

Philip Morris Issues "How To" Booklet For Minority Vendors

Company Spent \$150 Million With Minority Firms In 1985 and Seeks to Increase Volume

NEW YORK—Philip Morris Companies Inc. announced this week the publication of a booklet aimed at significantly increasing purchases of goods and services from minority entrepreneurs. The company purchased more than \$150-million from minority vendors last year.

Inviting minority vendors to call on Philip Morris Companies, Hamish Maxwell, Chairman of the Board and Chief Executive Officer, Philip Morris Companies Inc., said: "Philip Morris welcomes small-business operators because they refresh our creative and competitive spirit. They stand for growth in the American economy, create jobs and profits, strengthen our communities and set the stage for other minority entrepreneurs to do business with corporate America."

The front cover of the

booklet, "They Sell to Philip Morris, So Can You," pictures two black and one Hispanic vendor, each of whom sells more than a million dollars worth of supplies and equipment to Philip Morris annually.

The three are John Enoch, owner of General Maintenance of Burlington, Inc., and Industrial Paper Products, Inc.; Joe Duarte, owner of Rancho West Concrete, Inc., and Reginald Gibson, owner of P&G Graphics, Inc.

The booklet lists the four steps necessary "to make the Philip Morris supplier team," as well as the goods and services normally purchased by the company. It also lists names, addresses and telephone numbers of principal contact persons in the major units of the company: Philip Morris USA; Miller Brewing Company; General Foods Corporation and Mission

Viejo Realty Group.

Rebert J. Romano, Chairman of the Philip Morris Minority Vendor Development Task Force, lead a team of 14 executives from Philip Morris Companies Inc., and each of the conglomerate's operating companies, to the National Minority Supplier Development Council's Annual Conference in Los Angeles last month.

The team conducted hundreds of interviews with prospective suppliers during the five-day meeting at the Century Plaza Hotel.

"It is important that we impress upon minority entrepreneurs that we are serious in trying to do business," Romano said.

Copies of the booklet telling how to sell to Philip Morris can be obtained by writing to Angela Gagliardo, 120 Park Avenue, New York, N.Y., 10017.



TELLING HOW TO SELL—Bernard Kosakowski, Minority Business Development Director, Philip Morris U.S.A. center, and Jerry Wilhoit, Corporate Minority Vending Coordinator, Miller Brewing Company, left, tell black entrepreneurs how to sell goods and services to the Philip Morris family of companies. With them are, from left, John A. LeDay, President, Southend Janitorial Supply, Leon Jackson, President of the Leon Jackson Holding Company and Hollis Smith, Executive Director of the Southern California Regional Purchasing Council. A team of 14 Philip Morris executives attended the recent Annual Conference of the National Minority Supplier Development Council at the Century Plaza Hotel in Los Angeles to advise minority business persons on how to do business with the company.

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