



At the Races...

Duracell returns for it's third year of association with Newman/Haas Racing. The Duracell logo will appear on both race cars driven by Michael Andretti and Christian Fittipaldi.

March 21	Marlboro Grand Prix of Miami, FL
April 10	Japan 500
April 18	Toyota Grand Prix of Long Beach, CA
May 2	Bosch Spark Plug Grand Prix • Nazareth, PA
May 15	Rio 400
May 29	Motorola 300 • Gateway International Raceway • Madison, IL
June 6	Miller Lite 200 • Milwaukee, WI
June 20	Budweiser/G.I. Joe's 200 • Portland, OR
June 27	Medic Drug Grand Prix of Cleveland, OH
July 11	Texaco/Havoline 200 • Elkhart Lake, WI
July 18	Molson Indy • Toronto
July 25	U.S. 500 • Michigan Speedway
August 8	Grand Prix of Detroit
August 15	Miller Lite 200 (Mid Ohio)
August 22	Chicago Grand Prix
September 5	Molson Indy Vancouver
September 12	Honda Grand Prix of Monterey
September 26	Texaco Grand Prix of Houston
October 17	1999 Honda Indy (Australia)
October 31	Marlboro 500 (Fontana)

Calendar of Events

Trade Shows/Meetings:

April 11-16, 1999 <i>President's Circle</i> The Mauna Lani Bay Hotel, Island of Hawaii, HI	May 21-26, 1999 <i>Palm Desert, California</i> General Merchandise Distributors Council (GMDC)
April 24-28, 1999 <i>Palm Beach, Florida</i> National Association of Chain Drug Stores (NACDS) Annual Conference	June 6-9, 1999 <i>New Orleans</i> National Association of Chain Drug Stores (NACDS) Marketplace
May 22-25, 1999 <i>Orlando, Florida</i> International Mass Retail Association (IMRA) Conference	August 15-18, 1999 <i>Chicago</i> National Hardware Show

we're listening!

Tell us what you like about the North American Sales Reporter. What stories particularly interested you? What would you like to read more of? Is there news that's a snooze? Got an idea for a story in an upcoming issue?

ideas & inspirations

Send your comments to:
Communications, Bethel, CT.
or cc:Mail to Linda Jones.

northamericansales

reporter

SPRING 1999

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DISCOVER

New Opportunities







Special Edition


must read

1999 North American Sales Meeting

Amelia Island, Florida
February 7-11, 1999

While all participated in Breakout Learning Sessions on Learning/Technology, Pricing/Promotion, Retail Renaissance, and Specialty, the Sales Reporter thought it would capture a few moments spent in team playing...



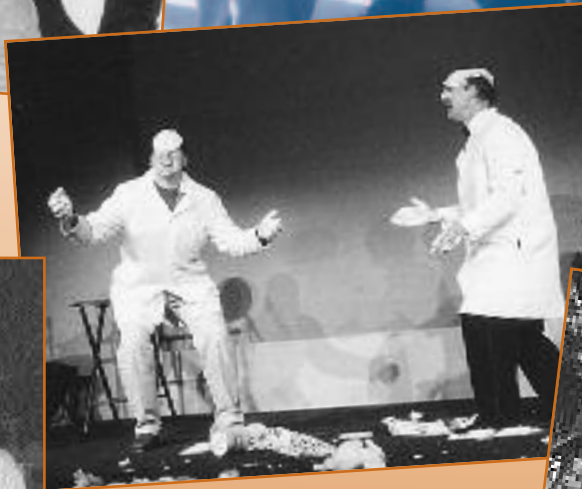


1999 North American Sales Meeting

Amelia Island, Florida • February 7-11, 1999

Sales Reporter

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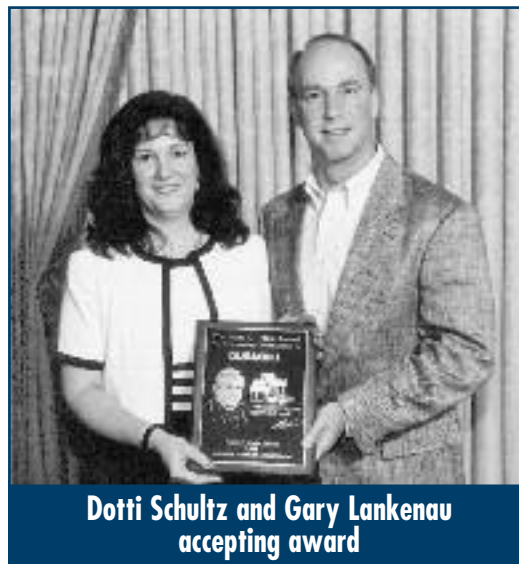


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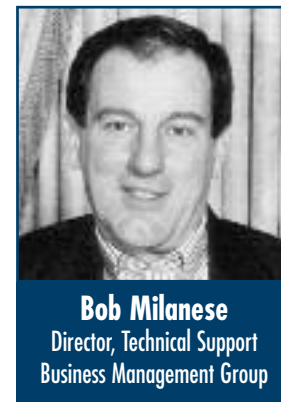
Sales Reporter

1998

Profiles in Excellence Awards



Dotti Schultz and Gary Lankenau accepting award



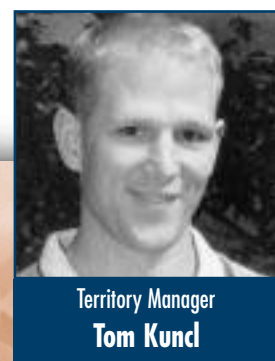
Bob Milanese
Director, Technical Support
Business Management Group

PETER G. VIELE AWARD

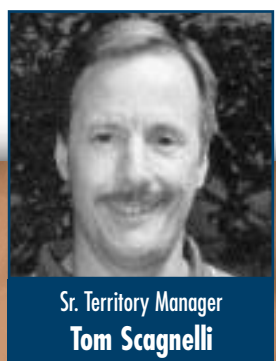
Account Services
Department

SPECIAL RECOGNITION AWARD

STEUBEN AWARDS WINNERS



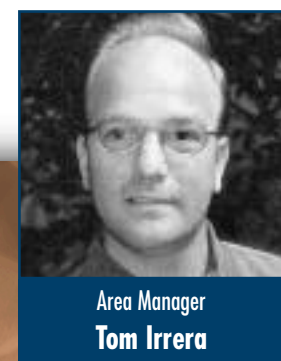
Territory Manager
Tom Kund



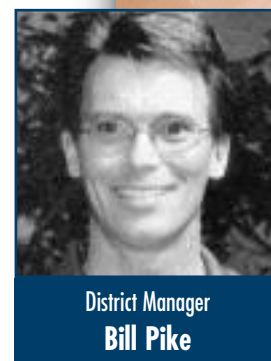
Sr. Territory Manager
Tom Scagnelli



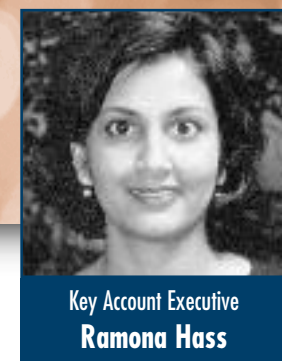
Key Account Manager
Tex Janecek



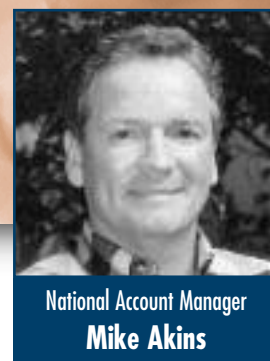
Area Manager
Tom Irrera



District Manager
Bill Pike



Key Account Executive
Ramona Hass



National Account Manager
Mike Akins



Division Manager
Gary Johnstone



Director
Mark Cavano

SALESPERSON OF THE YEAR



Retail Operations
Jolene Harris
Part-time Merchandiser



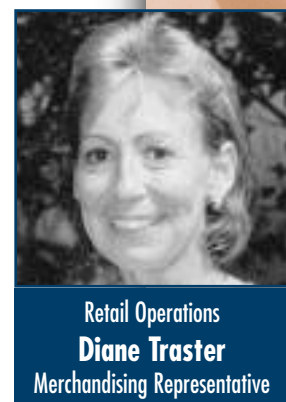
Western Division/Canada
Laurie McClelland
Customer Service Associate



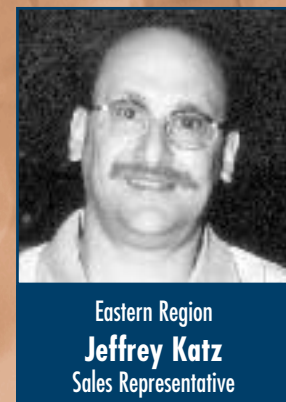
Western Region
Paul Avalos
Sr. Territory Manager



Eastern Division/Canada
Alain Larivée
Field Sales Manager



Retail Operations
Diane Traster
Merchandising Representative



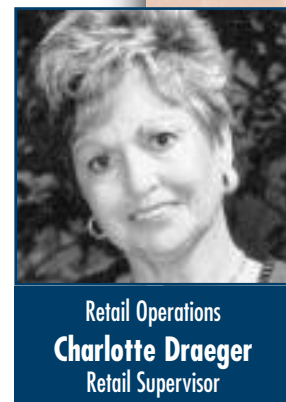
Eastern Region
Jeffrey Katz
Sales Representative



Midwest Region
Stewart Hoskins
Sr. Territory Manager



National Accounts
Bill Kumle
National Accounts Manager



Retail Operations
Charlotte Draeger
Retail Supervisor



Professional Products
Laurie Hamsley
Territory Manager



Western Division/Canada
Ramona Hass
Key Account Executive

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DISCOVER



A WALK DOWN MEMORY LANE

Bruce Travis, Senior Vice President, Business Development

"Our progress is real. Our growth is significant. Our accuracy in predicting the future has improved." That's what Bruce Travis, Senior Vice President, Business Development, told the group.

