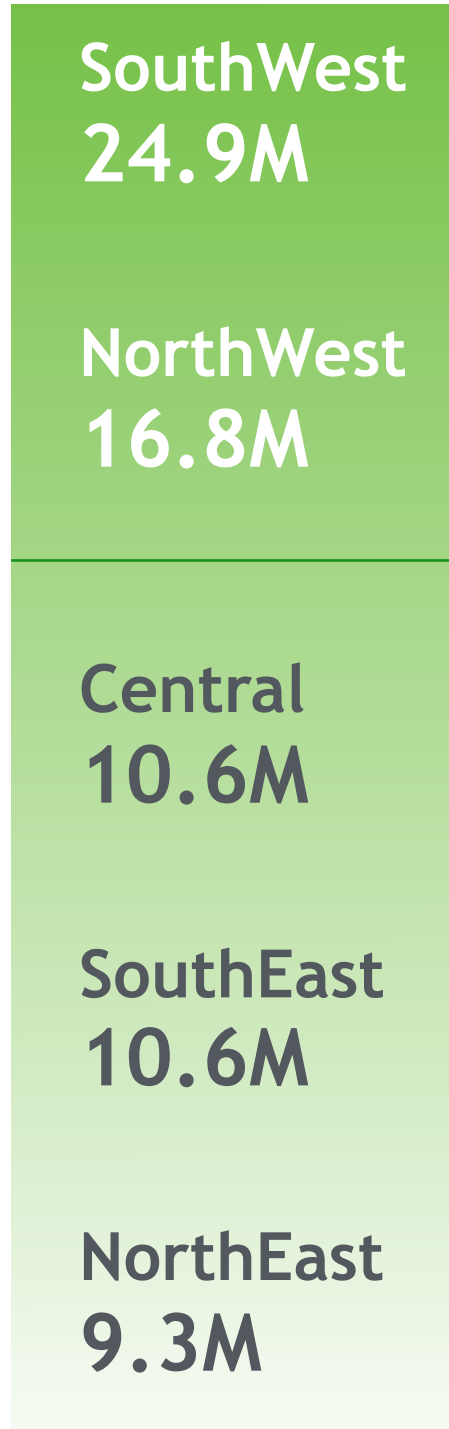


# Enhancing Central-East US Salesforce

## Issues: Weaker sales in East and Central US

## Sales Volume 2001-2004



# Enhancing Central-East US Salesforce

**Issues:** Weaker sales in East and Central US  
Decline in SouthEast

*Sales Volume 2001-2004*

*% Growth since 2002*

SouthWest  
24.9M

NorthWest  
16.8M

Central  
10.6M

SouthEast  
10.6M

NorthEast  
9.3M

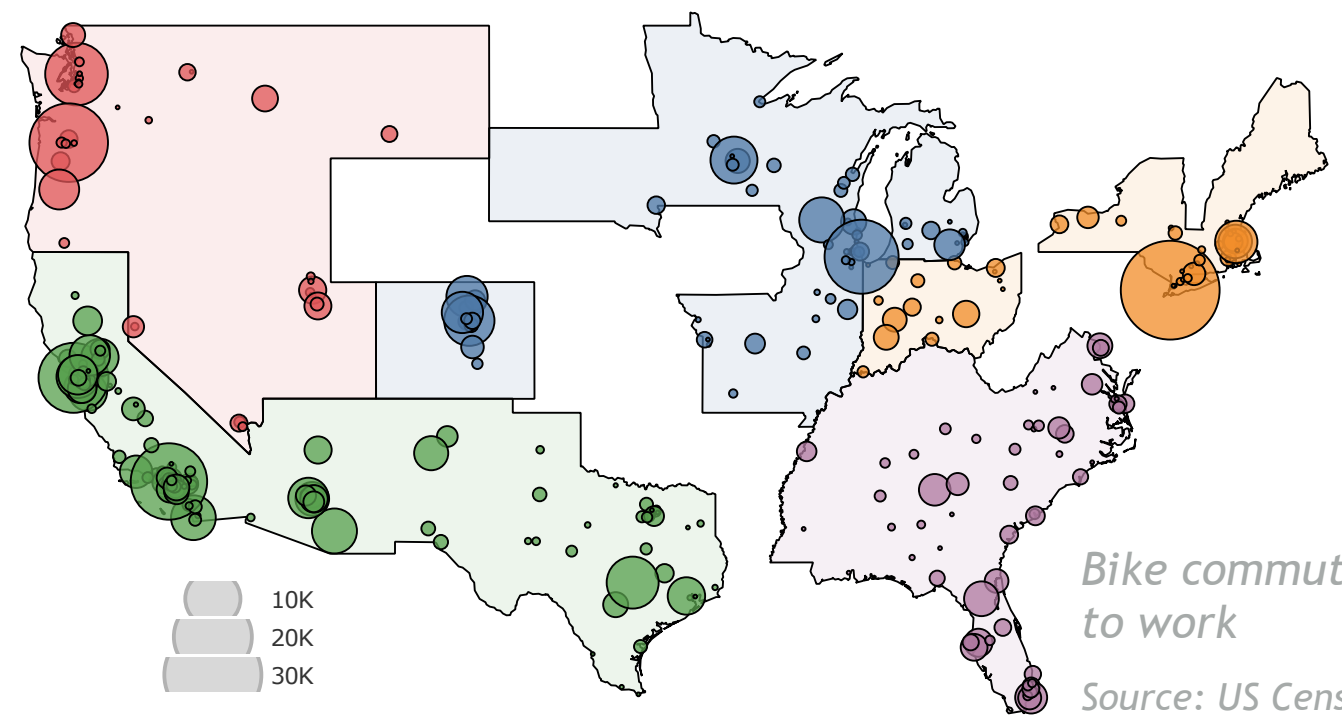
