

# NEWSLETTER

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## Meet the R.A.P. Representatives



The Representative Advisory Panel (l. to r.): Joan Cronin, Veronica Resko, Betty Lombardi, and Virginia Negretti, discuss the brochure for Campaign 23.

"How did your customers like the brochure cover for Campaign 23?"

"How do you think 'Timeless' will sell as a Perfume Rollette?"

"What do your customers think of the 'Snow Bunny' Cologne Decanter on page 5 of the new brochure?"

Every other Tuesday, four very charming Avon Representatives drop in at the New York Home Office to answer questions just like these. These women make up the Representative Advisory Panel (R.A.P.), which has been established by Marketing Research and Development to insure good communications between Avon Management and our customers and Representatives.

Betty Lombardi, Virginia Negretti, Veronica Resko, and Joan Cronin were chosen as R.A.P. Representatives for se-

veral reasons," says Mark Baiada, a Senior Research Associate in Marketing Research and Development. "They are all very articulate, and are successful Avon Representatives. All are members of the President's Club and have very definite leadership qualities."

Mark, who is responsible for coordinating and moderating the R.A.P. meetings, continues: "The R.A.P. Representatives sell two Campaigns in advance, a selling pattern similar to that of Trend Setter Representatives. Two meetings in the Home Office are held during each Campaign (twice a month), and are attended by approximately 75 employees, who range from Associate Planners to Group Vice Presidents, and who represent various departments. During these sessions, the R.A.P. Representatives report their impressions and opinions of the Campaign, continued on page 3

## News Briefs

### New Department: Purchasing and Package Development

The Product and Package Administration Department was formed in 1967 to provide the administrative link between the marketing and purchasing areas and to engineer the new packages. As we have grown, it has become increasingly difficult to maintain the desired continuity of direction and timeliness through the development process. In the interest of streamlining the development of new packages, the Product and Package Administration and Purchasing Departments have merged into one unit.

This new department is known as Purchasing and Package Development, and is headed by Mr. Andrew J. Sventy, Vice President. The department has full responsibility for coordinating the package engineering, and the aesthetic and cost aspects of all packages being developed.

### A Call for More Project Live Tutors

Project Live will be starting shortly at Avon. While the response for volunteers has been good, additional people are needed. If you would like to be a tutor and a friend to a Junior High School Student, please call Marus Johnson on Ext. 4254.

## Russian Delegation Visits Avon



During the week of September 9th, six representatives of the Soviet Union's Perfume and Cosmetic Industry visited Avon to attend meetings on the technical aspects of the industry. The Russian Delegation, escorted by Dr. Cyril Geacintov, Director, Export Operations, in the New York Home Office, visited our Pasadena, Monrovia and Suffern Branches, as well as the Home Office.

Pictured above are (l. to r.) Mrs. Galina Maliutina, Director of the "New Dawn" factory in the U.S.S.R.; Dr. Geacintov; and Mr. Vadim Lazko, Director All Union Perfume and Cosmetic Industry. They were visiting the Pasadena Branch to discuss the filling equipment and machinery.

# R.A.P.

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and answer questions during a discussion period at the end of the meeting."

The R.A.P. Sessions are productive, interesting, and just plain fun. Everything from products and prices, to brochures and selling techniques is discussed. For example, during the session following Campaign 23, Virginia Negretti spoke of her unusual problem: "A new sewer project is being built in my territory, and all the streets are torn up. After several near calamities while selling and delivering my products, a construction worker finally said, 'Lady, will you please go home!' It won't be easy, but I'm not going to follow his advice!"

Joan Cronin told of her success with "Timeless", Avon's newest fragrance: "Timeless is the best selling new fragrance I've had in my seven years as an Avon Representative!" (All of the R.A.P. Representatives enthusiastically agreed that Timeless is a sensational product and is going to be easy to sell).

Each R.A.P. Representative has a different territory. Betty Lombardi, who was originally from Manchester, England, now resides and sells Avon in suburban Norwalk, Connecticut. Veronica Resko, on the other hand, sells Avon in apartment houses in the Bronx, where she has lived for the past twenty years. Joan and Virginia have territories on Long Island. All of the R.A.P. Representatives have been selling Avon for seven years or more.

When asked how she felt about being chosen for the Representative Advisory Panel, Veronica Resko replied: "I was very honored. Coming to the meeting to discuss each Campaign is like being rewarded for doing a good job." Virginia Negretti added: "We were nervous the first time (just ask Mark!), but now it's like coming to visit old friends." Betty Lombardi summed up by saying "The most wonderful

part is the feeling that someone really cares about your opinion. Telling top Management what you like and dislike, and knowing they are really listening to you, is marvelous."

Joan Cronin added that before the R.A.P. sessions, none of the women knew each other, but now they are all close friends. Each of the Representatives is enthusiastic about the Avon Office and the view of Central Park, and agree that coming to New York for the meetings is exciting.

Betty Lombardi, Veronica Resko, Joan Cronin and Virginia Negretti exemplify the successful, concerned, and thoughtful Avon Representative. They are what Avon is all about.

## New Dining Room Open

In order to accommodate the many employees who have been requesting to use the Guest Dining Rooms, a new room has been opened, bringing the total number of Dining Rooms to four. In addition to the new Dining Room, a restroom has also been built in the Guest Dining area. This will insure the convenience of Avon guests as well as the privacy of Avon employees using the 27th floor facilities.

The Dining Rooms are available to all employees for business related luncheons, as well as important social occasions. There is a fixed price for lunch, and buffets can be arranged for larger groups if desired.

Because of the demand for Guest Dining Rooms, it is recommended that any employee who wishes to make a reservation call well in advance. Arrangements can be made by telephoning Oswald Fluckinger, Maitre d' on Ext. 5990.

The deadline for placing classified advertisements in the Newsletter is the third Wednesday of each month.

All classifieds should be sent to Kathy Mahon, H.O. Personnel on the 28th floor.

## Anniversaries



Irmgard Faerber, Coordinator-Sales Promotion, was presented with an engraved necklace by James Clitter (r.), Senior Vice President-Marketing, in honor of her 15th Anniversary at Avon. At the presentation were (l. to r.): J. Stacy Stevens, Director-Sales Promotion, Incentives, Advertising and Creative Services, and L. Robert Pfund, Vice President-Marketing.



James Callaghan (c.), Manager-Purchasing, celebrated his 15th Anniversary with Avon on September 14th. Jim is shown receiving a pen and pencil set from Andrew Sventy (r.), Vice President of Purchasing and Package Development, as Bud Zia, Director of Purchasing and Package Development, looks on.



Betty Higgins, Inventory Analyst in P.I.C., displays the engraved Necklace presented to her by Wallace Lidster, Vice President, P.I.C., on September 9th, the date of her 15th Anniversary with Avon.



Robert Hansen (c.), Group Vice President - Operations, celebrated his 15th Anniversary with Avon on September 7th. Congratulating Bob are Hays Clark (l.), Executive Vice President - President, International, and William Chaney, Executive Vice President.

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