In remembering the past, Bruce used comments from a speech he gave at the 1989 Sales Meeting in Amelia Island, encouraging the group to draw comparisons between then and now. "See,

nothing in this world changes," he laughed.

"Here are some meaningful facts about our progress when I first stood before you," he added.

"In 1984, the average territory manager had occupied his or her current territory position for only eight-and-a-half months. Your average age was just over 25, and there were 228 salespeople generating 400 million

dollars in sales. Today, your increased level of experience, along with the decentralization of management, has brought about a remarkable increase in productivity."

"Not only have we achieved success, but we've built a tradition of success based on realities of this business and our willingness to adapt."

Bruce told the group that this willingness to adapt will help lead the organization through upcoming changes.

"If you wonder what effect this may have on the progress of the organization and on your personal progress, the answer is this: if you've appreciated the past five years, I believe you'll love the next five.

"Our change in ownership means a new appreciation of the importance of spending — to continue to build this profitable, modern, high-energy business.

"Under this management, your personal and professional growth will continue, opportunities will expand. The only limit is your ongoing ability to perceive change."

THREE CHEERS FOR CONVICTION AND PASSION

Gary Raymond, Vice President, Account Development

Successful companies all share one thing: a commitment to organizational goals and a consistent message. Duracell is no different, said Gary Raymond, Vice President, Account Development. "As we discuss the 1999 marketing plans, we trust you'll be convinced that we're headed in the right direction," he said.

Gary alluded to Wal*Mart as an example of commitment in achieving success.

"What makes Wal*Mart so successful?" he asked. "They keep it fairly simple. They develop one strategy, they stay focused, and are extraordinarily unified in its execution," he said. And they're passionate about what they do.

"These two qualities — conviction and passion — are essential to success, but they're too often overlooked," Gary reminded the group.

But these qualities aren't overlooked at Duracell. "We're committed and passionate about our business plans for the future," he said.

"Over the next few days, we'll discuss our business plans, from our vision to our message, from our plans to their execution. I think you'll share our passion for the business plans we've developed to get us there."

And since Wal*Mart starts its day with the Wal*Mart cheer, and we're using them as an example, Gary had a little fun with the group by developing its own D-U-R-A-C-E-L-L cheer.

Cheers to the success of the sales organization this year!



HONORING THE BEST OF THE BEST

Becky Bruce, National Sales Manager

Becky Bruce, National Sales Manager, introduced the 100% Club winners by saying, "we ended a difficult year with a 100 percent finish, and I congratulate you."

"1998 was an outstanding year. It was a year of many obstacles to overcome, hurdles to jump, and changes to embrace. But

you rose to the occasion with excellence."

The 100% Club consists of individuals who exemplify the spirit of Duracell, said Becky. "Those individuals who continue to strive for excellence. Those individuals who go above and beyond."

"We're here to pay tribute to the best of the best." Congratulations to all of this year's winners.

LEADERSHIP THROUGH TECHNOLOGY

Tom Murray, Product Manager, Duracell Ultra

In the Leadership Through Technology session, Tom Murray, Product Manager, Duracell Ultra, gave the group information about the rule segmentation and Duracell's new product plans will play in contributing to Duracell's continued product superiority.

Using a "water tower" analogy to describe how devices drain energy from a battery, and the importance of testing battery performance based on consumer usage in the "real world", Tom explained how Duracell Ultra has been improved to deliver even better performance in high-tech devices and beyond.

"The introduction of Duracell Ultra C, D and 9-volt cells sizes will round out the Duracell Ultra product line and reinforce it as a complete

and viable brand of alkaline batteries versus just an extension of the Duracell brand, and provide Duracell the flexibility to improve battery performance across all devices and all cell sizes," he said.

"The expansion of the Duracell Ultra product line and improvements to Duracell Ultra AA and AAA will ensure that Duracell Ultra remains the best brand of alkaline batteries for high-tech devices."



MORE POWER FOR MAJOR CELLS

KEVIN JANCO, Senior Product Manager, U.S.A. Alkaline & JOHN ROBERTSON, Director, Marketing, Canada



John Robertson



Kevin Janco

The already superior performance of Duracell Ultra AA and AAA batteries is being further enhanced in 1999, according to Kevin Janco, Senior Product Manager, and John Robertson, Director, Marketing, Canada, along with an expanded product line to include C, D and 9-volt sizes.

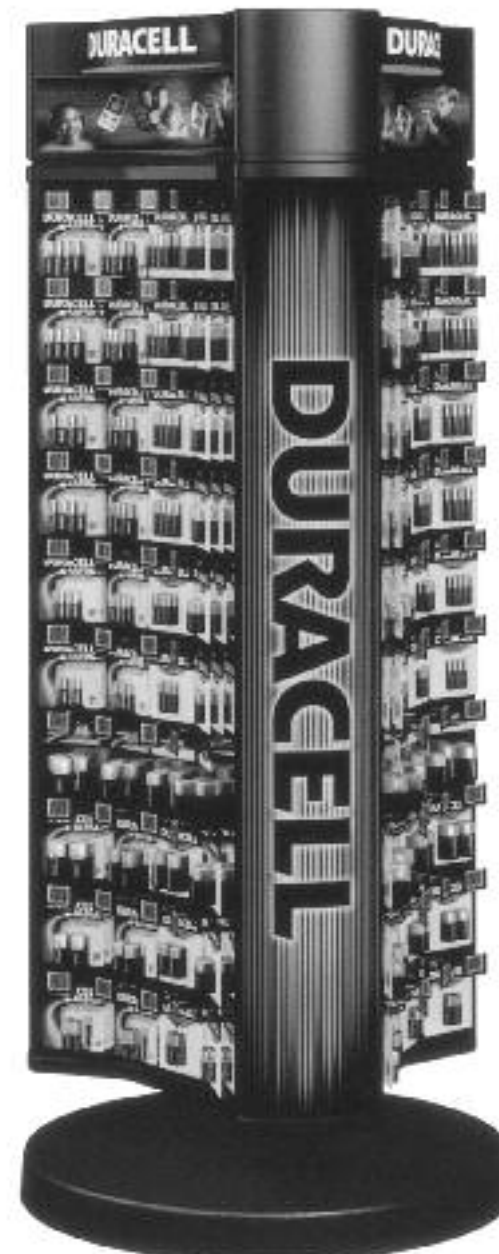
"As the premium brand of alkaline batteries, Duracell Ultra also benefits from improved value added features," said Kevin. "Freshness dating has been extended to seven years, our PowerCheck on-battery fuel gauge is recalibrated for accuracy in high-tech devices on all-round cells, while 9-volt features the CopperTop on-pack tester," John added.

Duracell Ultra packaging will also be improved to support these new products, the two told the group. "The new package features an updated brand logo and many enhancements which reinforce Duracell Ultra's premium high-tech position. The Duracell Brand's new package is designed to capitalize on Duracell's market leading brand and packaging equity."

Duracell is also revitalizing the look of its retail merchandising tools, which will include new spinners, end-caps, in-line systems, counter units, and prepacks all designed to enhance the consumer shopping experience.

Bigger, better promotional events have also been developed. "We must drive support for central themes rather than delivering thousands of fragmented messages which do not necessarily support brand communication goals," Kevin and John said. The "More Power. More Life." advertising campaign will continue backed by a significant increase in media spending to further drive awareness, trial and repeat purchases of Duracell Ultra.

"We look forward to working with you in executing the plans and making 1999 another very successful year."



DURACELL ULTRA AD CAMPAIGN DELIVERS



Rick Anderson, Vice President, Business Management

Rick Anderson, Vice President, Business Management, reviewed success of Duracell Ultra advertising over the past few months and outlined plans for the future.

"The "More Power, More Life" ad campaign is delivering on its objectives and will continue to be made even more impactful," he said.

The ad has tested well and has attained a strong level of intended strategic message. About 71 percent of consumers feel that it delivers on superiority, and 70 percent say the product lasts longer in high-tech devices.

"The goal of the campaign is to convince consumers to rethink the importance of batteries in their lives, differentiating Duracell from a commodity category," said Rick. The cam-

paign also seeks to build a strong predisposition to always use Duracell batteries, as well as establish Duracell as the clear leader in the category through "gold standard" advertising, and create top-of-mind awareness for Duracell Ultra.

Although performance results are strong, additional work is needed to solidify the campaign and make it work ever hard for us, he said. The goal for 1999 is to evolve, not revolutionize the campaign.

"We need to break through with 'news' about Duracell Ultra to boost awareness of the brand, to ensure that consumers see Duracell Ultra as superior to other batteries, and to better link the device performance to the power source."

A PUSH FOR PROCELL

Kim Hull, Product Manager, Professional Products

The mission of Professional Products is to capitalize on the significant potential for the sale of Duracell's core product lines to the non-retail marketplace, while producing strong market return in the United States and Canada. Those were the words of Kim Hull, Product Manager, Professional Products, discussing plans for the PROCELL brand in 1999.

Like the consumer group, the Professional Products division sells to classes of trade more commonly referred to as market segments: medical, contract stationers, communications, maintenance and repair (MRO). They sell primarily Procell branded product which are Duracell batteries with a different label. It had a banner year in 1998, with a 20% increase in sales versus prior year due to efforts to focus on strategic accounts, significant national account penetration in key segments, and securing medical contracts with two group purchasing organizations.

