



TOBACCO ASSOCIATES, INC.

Newsletter

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Top Management Changes at Tobacco Associates



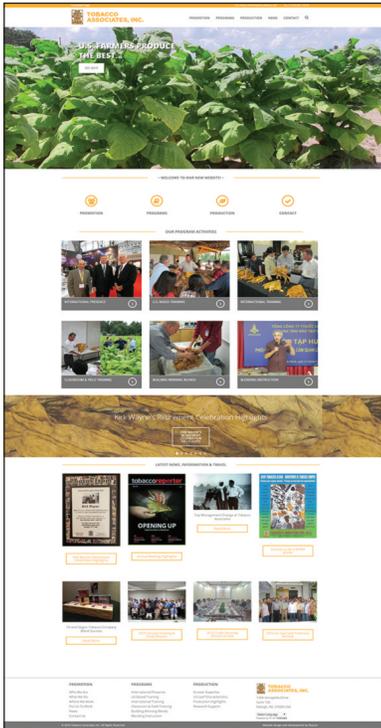
After 47 years of service, including 38 years as president, Kirk Wayne announced his retirement effective March 31, 2017. Under Kirk's leadership, Tobacco Associates advanced from an information source organization into a dynamic and unique organization providing education, US Leaf Grade Standards instruction, and assistance in product development techniques to utilize the special quality attributes of US produced tobacco. The programs have benefited hundreds of cigarette manufacturing officials by assisting in the development of new successful products and have resulted in hundreds of millions of dollars in increased export sales of US leaf.

Instrumental in the success of Tobacco Associates' programs has been Hank Mozingo's 27 years of dedicated service. In addition to Hank's many duties, he has directed the organization's international operations, assembled and managed a team of renowned consultants, and secured laboratory facilities necessary to provide highly sophisticated technical assistance for developing successful tobacco products utilizing the unique qualities of US leaf.

Following Kirk's announcement of retirement, the Board of Directors elected Hank Mozingo president of Tobacco Associates, Inc.

Please join me in wishing Kirk the best in his retirement and success to Hank as he assumes his new leadership responsibilities.

Allen Wooten
Chairman



Tobacco Associates Launches New Website

<http://tobaccoassociatesinc.org/>

We are happy to inform you that Tobacco Associates (TA) has launched its new website! In designing the site, we sought to provide answers to three primary questions: 1) Who is TA? 2) What does TA do? 3) Why is US flue-cured tobacco the best? Please visit our website for answers to those questions... and while there... read the latest news, information and travel-related activities conducted on behalf of US flue-cured producers. To highlight, you can see and read about:

- *TA's training programs and international presence*
- *Newly elected president, Hank Mozingo, and his career*
- *Former president Kirk Wayne's retirement celebration*
- *Tobacco Associates' 2017 Annual Meeting highlights by Tobacco Reporter Magazine*
- *Success of new brands containing US flue-cured in Vietnam*

We will update the site frequently so please check back periodically and tell your friends and colleagues who may have interest to visit us online.

Kirk Wayne's Retirement Celebration

Tobacco Associates held a post-retirement party for former president Kirk Wayne on June 9, 2017 to celebrate his 47 years of service to Tobacco Associates... 38 of those years serving as president. Close to one hundred of Kirk's industry colleagues and personal friends came out to honor him and offer best wishes to he and Linda in retirement. We sincerely thank all of you that joined us to make this a special and memorable night for Kirk and Linda as they move onto the next chapter of their lives. Special thanks to Linda Wayne, Dr. Bill Collins, Dr. Richard Reich and others who played a role in making and keeping the event a great surprise and a huge success.





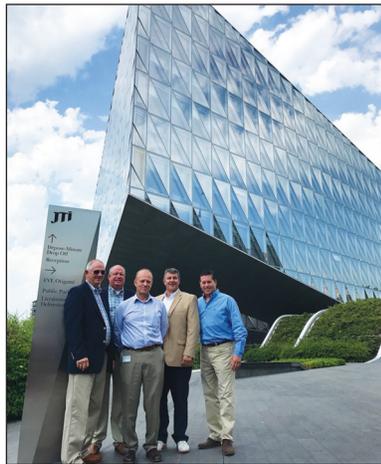
Board Service Awards

Tobacco Associates used the occasion of Kirk’s retirement celebration and his presence to honor Mr. Don Anderson, Halifax County, VA with an award for his 27 years of dedication and service to the Board of Directors. Chairman Wooten, newly elected president, Hank Mazingo and former president, Kirk Wayne presided over the award presentation. Three other outgoing Board members: Phil Hudson, Sampson County, NC (26 years), Danny Hammond, Marion County, SC (25 years) and Kelvin Wooten, Jeff Davis County, GA (4 years) also received awards for their service.

Tobacco Associates Participates in Trade Mission to Europe



Brent Leggett, TA Board member, recently traveled to Europe with other industry stakeholders to meet with Philip Morris International (PMI) and Japan Tobacco International (JTI) in Switzerland and DeCloet in Italy. Nine people participated in a trade mission that was organized by the Tobacco Growers Association of North Carolina and included representatives from NCDA&CS and NC State University. Much of the discussions centered on new tobacco product technologies (i.e., PMI’s heat-not-burn product IQOS) and their potential impact on traditional tobacco markets, specifically the US. Other discussions focused on the continued need for clean, clearly-separated tobacco by stalk position, among other issues. While in Italy, apart from meeting DeCloet officials and touring its facility, the delegation also got a chance to tour tobacco farms.



Vietnam Brands Update

Vietnam National Tobacco Corporation (Vinataba) launched another new brand (Vinataba Demi Slims) containing US flue-cured tobacco in May. It is the third new brand containing US leaf launched in as many years. The Saigon Yellow and Saigon Silver brands, launched in 2014 and 2015 respectively, continue to sell well in the market, exceeding expectations and increasing export demand



Upcoming Travel



- August: Indonesia, Korea, Thailand, Vietnam
- September: InterTabac Dortmund 2017, Germany and other regional travel
- December: World Tobacco Middle East 2017, Dubai, UAE and other regional travel

Hank Mozingo Elected President



At the young age of 24, Tobacco Associates gave Hank the important and challenging responsibility of managing and supervising our technical consultant teams, TA’s product development laboratory, and ongoing product development projects in Korea, Taiwan and Turkey. Working with technical consultants (30-40 years his senior) as team leader and representing them and us in meetings with top executives of the multinational manufacturers we worked with was a great challenge for anyone, especially at that age. In 1994, as he grew into his role, Hank was promoted to director of international operations and given the responsibility of developing and managing all of TA’s international market development programs and promotions. In 1996, the Board elected Hank vice president, which added to his overall responsibilities that he maintains today.

Former president Kirk Wayne adds, “After serving as the president of TA for 38 years and working with Hank for more than half of my career, I can’t think of anyone more qualified and proven as Hank to assume the role of president. I expect, for those in the industry who will get to know him better over time, you will come to appreciate his quiet and humble demeanor as he has spent his entire career traveling and doing all we have requested of him for the benefit of our growers and our organization. He has sacrificed a great deal, being away from family and friends for extended periods of time, to be where he is today. I ask you to welcome Hank as TA’s new president and give him all the support that has been given me throughout my time at Tobacco Associates.”

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