



May 15, 2017

To: All Trade Councils

Re: **New PSM Travel Invitation Process**

In order to formalize the travel process and provide better visibility to the Trade, Products, Sales & Merchandising is moving to a new process for travel invitations and planning. As announced at our Trade Symposium on April 25, if you are interested in inviting a member of the PSM team to travel to your Country/Region, please submit your invitation using the following process:

Shari Mogk-Edwards

Vice President, Products, Sales
& Merchandising

shari.mogk-edwards@lcbo.com

416-365-5872 Tel.

- Submit a letter of invitation directly to Shari Mogk-Edwards, copying Mara Abolins at mara.abolins@lcbo.com
- A detailed agenda for the trip is not required, however please include a suggested duration for the trip and also a brief outline of the regions/countries you would like to see included in the trip
- The invitation can be generic (e.g. 2 people), more specific (e.g. 1 LCBO, 1 VINTAGES) or you can invite specific buyers by name if you prefer.
- Travel should be between January and December 2018

The deadline for invitation letters is Friday June 30th, 2017.

Once we receive the invitation letters we will review them, determine which we will accept, and we will respond back on Friday September 1, 2017. Our intent is to plan all travel from January - December 2018.

Please do not hesitate to reach out if you have any questions.

Thank you for your ongoing support,

Shari Mogk-Edwards

Vice President, Products, Sales & Merchandising

Cc: Mara Abolins

Category Directors