"These business-builders have laid the groundwork for a successful '99," said Kim. "We expect 1999 to be an exciting but challenging year for Professional Products, with a continuation of their double-digit growth."

To do this, Professional Products will establish Procell as the battery

leader in existing and new professional market segments.

- Increase its presence in segments beyond acute care medical.
- Increase awareness of the battery category and establish Professional Products as industry experts to distributors and end users.
- Advertise in key market segments.
- Develop a PR program targeted to key trade publications and distributor newsletters.
- Expand advertising in Canada.
- Enhance the new Website.
- Increase flashlight line from four lights to eleven.
- Identify new battery and market segment opportunities.
- Develop a superiority claim specific to devices used in the professional marketplace.
- Continue to strategically price Procell bid business.



AGGRESSIVE PLANS FOR CAMCORDER & REFILLABLE PACKS



ILIANA WILLIAMS, Product Manager, Rechargeables

"Gaining distribution" and "consumer purchase" were the key words in the 1999 camcorder and refillable battery pack marketing plans presented by Iliana Williams, Product Manager, Rechargeables.

"The camcorder business had a phenomenal year in 1998." Duracell's DR10 was the No. 1 ranked camcorder battery and the DR11 was third. Duracell continued to build the business in key accounts such as Circuit City and Best Buy. Duracell also won key distribution versus the com-

petition in Kmart, Wal-Mart and Rite Aid, and in Sony and London Drugs in Canada.

The 1999 camcorder plan focuses on building key accounts, gaining new distribution and launching new product improvements. "Though our business grew last year, there remains significant room for growth," said

Iliana. Here's how Duracell plans to continue growing the camcorder business:

- Developing new promotional programs on a trade and national level.
- Ensuring that it has the proper SKU coverage to meet consumer demand for an alternative to the OEM camcorder battery.
- Providing camcorder battery expertise to recommend proper SKU coverage.
- Funding other business development activities which help grow our business and enhance brand equity.
- Gaining key accounts to grow and diversify the business.

In refillable battery packs, the biggest challenge will be to communicate what the product is and how it benefits consumers. "Our new packaging is clear in many ways," said Iliana. The name change to Duracell Ultra Power Pack is the most significant change, along with an on-package, eye-catching sticker of what phone models the pack fits. New merchandising displays and promotions are also being developed.

NEW LINE-UP FOR SPECIALTY

STANZI PRELL, Product Manager, Specialty Brands



Last year was a great year for Specialty batteries, which include photo, home medical, keyless entry, watch and hearing aid cells. "Photo was the star performer in Nielsen outlets," said Stanzi Prell, Product Manager, Specialty Brands. Duracell was also the leading hearing aid battery maker in 1998, with a 36 percent share in Nielsen outlets.

With this in mind, Duracell's research and development commitment is to be the technological leader in the photo and hearing aid segments, offering superior performance to the marketplace.

To meet this commitment, Duracell is launching a new line of Duracell Ultra Photo Lithium batteries in April, which deliver up to 40 percent better performance than other

photo batteries.

This new HPL line will sport the new Duracell Ultra packaging look and branding. "On Hearing Aid, we are launching a direct mail campaign on hearing aid to build brand preference for Duracell before the consumer enters the store."

1999 also marks the re-launch of Duracell's watch business. "New small cards and increased promotional support should enable us to make significant distribution gains and become a stronger player in this \$200M category," said Stanzi.

Revolutionary new displays for all Specialty segments are expected to generate incremental locations throughout the store.

ACHIEVING VALUE

Tim Laughlin, Vice President, Business Development & Support

We have superior products and superior plans. "What we need is you!," Tim Laughlin told the group. "Put yourself in the picture and begin thinking about the difference you can make. With your commitment, I know we can add superior performance and superior execution to the mix."

This winning Duracell mix continues to bring value to

the consumer with meaningful products that enhance their lifestyle, and value to the trade, by building the category top line and bottom line.

"When you put this in the context of our strong portfolio brands, each with strategic significance, it's clear that we are about delivering value," said Tim.



EMBRACING CHANGE

Jim Barone, General Manager, Canada



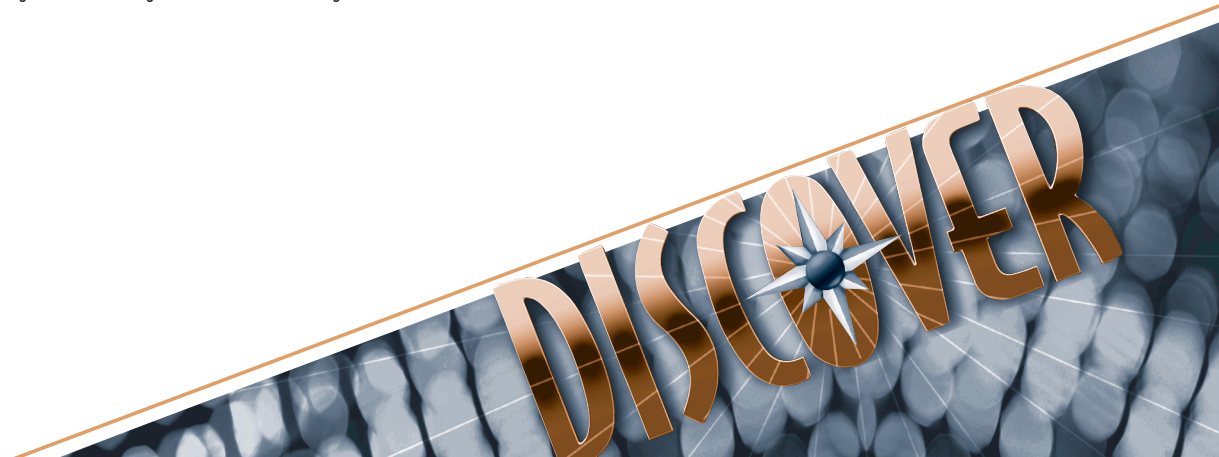
Jim Barone, General Manager Canada, expounded on the energy, enthusiasm and excitement set forth by special speaker Les Brown, as he encouraged the group to believe strongly in what's possible and to aim high "The sense of discovery can be exciting," Jim said.

Jim also suggested that the team view the organizational changes under way as an opportunity to change and grow both personally and professionally, and to help redefine the battery category. "To be something different tomorrow, you have to reinvent yourself today," he said. "History shows we know how

to chart a new path."

Jim also encouraged the group to embrace the new marketing programs for 1999. "We're asking you to understand the strategy, buy into it, and commit to executing it. Meeting the Duracell Ultra and Specialty challenges and capitalizing on opportunities to grow the business are key to our success in 1999."

"Keep your excitement, energy and passion going," he said, and borrowing a Nike slogan, Jim exhorted the group to "Just do it!"



Winning Ways

M i d w e s t



A winning ad!

Minneapolis Key Account manager Mike Scott knows what it takes to get great results. First you have to understand exactly what your account wants and expects from the ad. As you know, this can change from ad to ad, depending upon the time of the year, the competitive situation and current market conditions. Next, you have to double check the 5 "P's" (Proper Planning Prevents Poor Performance). Communication remains a constant. You must keep everyone in the loop to prevent mis-cues, or misunderstandings, especially when you're working with several product lines with other Gillette division. Mike and Steve Polzin work hard to present a solid uniform promotional event with all Cub Contacts. Lastly, you must know your product, your customer and more importantly your customer's customer (the real Boss). When you have all cylinders firing at the same time, combined with detailed field execution, your results can be staggering. This is exactly

what happened last August with a Duracell Ultra promotion in both the Chicago and Minneapolis markets. Duracell Ultra AA4 and AAA4's were featured in a back to school format. The ad combined the efforts of Papermate, Duracell and Gillette Mach3. After the event had run its course, the follow up learning was even better than expected.

- During the ad Duracell Ultra accounted for 60 percent of Duracell AA4 and 56 percent of AAA4 dollar sales.
- Duracell Ultra sales and share were catapulted by the BTS event in both markets and continued to do well in the post period. In fact, three weeks after the BTS event ran, Chicago was still posting fantastic Duracell Ultra shares (36.3 percent of Duracell Alkaline).
- Even though Copper & Black packs were available at a lower price, consumers still swarmed the AA4/

AAA4 Duracell Ultra packs at \$4.29 price point. (in both markets). These results speak to the customers' willingness to pay more for Duracell Ultra, knowing that the product will last much better in their high tech device needs.

- Duracell Ultra is providing the franchise with additional share points and more profits for our retailing partners.

Lastly, this event helped solidify additional distribution for the Duracell Ultra products in the Chicago market, while solidifying our position as category experts with our customer. All in all, Duracell Ultra and this ad were a huge Succe\$\$!!!



Duracell 'targets' toy promotion

Irene Meeker presents a donation of 50 NCAA Final Four basketballs and three prepacks of assorted Duracell batteries to her Target account. The donation was part of the Mountain of Toys holiday promotion, sponsored by Target and radio station WROK, for needy children. Durcell got lots of publicity for its participation. "Every time I turned on the radio, someone was mentioning how great a company Duracell was for helping in such a big way," says Irene. In addition, Target kept up Duracell's endcap on the main aisle for November and December.



Irene scores big

After seeing the A-ULT6 K's merchandise pegged next to the Midway display of CD Walkmans, the electronics manager at K's Merchandise asked Irene Meeker to put up a second display adjacent to the store's higher-end CD Walkman display.



Winning Ways

E a s t



Making a statement at Kmart

Duracell Ultra displays make a statement at Jim Kremmis' Kmart account in New Milford, Connecticut.



