

(202) 347-3900.

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Ellen Merlo

DATE: 12/15/95

FROM: Barbara Trach

SUBJECT: *The Guest Choice Network*

We have given careful consideration to the attached proposal and would like to recommend that Philip Morris become a sponsor of this project (on behalf of The Accommodation Program).

The goal of *The Guest Choice Network* is to educate members of the hospitality industry on all issues that affect their business. We believe in the general principals supporting the establishment of *The Guest Choice Network*, and would like to contribute to its development. The funds will be used to form alliances, educate, and to solicit other sponsors in the program.

Please initial your approval below, and we will route to Steve Parrish and Denise Keane.

Organization Information:
The Guest Choice Network
607 Fourteenth Street, N.W.
Suite 1110
Washington, D.C. 20005-2000
Richard B. Berman, Counsel
Phone (202) 347-5180
Fax (202) 347-5250

Financial Impact:
•\$600,000 out of 1995 Accommodation Program budget

- BT - primary contact
- We can't tell him what to do → he has to know what to do and what's going on
- We don't want reportable activities ∴ we can't direct him / can't tell him what to do → he needs to derive actions himself.
- No control on our end
- Minimizing written coverage

Approvals:

James Spector _____

Ellen Merlo _____

Denise Keane _____

Steve Parrish _____

cc: M. Barrington

- ① Needs a list of other gm? sponsors (\$ not issue).
also Jack [unclear] Advisory Committee
- ② No direction on grass roots by us.
- ③ Do you report lobbying activity? what is your process.
- ④ Check payable to... Ⓟ

Berman & Co.

2072148761