

PLANS FOR BAVARIAN SALES MEETING

SATURDAY, MAY 18, 1957

PLACE: Sinton Hotel

ROOM: Rookwood

TIME: Approximately - 9:00 A.M. - Coffee, rolls, doughnuts.  
10:00 A.M. - Meeting.  
12:30 P.M. - Bar opens - beer; cock-  
tails; highballs.  
1:15 P.M. - Luncheon (German buffet)  
Checkered tablecloths.

STAGE: To right of entrance (28' x 12')

CHAIRS: Placed in semi-circle with aisle in center for pro-  
jector table, if needed. First row reserved for  
speakers and management.

SCREENING: Approximately through center of room, to separate  
meeting from luncheon tables, seating 8 at a table.

BAR: At long wall directly opposite entrance.

BEER: Three-flag pints and quarts - H. Johannes. If new  
knob is available - have 1/2 barrel on draught.

PODIUM: On platform for meeting - also microphone. H.  
Johannes responsible for lights and microphone.

PACKAGE  
DISPLAY: Dave Osler; L. L. Schott; H. Johannes.

ADVERTIS-  
ING DISP.: Larry Rinck.

AGENCY: Robert D. Morgan; John Held.

DISPLAY: David K. Osler.

TRACTOR &  
TRAILER: In front of Sinton - 9:30-9:45 A.M. - Joe Ponzer,  
H. Johannes.

LUNCHEON

SEATING: No speakers' table - management purposely scattered throughout tables, which seat 8 people.

HOTEL CAN

SUPPLY: Podium, microphone, screens, 2 large easels, 6 small easels, remote light control.

RECEPTION

COMMITTEE:           Wm. R. Schott           James Schaller  
                      Louis L. Schott        Larry Rinck  
                      C. H. Wimberly        Dietz Determan  
                      Boots Wuest           Hughie Johannes  
                      Joseph Ponzer

ACCORDION

PLAYER: Mr. Lindemann - 12:30-2:00 P.M.

RESERVA-

TIONS: Jo Quigley - Hughie Johannes.

T-SHIRT

For each guest - H. Johannes.

NOTE: We can get into Rookwood Room Friday night, May 17, for installation of displays, etc.

Hotel Management would like us to vacate room by 4:00 P.M. on Saturday, May 18th, as they have a dance that evening.

NUMBER OF

PEOPLE: Lippincott & Margulis - Dave Osler           1  
          Calkins & Holden - Bob Morgan - John Held    2  
          Brewery (see list)                           37  
          Distributors (as per reservations)

FIRST DRAFT OF PROGRAM

		<u>APPROXIMATE TIME</u>
10:00 A. M.	Opening remarks - greetings - Wm. R. Schott	5 minutes
10:05 A.M.	Sales strategy - Present over-all program - Louis L. Schott	15 minutes
10:20 A.M.	Design Presentation - David Osler	30 minutes
10:50 A.M.	Advertising Presentation - Larry Rinck & Agency	30 minutes
11:20 A.M.	Distributors - Salesmen - Drivers' Job - 14. Presentations - All demonstrators and role players will be distributors' people.	
	1. Stock Change - ) Responsibility of	5 minutes
	2. Point-of-sale - ) C. H. Wimberly.	5 minutes
	3. Individual Driver-) & Salesmen Success ) Responsibility of	5 minutes
	4. Stories from ) Boots Wuest Distributors )	5 minutes
11:40 A. M.	Summary - L. L. Schott	20 minutes
12:00-12:30	Leeway	

Louis Schott  
Wm. R. Schott  
Wm. C. Schott  
Louis L. Schott  
Lyle Baker  
Carl Moeller  
Harold Wegman  
Harold Klink  
Walter Zanis  
Larry Schrand  
Mel Aichholz  
Larry Rinck  
Jim Thomas  
Hughie Johannes  
Betty Sickmeier  
Jo Quigley

*JIM CALDWELL*

James P. Schaller  
Herman Determan  
Thomas Brogan  
Carl Dilling  
E. J. McGinn  
Carl T. Moore  
Urban Reibling  
Frank Reker  
Art Resing  
Ray Ringenbach  
H. K. Ripperger  
Joseph Ponzer  
Edgard (Bud) Connor  
Robert Hebbeler  
Ralph B. Threlkeld  
C. H. Wimberly  
John (Boots) Wuest  
S. W. Fecher  
James Fitzpatrick  
James Glacken  
Ralph Morrison