Counting big on the counter-top

Jim Kemmis sets up an improved counter-top display in the director's box in a Caldor in Vails Gate, N.Y.



Duracell Ultra a hit in Toys-R-Us

Jim Kemmis' Duracell Ultra side-kick display attracts customers in Toy-R-Us in Danbury, Connecticut.



Decked out with Duracell



Sol Grishman reports that one of his accounts decorated his car with a Duracell battery for the Christmas holidays.

The Buddy System works well

By Chris Lowry,
Retail Project Manager



Carol Schelble worked with her husband, John, as a full-time assistant during the fourth quarter. Her numbers showed what a great program the Buddy System has been.

It's a perpetual challenge for Duracell – how should Retail Operations handle the dramatically increased workload in the fourth quarter? Over the years we've tried a variety of solutions, from authorizing seasonal overtime to hiring expensive third party service providers. While these remedies have helped, only a few markets or chains benefited from the additional resources. Most of our merchandisers simply had to do the best that they could to get as much done as possible. The fourth quarter in the battery category has always been a challenge even for the most experienced retail merchandisers.

In 1997, an extremely creative solution to this problem was developed in Canada. Senior sales managers were brainstorming solutions to the fourth quarter dilemma when the idea of allowing their Customer Service Reps to hire a family member or friend for the critical 10 to 12 weeks at the end of the fourth quarter was suggested. This idea was adopted in the fourth quarter. The program, appropriately named "The Buddy System," was wildly successful. One hundred percent of the Customer Service Reps were able to hire a buddy to ride with them and assist in merchandising. Canadian sales management was extremely impressed with the number of stores that the teams "took for Duracell" during the program.

Last fourth quarter, not only did Canada utilize "The Buddy System" again, it was

imported to the U.S. as well. Merchandisers in the East, South and Midwest were allowed to identify and hire a "buddy". Most "buddies" were family friends, college students and/or family members. In fact, 88 percent of all eligible merchandisers hired a "buddy" last fourth quarter. Duracell set very aggressive "stretch" objectives for all merchandising teams over the period. The results of this innovative program speak for themselves.

- 98% compliance with all Duracell Duracell Ultra display placement in each territory's top 5 accounts
- 98% compliance with all promotional displays in all territory Kmart stores
- 43% increase in Home Depot calls
- 101% increase in new clipstrips (over 43,000 new clips placed)
- 124% increase in new locations

By all measures, the "Buddy System" was a tremendous success. The merchandisers received much needed assistance. Seasonal jobs were provided for hard working individuals who enjoyed the experience. Duracell was able to add workers to almost every major market at a fraction of the cost of third party merchandising services. Most importantly, we took the competition by surprise and made a real impact at retail.

Thank you to everyone who participated in "The Buddy System." Great job!

Teamwork pays off

Home Depot is an important account for Merchandiser Mark Stockin in upstate New York. He writes, "At retail, we offer a dual coverage program to assist Account Managers in merchandising to maintain a strong Duracell presence and help build strong rapport with store managers. In my area of coverage, I have five Home Depots, where I assist Account Manager Jerry Hart. To make this program a success, we have

formed a good working relationship and a constant flow of communication regarding our team efforts in these stores. This team work, excellent communication and Jerry's selling in of 36 extra HD10 racks and pallet placement really paid off. Jerry had a 42.9 percent volume increase against last year. My Assistant, Kathy Stockin, played a major role in making it possible for me to increase my coverage of these five Home Depot stores from once a month to every two weeks during the busy fourth quarter."

In addition to these substantial accomplishments, the merchandisers really liked this program. Here are a few of their comments regarding the program:

"I really appreciated having help during the hectic 4th quarter. I can't imagine how much tougher it would have been without my buddy. It's a great program. I appreciated being able to select my own assistant."

- **Cindy Bowling**

"I did enjoy having a helper. My buddy was a quick learner and gave me great support in the stores. I miss her now that the program has ended."

- **Mary Sue Carlton**

"Whoever thought of this idea deserves a big Christmas bonus. Programs like this and the other things that Duracell does to help the accounts and me, make me proud to be a merchandiser for Duracell."

- **Ray McCutcheon**

SPOTLIGHT ON... Gregory Young

Key Account Executive, Canadian Professional Products Group



"I thought the buddy program was a fun experience. My daughter got to work with me for three months."

- **Kathleen Carroll**



Dick Scholl and his Merchandising Assistant Lorraine Scholl built this display in Jewel-Osco across from the checkout. The store had thrown out the base for the prepack display, so Dick gained permission from the store manager to build one on a table endcap. He utilized our new #1 Choice POP and holiday danglers on the display. Dick was able to maintain it for the entire month of December.

Martial arts & me

When I was 8 years old, I thought of myself as a bit of a wimp. The other kids would pick on me pretty much because I let them get away with it. I didn't stand up for my convictions and sometimes gave in to peer pressure. In short, I didn't know how to defend myself. I never let things get out of hand, though. My solution was to treat the symptom instead of the cause. I learned to be creative and make my opponents laugh. I went around confrontations and strove to get what I wanted through other means. Deep inside, throughout all those childhood years, I secretly desired to be a martial artist!

Now I'm 30 years old and a third-degree black belt. My wife also is a third-degree black belt, and we own and operate (in our spare time) two Shaolin Kempo Karate schools. This is a style that incorporates basics from Karate (the science of kicking, punching and blocking), kung fu (circular movement, blocking and the five animals) and ju-jitsu (joint locks and other hand-to-hand techniques).

Like the Ying-Yang itself, martial art is somewhat of a contradiction in terms. It literally means the art of war, ("martial" derives from Mars, the god of war). The important thing to remember is that combat or self-defense - the first thing that people think of when the topic comes up - is really only a small part of a much larger whole.

The most rewarding moment in teaching martial arts is when you see in someone's eyes that you've made a difference, that they believe just a little bit more in their own abilities and potential. Maybe for them it's getting in shape, learning to be more coordinated or self-disciplined, or maybe it's a little self-esteem they're looking for. The kids are my favorite aspect and teaching them how push-ups can be fun is always a challenge.

Strength of character is the quality that I learned through the martial arts - the ability to confront difficult situations and stand firm. I still think of myself as a bit of a wimp sometimes, but now it just makes me smile.

In this issue of North American Sales Reporter, we introduce a new feature on diversity. This new column, written by you, discusses the challenges of balancing work and family life.



Balancing the demands of a family and a career



Amy with twin girls, Allison, left, and Natalie.

I've always wanted to be a "working mom" and part of a two-career family. I felt that having kids and a career would mean fulfillment in both my personal and professional life. Now that I am a working mother of 1-year-old twin girls, I think I have a more realistic perspective of what a "working mom" at Duracell really means.

It means not doing either job perfectly, which for me, with a controlling type personality (my husband simply refers to me as "the commandant"), is very difficult. I've had to lower my self-imposed standards to

an acceptable level that I can attain rather than be constantly frustrated not being able to achieve everything. And sometimes less important things just don't get done. For instance, I think ours was the only house in New Jersey that still had Thanksgiving decorations hung on our front door in mid-December.

It means juggling travel schedules with my spouse, securing child care and, as I've learned the hard way, being prepared with back-up help so that if the nanny announces suddenly that she is quitting and gives three days notice, things still go smoothly both at work and home.

It means working smarter and prioritizing daily, not only at my job, but between work and family. Some choices are easy...important ones, like a sick child...my family comes first. Other decisions are tougher...wanting to be home at night to

put the kids to bed — but a meeting schedule does not permit — then the job must take priority.

Many of us who started at Duracell in the 80's were single when we were hired. Now 15-20 years later, many of us are married and some have children. It's easy to relate to people who have things in common with you. The challenge is to try to be understanding of other people who may have different issues, such as:

The single female who has relocated to a new city with Duracell for the fourth time in four years and is forced to develop new relationships.

The divorced parent who is trying to further his career but finds it difficult to move because he wants to stay close to where his children live.

The married father who has such a demanding work/travel schedule that he can not coach his kid's sporting activity.

Over the past several years, I believe that Duracell has come a long way to be more accepting of individual differences, which has enabled people like me to work and have a family. Whatever your personal or professional situa-

(Family Life cont'd from page 18)

tion is, I would recommend that you first establish your personal priorities and goals. Secondly, establish your business priorities and goals. Examining both of them, are the two compatible? If not, what changes would need to be made either at home or on the job to make it work for you?

I would also encourage open and honest discussions with your supervisor/manager to discuss ways you can manage both your career and personal goals. Remember that your manager can not read your mind. Unless you tell him/her what your issues are, you can't expect him/her to help you. This is particularly important in field sales, where we are not in an office environment and your supervisor/manager may not realize exactly what issues you face at home and on the job.

Society is increasingly recognizing that an individual's commitment to "the family" not only is a value unto itself, but also results in happier, more productive employees at work. A number of corporations provide on-site day care centers, job sharing, and flextime work schedules to assist their employees in striving to achieve that perfect balance between work and family.

I am glad I made the choice to have kids and continue my career at Duracell. And yes, it is simultaneously the most rewarding and the most difficult thing I have ever done! But thanks to a supportive husband, an empathetic supervisor/manager and an inclusive working environment, I am able to make it work.

CHEERS! & CHEERS!

Jeff Fletcher, National Account Manager, center, accepts a Special Recognition Award for Duracell's charitable participation in Kmart's Kids Race Against Drugs. Presenting the award are Kmart's Chairman and CEO, Floyd Hall, right, and Vice President, GMM Jerry Kuske.