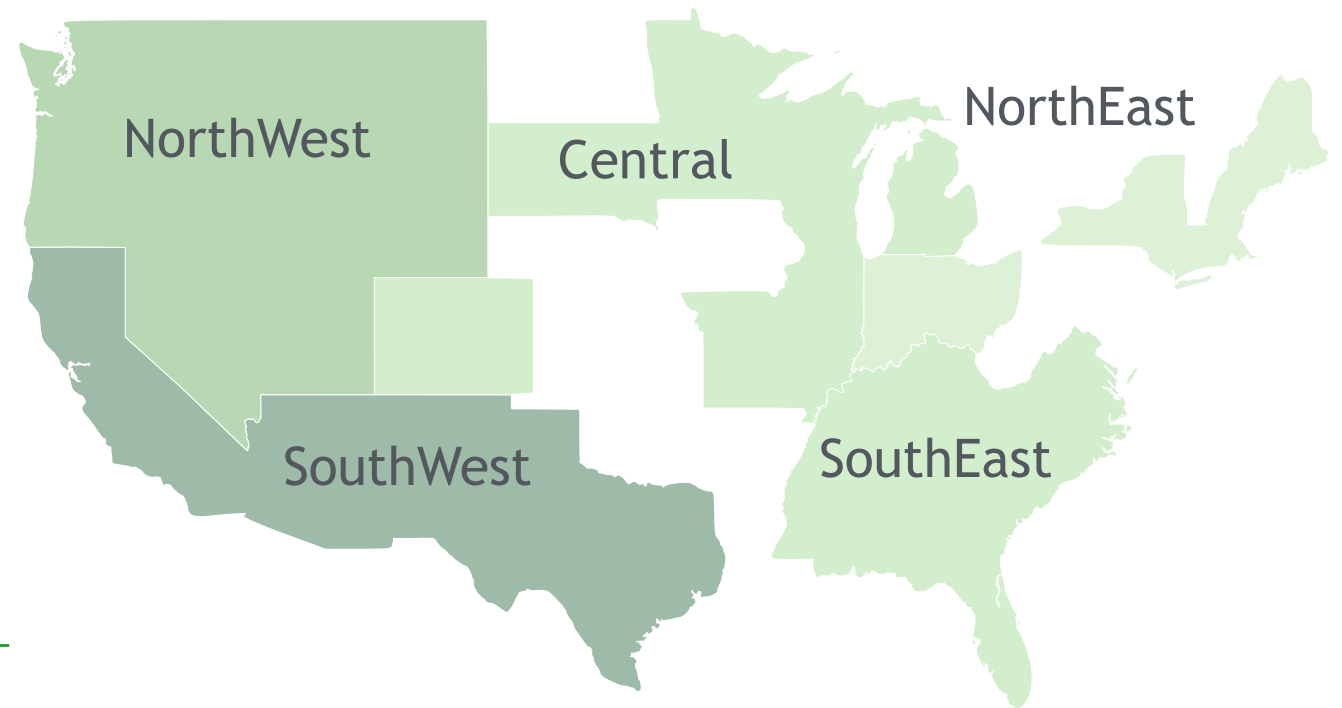
**+25%**

**+41%**

**+21%**

**-16%**

**+30%**



*Bike commuters  
to work*  
*Source: US Census  
Bureau*

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*# Salespersons per Region*

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*SalesPerson's trend: ▲ rising ▼ declining ◆ stable*

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% of Volume by trend

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