



DEL MAR AVIONICS

COMPANY CONFIDENTIAL

TO: Marna Schnabel

FROM: Bruce Del Mar

SUBJECT: PRELIMINARY PLANS - OUTLINE OF
BUSINESS IN SELF-HEALTH MANAGEMENT

NO.: Adm. 018-80

DATE: February 1, 1980

cc: Dr. W. Thornton

This will record my expanded meeting notes from the basics discussed here on January 30 while talking with you and Dr. Thornton regarding our intended sideline entry into selling packaged self health programs to employers for leveraged improvement of employee productivity.

First of all, I know how well prepared Dr. Thornton is in the subjects of exercise and health. He is an expert on physical conditioning and has always had personal leanings toward further involvement. I was pleasantly pleased to see how deeply interested you had become in the subjects being discussed and how well you have done in investigating what is going on in comparable businesses. As a result of our individual experiences and interests, it is obvious each of us has something important to contribute in a joint effort to get a trial program into prototype form.

1. As regards our time:

Marna, you will be full business time - overall part time on this.
I will be part business time, overall part time on this.
Dr. Thornton will be part business time, overall part time on this.

2. What we are to prepare in prototype:

A potentially-saleable package to be sold with down payment and continuing subscription to motivate, program and make effective improvement of productivity, moral and employee well-being through the teaching of self-health care. This is to be an effective program of illness and absentee prevention. It is to be aimed in large part at the employee and his own actions and in lesser part at participants in the employee's home environment, routines and feeding.

3. What is the package to encompass?

This is unknown at this time. However, the package would probably be disseminated progressively and possibly consist of such things as the following:

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At the Beginning:

- a. Personal teaching seminar introduction including suggested program use and motivation schemes.
- b. Installation of initial permanent posters.
- c. Installation of initial reference library books and book shelf.
- d. Installation of initial loose-leaf file assembly and start of file.
- e. Installation of initial exercise and competitive exercise equipment as chosen from one of four or five alternatives in various price ranges.
- f. Installation of initial physical test and measurement equipment as chosen from one of four or five alternatives in various price ranges.
- g. Installation of initial self-improvement progress graphic display.
- h. Initial home supplement publication.
- i. Accept orders for personal outfitting including running shoes, sweat jumpers, heart rate timers, employee identification group shirts, etc.

At Progress Intervals Thereafter:

- a. More posters, some permanent, others to be used and then placed in file for future reuse.
- b. Delivery of multiple copies of a periodical with news and information and motivation included for use at employer's premises and to take home.
- c. Additons to the loose-leaf reference file.
- d. Supply of one of several audio-visual cassettes to improve motivation and suggest added healthful programs.
- e. Install any additional equipment the employer decides to order and keep him appraised of available newer packages and exercise games.
- f. Obtain written feedback from individual participants in question-and-answer form to prove progressive value of the program to whomsoever is paying for its continuance.

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4. Financing the Prototype Package Preparation

Del Mar Avionics is to accept the initial prototype package as its return for investing in repayment to the three of us for the out-of-pocket expenses we incur and the company expense of artwork and initial printing of various materials as well as the time for secretarial help and purchasing help in tracing down sources and price-plus-delivery information on exercise equipment, supplies, outfits, instruments and recreation things. Our time or the time of any outside help will not be paid for in this phase. If the prototype passes our own critical approval and seems marketable in a profitable fashion, we will then separate it into an independent operation aimed at its own growth, employment and regeneration.

Marna, as a next step, I suggest you write a response to me commenting on the above outline and report of our meeting. State whether the above outline is satisfactory as you view it.



Bruce Del Mar

BDM:dw