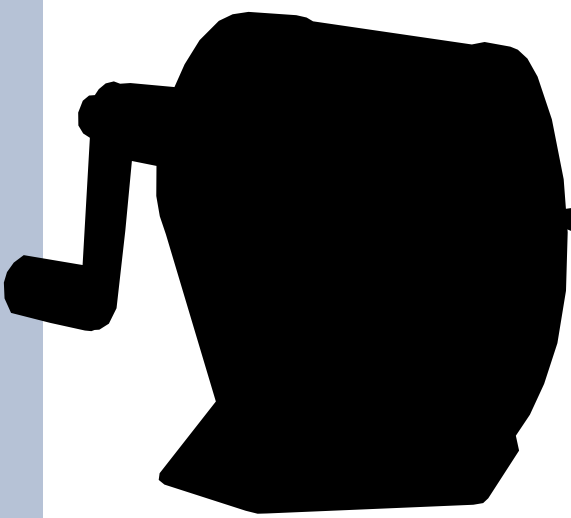
Broker Success from the East Fourth Quarter Merchandising Contest

By Mike Petty, New York District Key Account Mg.

During the 4th quarter of '99 the food broker in the Philadelphia, PA, market place (Joseph W. Riley Company) and Duracell sponsored a merchandising contest to stimulate retail activity for secondary displays. The contest was structured on a point system and the person that accumulated the most points would win a cash prize for their efforts. The contest was developed so that there would be a 1st, 2nd and 3rd place finish within the five merchandising units that make up the retail force of Joseph W. Riley. The contest was a great success! With the efforts of the retail merchandising team, Duracell was well represented within the Philadelphia market with secondary display locations during this critical period of the year. One of the winners in this contest was Andrea Dickman. Andrea was successful in building "Power Pallets" in some of her Festival Food stores as the pictures show. With these kinds of displays, it's no wonder why she was the first place winner within her merchandising unit. Great job to all who participated within the contest and thank you for your hard work!



Festival Foods, Red Lion



SHARPENING YOUR SKILLS

by Joyce Phillips, Sales Training Support Manager

Networking the Account's Top Management team, used to

highlight key points, is an appropriate model to use when

power-networking with the Account's upper management.

Getting Attention

We have great products and programs, but sometimes it is not easy to grab the attention of an account executive or a prospect. They may feel batteries are a relatively small piece of their business, not worthy of their time.

The five-step Capabilities Presentation can be very convincing when used in the right circumstances. It's a compact way of getting a prospect or executive interested in your company so that they will want to further investigate mutual opportunities. A Capabilities Presentation is especially useful in the following situations:

Getting an appointment over the phone with a prospect:

The five steps can help you quickly generate interest at a prospect.

The model consists of five steps:

1. OUR COMPANY
2. APPLICATIONS AND CAPABILITIES
3. REFERENCES AND SUCCESS STORIES
4. SERVICE/SUPPORT
5. GETTING STARTED

STEP 1 OUR COMPANY

This step summarizes key facts about our company, emphasizing strengths and evidence of stability.

STEP 2 APPLICATIONS AND CAPABILITIES

Mention current account needs that you have identified and show how your products can help.

STEP 3 REFERENCES OR SUCCESS STORIES

Citing references and success stories builds your credibility with executives and prospective accounts. Mentioning a mutually respected account or individual gains instant attention.

STEP 4 SERVICE AND SUPPORT

Stress the services that you and your company will provide, and, if applicable, show how they differ from the competition.

STEP 5 GETTING STARTED

End with a reason to get back to the executive or prospect. This leaves the door open for a more detailed conversation.

More information on this and other account presentation models can be found in the "Account Presentations" chapter of the Sales Manual. Additionally, the "Get Creative" section in the "Prospecting" chapter will provide ideas for getting to those hard-to-convince prospects.

Creating value through diversity

by Mike Sweeney, Area Manager, Retail Operations - South

During the past several years, Duracell has invested a significant amount of time and resources in creating an internal working environment that promotes and enables diversity. This investment has focused on developing awareness and understanding of different cultures, backgrounds and issues we all carry with us to work and using them in a positive manner. We have attended seminars, participated in group discussions, listened to presentations and even created a council intended to continue to support this diversity initiative. Nurturing a diverse, internal environment is important to maintain morale, reduce turnover, and generate ideas.

I believe that a diversity initiative should be applied outside our internal working environment to provide the full benefit to society, our organization and marketplace. It is not sufficient to assume that by creating a "diverse" culture internally, will automatically translate to the marketplace perceiving us as a company that embraces diversity. It is necessary then, to pioneer ways to develop awareness and understanding of the diversity needs and goals of our customers and prospects.

The Professional Products Division of Duracell has shown how to apply our internal diversity initiative to customers and prospects. In May of 1998, the Professional Products Minority Business Enterprise(MBE) Distributor Development Strategy was implemented by the Professional Products field sales force. The following objective for this program was established after the Professional Products team had continued to discover that organizations who are heavy users of batteries have established MBE procurement goals:

The objective of the Professional Products

Minority Business Enterprise (MBE) Strategy is to capitalize on large end users' need to procure products from MBEs by effectively identifying end user minority development programs and qualified MBE's interested in selling PROCELL batteries.

The idea is that if organizations have goals that have been established to purchase products from MBE distributors, why not make those purchases PROCELL batteries? In fact, it was found that most Fortune 500 companies, including Duracell, have established goals and missions targeting the development of MBE organizations by purchasing a certain percentage of their materials and supplies from MBE vendors.

By identifying a need for large end users of batteries to use MBE vendors, it would only stand to reason that the Professional Products Division recognized that certified MBE distributors represent a viable opportunity to grow its non-retail, business to business sales using the PROCELL brand. It is believed that both MBE distributors and Duracell can directly benefit from developing partnerships to serve large end users' need for batteries. MBE distributors benefit from gaining access to one of the world's most recognized brands, selling the highest quality product of its kind in the non-retail marketplace, and a direct sales person (employed by Duracell) who is responsible for training how to sell batteries, providing referrals and customer service. Duracell benefits from increased distribution base that leads to more sales. In addition, Duracell brings value to organizations that are heavy users of batteries like hospitals, manufacturing plants, and governments by meeting their needs to buy products from MBE companies. We have developed what Stephen Covey would describe as a

"Win-Win-Win Situation."

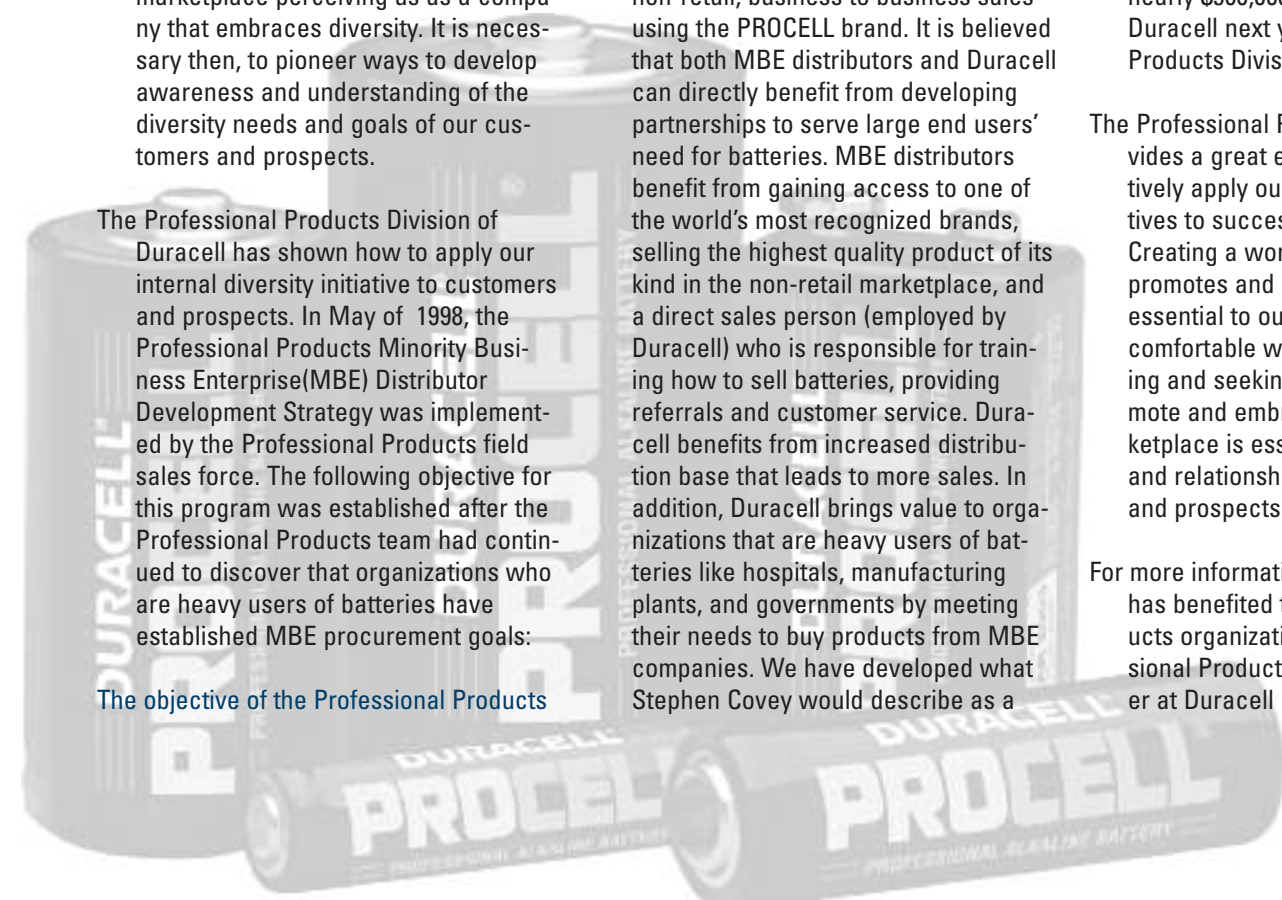
In order to ensure that this strategy is supported for the long term, a tracking system was established with sales administration to track the number of MBE distributors that sell Duracell products and specific objectives were included on all Divisional PMP's. In addition, funds were made available to attend regional MBE trade shows and send an MBE PROCELL distributor to a week long educational seminar at Northwestern University to develop best business practices.

