

TO: Nancy Lund
Dave Beran
Suzanne LeVan
Michael Mahan

DATE: October 24, 1995

FROM: Norma Suter

SUBJECT: MBA Recruiting: On Campus Presentation Status and Next Steps

This provides a status of the on-campus MBA presentation scheduled for the November/December time period. In addition, this requests your selection and confirmation of your on-campus presentation teams and a school mentor (Brand Manager level) to help facilitate the entire recruiting process at each school. I've attached a spreadsheet of the brand organization/backgrounds/stated recruiting preferences to aid in your team/mentor selection.

Details

	<u>Schools</u>	<u>V.P.</u>	<u>On-Campus Presentation Date</u>	<u>School Mentor</u>
1.	Duke (Fuqua)	Suzanne LeVan	12/6/95	TBD
2.	Univ. of Texas	Nancy Lund	11/13/95	TBD
3.	Columbia	Mike Mahan	11/15/95	TBD
4.	NYU	Suzanne LeVan	11/20/95	TBD
5.	Univ. of Minnesota	Dave Beran	11/29/95	TBD

If you've not completed your invitation selection for the on-campus presentation, please do so at your earliest convenience. I believe we're still waiting for the resume book from the University of Minnesota. Please forward selected students names to Kathleen Savarese.

In addition, please feel free to host certain selected students for dinner following the on-campus presentation. We did this last year at Duke and it was a nice chance to get to know the students a bit more prior to the interview dates. Of course, this requires you to stay overnight following the presentation. Or, you may want to ask your school mentor and team to select 7-12 top candidates and host an informal dinner themselves. Last year, we invited students to dinner over the phone.

Other Recruiting Elements

- Brochure - on schedule (Norma Suter)
- Video - on schedule (Norma Suter)
- Gifts - to be ordered and delivered to schools (Norma Suter)
- Reception Planning - on schedule (Jim Hardin/Gail Gilstrap)
- Flyers/On-Campus Newspaper Advertising - on schedule (Jim Hardin/Gail Gilstrap)

Next Steps

1. Confirm on-campus presentation date on your calendar.
2. Select 4 or 5 brand folks to attend the presentation with you. Please try to bring alums of school as well as various levels (Brand Assistants, Assistant Brand Managers, Brand Managers (including school mentor). Please confirm availability of your team.

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3. Select a Brand Manager, preferably an alum to be a school mentor. School mentors become point people for the recruiting process at each school. They attend the on-campus presentation, return to interview on-campus, and help facilitate school candidates through our interview process.
4. Return your team and mentor list to me as soon as possible.

Please call me with any questions on ext. 2153.

Thank you for helping with the MBA recruiting process.

Enclosure

cc:
G. Gilstrap
J. Hardin
K. Savarese
T. Young

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Resp?	Brand	Name	Title	Alum of	Recruiting Pref
y	B & H	Bob Ferrin	Brand Manager, Benson & Hedges	AGSIM, '87	Duke
y	B & H	Laura Poole	Brand Assistant, Benson & Hedges	Duke '94	Duke
y	B & H	Russel Weiner	Brand Assistant, Benson & Hedges	Cornell	Duke/Minn
y	Basic	Jerry Margolis	Brand Assistant, Basic	UT Austin '94	UT Austin
y	Basic	Dan Murphy	Brand Assistant, Basic	NYU '95	
y	Basic	Nichelle Nicholes	Assistant Brand Manager, Basic	U Chicago '90	
y	Basic	Arun Sinha	Brand Manager, Basic	Mich State '84	
y	Basic	Gail Blumenson	Assistant Brand Manager, Basic	Duke '90	Duke
y	C/A/D	Jennifer Lichtman	Brand Assistant, Cambridge/Alpine/Dave's	NYU '95	
y	C/A/D	Nancy Conrad	Brand Manager, Cambridge/Alpine/Dave's	Syracuse	Minn
y	C/A/D	David Himmel	Brand Assistant, Cambridge/Alpine/Dave's	Mich '94	Texas
y	Marlboro	Michelle Salzman	Brand Manager, Marlboro Promotions	NYU '89	NYU
y	Marlboro	Susan Reich	Brand Manager, Marlboro Promotions	St. John's '84	
y	Marlboro	Tracy Young	Associate Brand Manager, Marlboro Promotions	Boston U, '89	
y	Marlboro	Tom Keim	Category Director, Marlboro Equities	N.Texas State '69	UTexas
y	Marlboro	Susan Jannetta	Senior Brand Manager, Marlboro Advertising and New Products	Tulane '82	NYU/Columbia
y	Marlboro	Gina Plaia-Fawcett	Assistant Brand Manager, Marlboro Advertising and New Products	NYU '93	NYU, Columbia
	Marlboro	Steve Piskor	Category Director, Marlboro Promotions		
y	Marlboro	Maarten Terry	Associate Brand Manager, Marlboro Promotions	C.Coll '83	NYU/Columbia
y	Marlboro	Nancy Breiling	Assistant Brand Manager, Marlboro Promotions	Will & Ma, 93	Duke
y	Marlboro	Anne von Germeten	Senior Brand Manager, Marlboro Promotions	Harvard '91	Columbia, NYU
y	Marlboro	Felicia Kelly	Brand Assistant, Marlboro Promotions	UMinn '94	UMinn
y	Marlboro	Margot Waldman	Assistant Brand Manager, Marlboro Promotions	Wharton	
y	Marlboro	Stacey Castor	Brand Assistant, Marlboro Promotions	Kellogg '95	Utexas/Duke
y	Marlboro	Norma Suter	Category Director, Marlboro Planning and New Products	NYU '87 MBA	
y	Marlboro	Sue Norris	Brand Manager, Marlboro Marketing Planning	Penn State BS '84	
y	Marlboro	Denise Cohen	Assistant Brand Manager, Marlboro Marketing Planning	Columbia '93	
y	Marlboro	Darryl Tatum	Brand Assistant, Marlboro Marketing Planning	U N.Carol '95	Duke, UMin
y	Merit	Jodi Sansone	Brand Manager, Merit	NYU '87	
y	Merit	Rebecca Gordon	Assistant Brand Manager, Merit	NYU	Colum/NYU
y	Merit	Minda Maggio	Assistant Brand Manager, Merit	No MBA	NYU

y	Merit	Jose deCastro	Brand Assistant, Merit	UTexas '94	Texas (Nov 13)
y	Parliament	Shelby Rafferty	Associate Brand Manager, Parliament	NYU (Current)	NYU/Colum
y	Parliament	Lauren Steen	Brand Assistant, Parliament	Columbia '95	
y	V.Slims	Sonya Rush	Brand Manager, Virginia Slims	Umich '83	UTexas
y	V.Slims	Tom Lauinger	Brand Assistant, Virginia Slims	Colum '95	
y	V.Slims	Wendy Marin	Assistant Brand Manager, Virginia Slims	U Minn, '93	U minn
y		Mike Murphy	Brand Manager, Famous Value Brands	NYU '76	none (duke?)
y		Roy Anise	Category Director, Premium Brands	NYU '85	
y		Barbara Reuter	Category Director, Premium Brands Marketing & Planning	Columbia	Columbia

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