

MEMO TO: Blanche O. Pruitt

FROM: Kevin Hite

DATE: January 11, 20--

SUBJECT: District Meetings

As you know, each year we rotate the location of our district meetings to one of our regional offices. This year our meeting will be held in your region, preferably in Albuquerque. Would you please contact the hotels in Albuquerque and select a suitable site for this year's meeting, which will be held on March 7 and 8.

We decided at our last regional managers' meeting that this year's meeting would highlight our Internet sales campaign. Specifically, we want to focus on the following issues:

1. How can we improve our Web page design to attract a higher percentage of the market?
2. How can we improve our e-commerce procedures so that our order-processing routine is easier and faster for the average Web visitor?
3. What links can we add to our home page to encourage visitors to view a greater percentage of our product line?

Please let me know when you have made arrangements for our meeting site. I look forward to meeting with all of you in March.

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