Has there been any success so far?

Absolutely. For the first six months of the program, sales from MBE distributors were trending nearly +30 percent and representing over 10 percent of the division's sales (nearly \$12 million)! These numbers are just the start. The number of MBE distributors has increased by 10 percent including a Rayovac distributor that will convert nearly \$500,000 of battery business to Duracell next year to the Professional Products Division.

The Professional Products Division provides a great example of how to proactively apply our internal diversity initiatives to success in the marketplace. Creating a working environment that promotes and embraces diversity is essential to our feeling valued and comfortable with our employer. Creating and seeking opportunities to promote and embrace diversity in the marketplace is essential to creating value and relationships with our customers and prospects.

For more information on how this program has benefited the Professional Products organization, contact the Professional Products Sales Support Manager at Duracell HQ.



service awards

service awards

The following Sales personnel reached a milestone in company service during January through March 1999:



20 years
Bill Poe
Key Account Manager
Professional Products

As I walked into the office of Bruce Travis in late December 1978, little did I know that when I left that day, I would be embarking on a career that has now reached 20 years. The path has been a bit curvy in some ways, having pro-

gressed through P.R. Mallory, Dart, Dart & Kraft, Kraft, Duracell, and now Gillette, but through it all one constant has remained: Duracell's commitment to its people. That commitment has allowed me to work in an environment that makes me look forward to many more years of service.

I have had the privilege of working for a company that has been an innovator in the industry, not only in new products and technology, but in people programs such as Presidents Circle,

that has allowed an old country boy from Macon, Ga., to take his wife to some of the finest resorts in the world. It also has given me the opportunity to grow as a person, with new challenges and opportunities throughout my career.

The friends I have made over the years, the managers I have worked with, and the support staff in Atlanta and Bethel have all contributed to making this first 20 years a truly enjoyable experience. And while nothing is perfect, I'll take this company and the people I work with and have absolutely no regrets. Have a great year!



15 years
Judy Cissa
Eastern Region Office Manager

My interview process gave me a snapshot of what my career with Duracell would be like. Third interview, it would be the last. The Region Manager at the time, said "we work hard but have fun." He wanted someone with a sense of humor. I pulled all stops and took on the character of "Rosanna-Rosanna-Danna" (part of original SNL). I'm not sure if his decision was based out of shock or his

recognition of great talent, but here I am. The past 15 years have been a lot of work, but also fun. Coming to work is easy when you have a talented staff (Katey Powell, Danielle Clark, Ava Gilchrist); assist a diverse customer base; work for a manager like Eric Molitoris; support a successful group of managers and field personnel, then go home to a great husband (thanks Rog). All of these people challenge me, enlighten me, encourage me and make me want to come into the office everyday (OK, almost everyday).

I'd love to make a new or profound statement on why Duracell has been a

success, but you've read, heard, seen, and experienced "it" before. We are the reason. I'm in a support position but know what I do is important and that my job performance affects the company's bottom line, not just my paycheck. I try to approach each day with this in mind.

Ten years from now Duracell will still be the trailblazer in the industry by continuing to improve and develop new products for devices that haven't even been invented yet. I hope to be here with you to reap the benefits this will generate for all of us. In closing, I'll use the phrase and great tool I learned recently at a Ken Blanchard seminar, "Gung Ho, friend!"



15 years
Bob Clark
Northeast District Key Account Manager

When I started with Duracell, January 2,

1984, I was nervous and excited about what this new career and my future held. Today, 15 years later I am still nervous and excited about what the future holds with this company and I believe this is the largest single factor why I'm still here. Duracell has an uncanny ability of keeping things challenging, making change and creating opportunities for our people.

Over the years, an example of some of this change and challenge included some very turbulent times including our leveraged buyout, and becoming a public company during a time when other companies were struggling. I believe the difference was the Duracell people. Never once did I feel that my contributions didn't matter. We were a team, focused and determined to be the

best and ultimately very successful. This "can do" attitude and determination is why we fit so well into the Gillette family of products.

We've also seen lots of new products, some good (Duracell Ultra, HPL, Tester) and some not so good, but throughout the process, we never wavered on our mission to sell the best batteries, and become the best battery company in the world. This focus is important and will make us stand out in the future, as we know more new things are coming.

As far as the future goes, I think the words "hang on" best describe what's coming. We are on the cutting edge with our new Duracell Ultra product, and the sky is the limit when it comes to other new products and technologies. It is a very exciting time and I'm optimistic that Duracell will continue to be proactive in this arena and allow me to be just as nervous and excited 20 years from now.



15 years
Brian Hedges
Category Management Development

Fifteen years! How fast they have passed since I was

hired as a Territory Manager in St. Louis back in 1984. My career with Duracell has also taken me to stints in Dallas, Chicago, and most recently Bethel. These career moves allowed me to experience several different job titles and responsibilities including Region Sales Trainer, Area Sales and Retail Operations Manager, Professional Products Field Manager, and Category Business Development Manager.

While interviewing students, I'm often asked why I have stayed so long with Duracell. I answer that the company has top-notch people, has always been

fair to me, and is a fun environment to work in. In addition, the variety of positions I have had with Duracell has kept my motivation level high.

When I started my career with Duracell, we were a division of a large company, Dart & Kraft. As we fast-forward 15 years later, we are once again a division of another large company in Gillette. Along the way, we have continued to grow and take more share from Energizer. This is largely due to the strong leadership of our management and our people. More importantly, we are not resting on our past successes. Gillette's strong balance sheet and pro-innovation culture provides the environment to further widen our lead over our competitors.

20 years

Hugh Waldo
Literature Services Coordinator

15 years

Carol O'Neill
Shelf Analyst

Amy Walters
Northeast District Manager

5 years

Lisa Simmons
Part-time Retail Merchandiser

Barbara Spiegel
Part-time Retail Merchandiser

The next 10 years should be no different than the last 15 years for Duracell. Our increased emphasis on research and development will allow us to maintain our leadership position through new product introductions. Our recent international acquisitions also give us a stronger platform to strengthen the Duracell brand abroad.

My most fun work experience was on an event you had to be present to experience. I was attending an awards banquet with an ex-Duracell President. When my name was called to accept the award, I tripped on a chair (it was very dark!) on my way up to the stage. After a few quick and out of control steps, I was able to maintain my balance to prevent me from going horizontal!

People on the **MOVE**

GILLETTE NORTH AMERICA



Joseph Dooley is appointed Senior Vice President, General Merchandise reporting to Robert P. Hanafee, President, Gillette North America. Joe will be responsible for sales of Duracell batteries and other

Gillette Product. Joe brings over 20 years of significant sales and general management experience to this position. His most recent assignment has been Senior Vice President and General Manager with Duracell North America.



Bruce Travis is appointed Senior Vice President, Business Development reporting to Robert P. Hanafee. In this newly created position based in Boston, Bruce will be responsible for ensuring that

Gillette corporate strategies are maximized for the largest accounts in North America by enhancing relationships with key levels of each customers' organizations. Additionally, Bruce will be responsible for all Trade Relations activities under the direction of Toney McCollum, Vice President Business Relations.



Toney R. McCollum has been appointed to the position of Vice President, Trade Development reporting to Bruce

Travis. In his new role, Toney will be responsible for Trade Relations associated with the entire North American Commercial Operations and will be based in Boston. Toney replaces Scott Roberts who will be retiring this year. Toney's strong background in sales, his excellent relationship building skills with key trade executives, and his innovative approaches to establishing new and better trade programs will serve him well in this new role.



Joanne Evanchick has accepted the new position of National Account Manager, Safeway. Joanne will be responsible for Safeway headquarters and will lead and direct the seven U.S. divisions and the Canadian

division working with the district manager group and brokers. Joanne will also be responsible for the leadership of Category Management and Sales Analysis within this large complex retailer and will report to Becky L. Bruce, National Sales Manager. Joanne's numerous years of experience in sales management, trade marketing, and most recently Kmart National Account Manager, make her uniquely qualified for this opportunity.

ACCOUNT SERVICES

The following people have joined the Account Services Department as Account Services Trainees and Account Services Associates reporting to Dotti Schultz, Account Services Manager;

Joan Arella joins us from Risdon-AMS where she held the position of Sales Administrator. Her responsibilities included Customer Service, Planning and Purchasing.

Gail Andreyka comes to us from Olin Corporation where she held the titles of Administrative Purchasing Specialist and Customer Service Representative.

Kim LaFontaine joins us from R.T. Vanderbilt where she held the positions of Marketing Assistant International and Customer Service International.

Brenda Balzano, Isilda Fernandes, Lisbeth Fumagalli and **Flora Mae Rogers** have been appointed to the position of Account Services Associates.

Brenda joined Duracell in September 1997 as an Account Services Trainee. She is currently pursuing her B.A. in Business Management from Dutchess Community College.

Isilda has been with Duracell for 19 years and has held positions of increasing responsibility in IDM, Distribution and most recently as an Account Services Trainee. She attended Mattatuck Community College.



