

T S. OSDENE (P)

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TEXT

PREPARED ON: DATE 03/29/87 TIME 18:07:23

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TO : MICHAEL HORST ? ANDREW WHIST
FROM : J. BERNARD ROBINSON
SUBJECT: IFAA -- INTERNATIONAL FLIGHT ATTENDANTS ASSOCIATION

BY TELEX CC: DR. MAX HAUSERMANN
DR. HELMUT GAISCH
DR. TOM OSDENE
MR. RAYMOND PANTET

MICHAEL AND ANDREW,

WITH REFERENCE TO THE PM/IFAA MEETING ON MONDAY, MARCH 30 AT 15:00 (SWISS TIME) IN THE MOVENPICK HOTEL/ZURICH AIRPORT, I SUGGEST THAT OUR REPRESENTITIVES (ARK ? PAM) PROPOSE THE FOLLOWING TO THE IFAA EXECUTIVE BOARD:

1. PHILIP MORRIS WOULD LIKE TO BE A CORPORATE SPONSOR OF THE 7TH WORLD CONGRESS OF THE IFAA IN ZURICH ON OCTOBER 19 ? 20, 1987. THE IFAA IS ASKING PM FOR A DONATION OF 50,000 SFR.
2. AS PART OF OUR SPONSORSHIP AGREEMENT, PM/INDUSTRY WISHES TO COOPERATE WITH THE IFAA AND SELECTED AIRLINES TO CONDUCT DURING 1987-89 UNBIASED, INFLIGHT AIR QUALITY STUDIES (IFAQ) WHICH WOULD BE PUBLISHED BY IFAA.

THE IFAA WOULD MAKE EVERY EFFORT TO SECURE THE NECESSARY APPROVALS FROM AIRLINE MANAGMENTS AND ANY RELEVANT AIRLINE ASSOCIATIONS, E.G. IATA AND THE EUROPEAN AIRLINE ASSOCIATION.

THESE STUDIES WOULD BE CONDUCTED BY AN INDEPENDENT TESTING COMPANY WITH EXPERIENCE IN THIS FIELD, E.G. ACVA, AT PM/INDUSTRY EXPENSE--THIS MIGHT BE ACCOMPLISHED WITH AN ADDITIONAL DONATION TO IFAA.

3. COMPREHENSIVE IFAQ RESEARCH WILL REQUIRE THE UTILIZATION OF THE +BRIEFCASE SAMPLER+ AND +PERSONAL NICOTINE MONITORS+.

PRESUMABLY THE MAIN IFAQ CONCERNS OF THE IFAA MEMBERS RELATE TO WORKPLACE SMOKING CONSIDERATIONS. A STATIONARY APPARATUS, LIKE THE BRIEFCASE SAMPLER, CANNOT PROVIDE SOUND DATA RE THEIR WORKPLACE CONCERNS.

THE DEVELOPMENT OF THE BRIEFCASE SAMPLER (FOR INTERNATIONAL

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FLIGHTS) AND THE PERSONAL NICOTINE MONITORS ARE JUST ABOUT COMPLETED. (AS YOU KNOW, RJR'S BRIEFCASE SAMPLER HAS ALREADY BEEN SUCCESSFULLY UTILIZED IN THE U.S. ON A DOMESTIC CARRIER.)

4. IF THE IFAA IS WILLING TO CONSIDER COOPERATING WITH PM/INDUSTRY TO CONDUCT SUCH RESEARCH, WHAT ARE THE PRACTICAL PROBLEMS WHICH MUST BE ADDRESSED TO SUCCESSFULLY CONDUCT SUCH RESEARCH (ARK/PAM SHOULD GET A COMPREHENSIVE LIST FROM THE IFAA)?
5. SHOULD THE IFAA EXECUTIVE BOARD WISH TO GO FOREWARD WITH THIS EFFORT, PM/INDUSTRY WILL SUBMIT WRITTEN PROPOSALS FOR THEIR CONSIDERATION WITHIN 6 WEEKS FROM THE MARCH 30TH MEETING.

ARK/PAM SHOULD OBTAIN AS MUCH INFORMATION ABOUT THE IFAA AS POSSIBLE.

IF THIS APPROACH IS AGREEABLE TO ALL CONCERNED, WE SHOULD BE ABLE TO PREPARE ALL THE NECESSARY DOCUMENTS, OBTAIN LEGAL/SCIENTIFIC/MANAGEMENT APPROVAL AND BEGIN THESE STUDIES DURING THE SUMMER OF 1987.

ANDREW, I UNDERSTAND THAT YOU HAVE ALREADY DISCUSSED THIS OPPORTUNITY WITH RJR. OTHER MEMBERS OF THE INDUSTRY MAY ALSO BE WILLING TO PARTICIPATE IN THIS EFFORT.

IF YOU HAVE ADDITIONAL THOUGHTS, WOULD YOU KINDLY SHARE THEM.

WITH KIND REGARDS,

BERNIE

CC: MJUNGR --VCH0021A LOUIS CAMILLERI GDISEREN--VCH0021A GEORGES
DISERENS
FDULLES --VCH0021A FREDERICK DULLES MHORST --VCH0021A MICHAEL
HORST
AKANNANG--VCH0021A ARJUNA KANNANGARA PMAGLION--VCH0021A PAUL
MAGLIONE
MPOTTORF--VUS0212A MARY POTTORFF ASKONNOR--VCH0021A KEITH
WARE
AWHIST --VUS0212A ANDREW WHIST

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