

# Marsteller Inc.

NEW YORK

## CONFERENCE REPORT

CLIENT TOBACCO INSTITUTE  
PLACE AND DATE Via Telephone - 9/2/83  
PRESENT FOR CLIENT B. Kloepper  
PRESENT FOR AGENCY A. Rosenbaum

#29/83

Distribution

### CLIENT

S. Chilcote  
W. Kloepper, Jr.  
W. Merryman  
P. Sparber

### SUBJECT: FALL TRADE SCHEDULE

Client approved trade schedule for fall '83.  
Total budget: \$140,000.

AGENCY ACTION: Issue all necessary paperwork  
and implement buy accordingly.

### AGENCY

D. Brown  
R. Calvillo  
L. Carvell  
D. Fitzgerald  
A. Gaeta  
C. Loffredo  
L. Magnani  
S. Milgrim  
A. Miller  
J. Ramson  
A. Rosenbaum  
M. Sadowsky  
M. Schwartzberg  
P. Peppis

A. Rosenbaum  
/df  
Sept. 6. 1983