Lisbeth has been with Duracell for 3 years and has held positions of increasing responsibility within the Eastern Region OEM Sales office and most recently as an Account Services Trainee. She is a graduate of Marymount College.

Mae has been with Duracell for 13 years and has held positions of increasing responsibility within the Accounts Payable Department and most recently

as Account Services Trainee. She holds an A.S. in Business Management from Teikyo Post University.

In their new positions Brenda, Isilda, Lisbeth and Mae will be responsible for providing customer service, order entry and sales for direct and indirect accounts.

Joan Stoeckle has accepted the position of Distribution Services Manager, reporting to Paul Steffen, Manager, Supply Chain MTO/Distribution, DNAG. Based in Bethel, Joan will provide order fulfillment support to all USA fulfillment locations, and will be particularly responsible for ensuring Duracell's compliance with the increasing customer-specific requirements demanded by our trading partners. Joan's contributions to Duracell's success stretch over 22 years. To this position Joan brings extensive knowledge of our customers, products, systems and best practices. Her excellent working relationships with Field Sales, HQ and Distribution Centers will help assure she meets the new challenges ahead.

BUSINESS DEVELOPMENT & SUPPORT



Janice Aquavia is appointed Manager, Sales Support. In this position, Janice will be responsible for managing our Sales Administration activities. In her new role Janice will report to Tim Laughlin, V.P., Business Development & Support.



Gary Lankenau, as Director of Sales Services, will continue to manage our Account Services function, as well as Sales Systems development.

People on the MOVE



The Drug and Specialty Classes of Trade will now be supported together, under the direction of **Donna Robison**, Director Business Development Drug/Specialty. This will allow us to group together the entire Field organization, including Grocery, enabling increased focus on this important piece of the business. This will be headed by **Jim O'Donnell**, Director Business Development, Grocery/Field.



Vanita Bhalla has been appointed to Category Manager, Grocery/ Field reporting to Jim O'Donnell. Vanita most recently served as the Category Manager supporting the Drug Class of Trade and the Midwest Region. She joined Duracell in September, 1997 after her previous employment at Tambrands and Procter & Gamble in both marketing and sales capacities.



Steve Brown has been appointed to the position of Trade Marketing Manager, Specialty Class of Trade reporting to Donna Robison. Steve's most recent position was in Trade Marketing Business Support. Steve's experience in the Business Support function of Trade Marketing combined with his field sales positions make him uniquely qualified to man-

age Trade Marketing in regards to the Specialty Class of Trade. Steve will continue to handle the Midwest Trade Marketing function through the key 1999 planning period.



Rod Griffin has been appointed to the position of Category Manager, Drug/Specialty Classes of Trade reporting to Donna Robison. Rod brings his field sales experience along with his current Category Management responsibilities to his new position.



Sheila Sullivan will assume responsibility for all trade marketing activity in the Midwest Region reporting to Jim O'Donnell. Sheila joined Duracell in 1998 after receiving a MBA from Vanderbilt University. She will maintain her current responsibility as the Assistant Trade Marketing Manager for the Western Region.



Nicole Ferrari has been appointed Senior Sales Analyst reporting to Jim O'Donnell. In her new position, Nicole will provide analytic support to both the Midwest and Western Regions. During her two years of service at Duracell, Nicole has also supported the Mass Class of Trade as well as the Specialty Channel.



April Mills, Management Associate, has joined the Business Development and Support Group where she will be responsible for handling and coordinating logistics for Trade Marketing, working with Sales Analysis to pull and analyze topline data for account

specific projects as well as supporting the data needs of Category Management.

Carol O'Neill has accepted the position of Shelf Analyst, reporting directly to Brian Hedges. In this newly created role, Carol will be responsible for developing shelf strategies designed to execute our shelf objectives. Included in her responsibilities will be the selection of the most appropriate planogramming software and the management of external shelf consultants. Carol has been with Duracell for 14 years, most recently as Sales Systems Administrator. In this role, Carol was responsible for maintenance of the Oasis and Radar systems within the US Sales Department. Carol will maintain some of these functions in her new role.



Michelle Potorski has been appointed to the position of Trade Marketing Manager, Drug Class of Trade reporting to Donna Robison. Michelle joined Duracell in June, 1993 and her most recent position was Assistant Trade Marketing Manager. Michelle's experience in Field Sales, as well Trade Marketing, make her uniquely qualified for her new position.



Brian Hedges has been appointed to the position of Category Development Manager in the Business Support Group reporting to Dominic Gentile, Director Business Support. Brian's most recent position was Category Manager, supporting the Grocery and Eastern Region Businesses. Brian's experience in Category Management and various Field Sales positions make him uniquely qualified to lead our Category Management Strategic direction in the future.



John Troiano has been appointed to the position of Trade Marketing Development Manager reporting to Dominic Gentile. John has held several different positions, both in the Trade Marketing and Finance departments. John's key area of responsibility will be to develop Trade Marketing strategies as well as guide the execution of our current strategies through the Business Development Group.



Eliza Bedell has accepted the position of Trade Marketing Support Manager reporting to John Troiano. After 8 years of working with various Marketing & Promotion Agencies, Eliza joined Duracell in 1996 in the Trade Marketing department, supporting both the Midwest and East Regions. Most recently, she has been consulting for us on a part-time basis supporting the initiatives of the Business Support team, including Promotion Agency Review and Selection, Modular System Maintenance, Trade Marketing Promotion Analysis, and development of a Trade Marketing Training & Procedures Manual. In her new position, Eliza's major responsibilities will be the management of our Promotion Agency(s) with respect to overseeing the development, execution and reporting of both turnkey and custom trade marketing promotions in order to maintain integrity and consistency of brand strategies. In addition to the above, Eliza will also have responsibility for communicating to both internal and external customers all trade marketing initiatives, processes and guidelines.

People on the MOVE

ACCOUNT DEVELOPMENT GROUP



Todd Boerema has accepted the position of National Account Manager with responsibility for Rite Aid reporting to Mark Cavano, Director, Drug COT. In order to provide the necessary support for Rite

Aid, Todd will be based in the Harrisburg, Pa. area. Rite Aid continues to be one of Duracell's largest and fastest growing customers. Recently, they announced a decision to carry Duracell as their exclusive national brand of batteries. Rite Aid also takes a very aggressive approach to the battery category and requires a large resource commitment from manufacturers in the areas of category management, trade marketing and sales analysis. In his new position, Todd will help direct Duracell's efforts in these areas. After joining Duracell as a Sales Representative in 1992, Todd has progressed through several sales positions including Territory Manager, Regional Sales Trainer, Area Retail Operations Manager and Key Account Manager for American Stores' grocery divisions. Todd's most recent position has been Area Manager for the Professional Products group. Throughout these positions, Todd has utilized the sales and support functions necessary to manage a retailer the size and scope of Rite Aid.



Jeff Fletcher will assume the position of National Account Manager for Kmart and will continue to report to Steve Yarbrough, Director, Mass Mer-

chandisers. Jeff is uniquely qualified to tackle the ever-changing challenges of Kmart. Jeff brings an extensive 22 year background of stellar key account management. Jeff will continue to manage Meijer and strengthen Duracell's solid partnership with this important customer.



Holly Rush has accepted the position of National Account Manager for Target and Shop-Ko reporting to Steve Yarbrough. Holly's most recent position has been Manager of Category Development within our Business Development Group.



Tonia Solomon has accepted the position of Wal★Mart Inventory Management Analyst. During the past 11 years, Tonia has been an important part of the team supporting Wal★Mart, Duracell's largest

account. Her most recent role has been Senior Sales Coordinator National Accounts where Tonia has been responsible for many Wal★Mart related activities including serving as our direct liaison between Wal★Mart stores and our retail service provider. In her new role, Tonia will be responsible for all co-managed inventory activities between Wal★Mart and our Bethel-based logistics team. Tonia, who began her career with Duracell in 1983 as District Secretary in the Southwest Region, will continue to report to Ed Gelman.

EAST

Brett Lyden has joined Duracell as a Sales Representative in the South (GM) District/East Region reporting to Doug Liberta, Midsouth Area Manager.



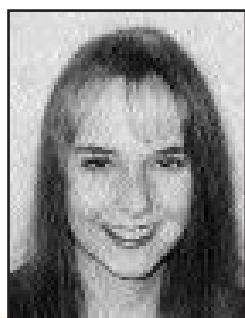
Kendra White has joined the Duracell Eastern Region as a Sales Representative in the South (GM) District reporting to Doug Liberta. Her territory will include Western Georgia and Alabama. Kendra graduated from Howard University in December 1998, where she earned a B.B.A. in Marketing.

MIDWEST

Shelby Lewicki has joined Duracell as an Administrative Assistant reporting to Jeanne Schwertfeger, Midwest Office Manager.



Ann Maranzano has accepted the position of Territory Manager in Minneapolis reporting to Steven Pettinelli, Minneapolis Area Manager. Ann's responsibilities will include accounts in Minnesota and Western Wisconsin. Ann was a 1997 Sales Intern with Duracell and is a graduate of Michigan State University. After graduating Ann's first position was a Sales Representative in the Cleveland, Ohio Market.



Lynette McCarty has joined the Duracell Midwest Region as a Territory Sales Representative in the Central District, reporting to Joe Donahoe, Central District Manager. Lynette graduated from Michigan State University in December, 1998, where she earned her degree in Marketing.



WEST
Jennifer Dulay has been promoted from Sales Representative to Territory Manager reporting to Greg Townsend, Los Angeles Area Manager.



