

Firearms Product Team Meeting

7/15/99
7:00 AM to 4:00 PM
E-town

Attendees: Ron Bristol, Jay Bunting, Drew Kohler, Jim Rabbia (conf.), John Balio (conf.), Ray Suarez (conf.), Matt Golemboski (conf.), Larry Kipp (conf.), Danny Diaz, Dale Danner, Tommy Millner, Tim Harris.

Agenda

Business Outlook

Bunting

Discussion: Jay discussed year to date, the month of June and current month performance figures, as well as, an outlook on the remainder of the year's business. Inventories are down, profitability is up and the outlook is positive.

Conclusions: Let's keep the momentum going!

Marketing Calendar Update

Kohler

1999 Marketing Calendar:

July 26	Riverbend to return samples
July 28	Spring Gun Mailings to customers & salespersons / Customer Service meeting
August 18	Warehouse Audit: AM / M541, M581 & M99 Review: PM
August 19	Product Team -- changed to Eton
August 31	Set M/710 Program Schedule
September 1	Final Catalog Decisions (EtronX, Ideal, M/700 Composites & M/11-87 Super Mag) Cut-a-ways, CAD drawings, etc. for new products due
September 10	Product Team -- Madison
October 1	Writers, NASGW & Sales Meeting Samples Due (Set #1)
October 19-24	Writer's Seminar
Nov. 13-16	Sales Meeting
November 15	Rep Samples Due
Nov. 18-21	NASGW
November 29	M/710 Manufacturing Plan Due