Dan Schmid has joined the Western Region sales team as a Territory Manager in the Northwest District. Dan graduated from California State San Bernardino in 1996 where he earned a B.A. in Communica-

tions. Dan comes to us from the United Parcel Service, San Diego, where he was an account executive. Dan will report to Joe Buena Vista and will reside in Walnut Creek as his territory will involve the San Francisco East Bay markets.

Janel Stoneback has joined the Northwest District as a Sales Specialist reporting to Brian Potvin, Seattle Area Manager. In her new position, Janel will be responsible for Longs and Home Depot in western Washington and Oregon. Prior to joining Duracell Janel worked for Johnson-Lieber brokerage in Seattle and has many years of experience working our product line. Janel also worked as a GM/HBC department manager for Associated Grocers, in the Northwest.

PROFESSIONAL PRODUCTS

Stephanie Baker has been appointed Customer Service Representative, OEM Commercial Accounts reporting to Richard Rapp, Director, Professional Products. In her new position Stephanie will be responsible for new account qualification, price administration, business analysis

People on the MOVE

and selected account development. Stephanie is a 1991 graduate of Western Connecticut State University with a BBA in marketing. She has been providing support to the Commercial OEM Accounts as a temporary employee this past year. Prior to Duracell, Stephanie worked in the marketing department at Grolier.

Brian Carboni has accepted the Professional Products Territory Manager position based in Kansas City, Missouri reporting to Pat McManus, Professional Products Area Manager, Midwest. Brian will be responsible for sales in seven Midwest states, including Kansas, Missouri and Minnesota. Upon graduation from Villanova University, Brian worked at the Gillette Company as a Retail Sales Rep for two years. Brian joined Duracell in December of 1997 as a Sales Representative in Western Massachusetts. Brian has had many accomplishments with Duracell, including quota attainment in 1998.

Michael Conn has joined Duracell as the Cleveland Territory Manager reporting to Todd Boerema, Midwest Area Sales Manager. Michael brings valuable sales experience from Loctite Corporation and the Farmer's Insurance Group. Michael is a 1991 graduate of Drury College in Springfield, Missouri.



Brian Joosten has accepted the Territory Manager position for the New York market. Brian will report to Tony Canonito, East Area Manager. Brian began his career with Duracell in October 1993 upon graduating from Dowling College in New York. Brian has held various positions in the Con-

sumer Products and Retail Divisions. His most recent position was a Sales Representative in the New York Area. Over the past few years, Brian has not only made significant contributions to the New York Area, but also earned his MBA degree from Dowling College.

Maura McLaughlin has joined Duracell as the Southern California Territory Manager, reporting to Monica Botwinski, West Area Manager. Maura joins Duracell after working for BT Office Products as an Account Executive. Maura is a 1997 graduate of San Diego State University.



Pat McManus has been appointed to the position of Area Manager Midwest, Professional Products, reporting to Tom Sheehy, National Sales Manager, Professional Products. In his new position Pat will be responsible for directing the efforts of our field sales organization toward continued share and volume growth. Pat has progressed through a series of field sales assignments to his most recent position of Area Manager Midwest in the Consumer Sales Organization.



T.J. Patruno has been appointed Area Manager South. T.J. will be responsible for the continued growth and development of our Professional Products business in the South. T.J. will report to Tom Sheehy. T.J. joined Duracell in 1994 as a Sales Representative in the Southern Region, and has progressed through several headquarters positions to his most recent assignment as Area Manager Retail Operations. T.J. is a graduate of Florida State University where he earned his undergraduate degree as well as his MBA.

Phil Tomey has accepted the Seattle Professional Products Territory Manager position. Phil's responsibilities will include all Professional Product accounts in Washington, Oregon, Idaho, Montana and Utah. Phil will report to Monica Botwinski. Phil began his career in January 1998 as a Sales Representative in the Atlanta market. Phil is a graduate of Michigan State University.

RETAIL



Heather Fraser has joined the Western Region Retail Team as a Retail Sales Representative reporting to Alan Furness, Western Area Retail Manager. In her new position, Heather will be responsible for Retail and Direct Sales Accounts in the South Orange County, California, market. Heather is a December 1998 graduate of Arizona State University's College of Business, where she earned a BS in Marketing.



Chris Lowry has accepted the position of Retail Project Manager and will be reporting directly to Becky L. Bruce during the tenure of the project. Chris will be responsible for analyzing the current retail environment, identifying improvement opportunities and working with the Retail Steering Committee to make recommendations for the future to senior management. Chris' headquarters experience, as well as his experiences with the retail organization, both as an Area Manager and, most recently, Division Manager, make him uniquely qualified to lead this project.



Mike Sweeney has accepted the position of Area Manager, Retail Operations - South. In his new assignment Mike will be responsible for managing the execution of regional and national retail initiatives in an eight state area and will be reporting directly to Ron Anderson, Division Manager Retail Operations. Mike began his career with Duracell in June of 1995 as the Michigan/Indiana Professional Products Territory Manager upon his graduation from the University of North Carolina - Greensboro. Mike's most recent assignment was the Sales Support Manager, Professional Products in Bethel. Mike received his B.S. in Management and Marketing.



Allen Sajdak has accepted the position of Division Manager Retail. Allen will be responsible for directing the retail activities for the East and Midwest areas, and will be reporting directly to Becky L. Bruce. Allen has been with Duracell since 1979. He began his career in the Accounting and Finance area, and has gained varied experience within the Duracell sales organization including Account Management, Sales Management, Sales Planning, and most recently, Professional Products.



DURACELL CANADA

EASTERN DIVISION



Claude Plamondon has joined Duracell as Eastern Divisional Sales Manager. Claude has had a distinguished and varied career with Gillette Canada over the past 14 years, most recently as Regional Retail Manager, East. He has held positions in Field Sales Management, Key Account Management, Trade Marketing, and Category Management. Claude's in-depth knowledge of the Eastern marketplace, direct sales experience, and strong management skills, put him in an excellent position to lead the Eastern Division Sales group. Claude has a bachelor degree in business administration from Laval University, Quebec.



Alain Larivée has accepted the position of Key Account Executive, reporting to Claude Plamondon. This new role will provide challenge, and further broaden Alain's talents as he takes on the challenge of driving our Key Account business forward. Alain is an expert in Field Sales, and will now apply his strong work ethic to the Key Account arena. Alain was Field Sales Manager, Eastern Division, and has been with Duracell since 1985.



Bill Misener has moved from Mississauga to Montreal to become Field Sales Manager, Eastern Division, reporting to Claude Plamondon. In his new role, Bill will immerse himself in both the language

and culture of the Quebec market and broaden himself by applying his extensive success in Key Accounts to the management of the field sales force. Most recently Bill was a Key Account Executive, Central Division, and has been with Duracell since 1988.



Francois Maille joined Duracell in November 1998 as a Key Account Executive, reporting to Claude Plamondon. Francois comes to us from Osram Sylvania Ltd. where he held a number of

increasingly more responsible sales positions, most recently as a National Account Manager. Francois has extensive experience in the Quebec marketplace, and most recently completed an assignment in B.C. Francois has a degree in administration and sociology from Bois de Boulogne College, Quebec.

CENTRAL DIVISION



Bill Emms joined our Central Division in September 1998 as a Key Account Executive, reporting to Don Alderman, Divisional Sales Manager. Bill comes to us from Obus Forme Ltd. where he held

joint responsibility for Key Account Sales and

Marketing. Bill has a bachelor of arts degree from Trent University, Ontario, and has experience with accounts at the national level.



Eric Forget has accepted the position of Key Account Executive, reporting to Don Alderman, Divisional Sales Manager. Eric joined our Trade Marketing group in May of last year, having had a diversified career in Sales, Training and Finance with Gillette in both Quebec and Boston.

CATEGORY MANAGEMENT



David Weeks was appointed in September 1998 to the position of Director, Category Management, reporting to Jim Barone, General Manager. David will be responsible for leading our strategic customer development activities and staff. David has held a

number of sales and marketing positions of increasing responsibility within the consumer packaged goods industry, most recently at Effem Foods, a division of Mars Corporation, where he was National Planning and Promotion Manager. He was also a member of the Mars Global Category Leadership Group. David has a bachelor of arts degree from York University, Ontario, and a Certificate of Executive Business Management from the Darden Business School, University of Virginia.

We welcome Customer Service Associate **Yannick Verdier**, in Montreal, Quebec, and **Kari Humphrey**, Sales Assistant, Category Management.

Congratulations!

Kerry Arella and John Moffo were married on September 4, 1998. (Kerry works in Sales Administration and John works in Account Services.)

Ken Toby and Jill Citarella were married on October 18, 1998. (Ken is a Sr. Sales Analysis, Jill is a Fitness Specialist.)

Daren Smith married Maureen Farrell on November 14, 1998. (Daren is a Territory Manager in the Northeast Area.)

Kari and Jason Humphrey were married on September 12, 1998. (Kari is Sales Assistant, Category Management, Mississauga, Ontario.)

Janice and Chuck Aquavia had a daughter, **Nicole Mary**, on March 4, 1999. (Janice is the Manager, Sales Sales Support.)

Eliza and Mike Bedell had a daughter, **Anne Mills**, on February 16, 1999. (Eliza is a Trade Support Manager.)

Richard and Lesli Davis are proud parents of twins born on December 28, 1998, **Richard Weldon** and **Elise Danielle**. (Richard is the Senior Territory Manager in the Midsouth.)

Doug and Patti Liberta had a daughter, **Rebecca Ann**, on October 23, 1998. (Doug is the Midsouth Area Manager.)

Kris and Jenn Luckhaupt had a daughter, **Alison Patrice**, on November 19, 1998. (Kris is the New York Area Manager.)