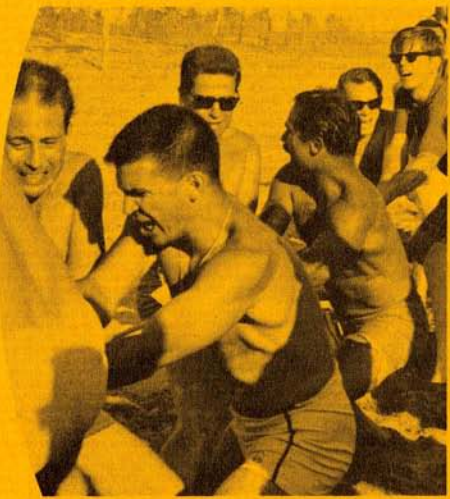


**Fairchild Semiconductor  
National Sales Conference  
Acapulco, Mexico  
1966**

FEB 3 1967  
W. WELLING



The 1966 National Sales Conference, "Focus on Sales," will long be remembered as the best ever . . . or at least until next year's convention outdoes it! Acapulco's finest hostelry, Hotel Las Brisas, stood up well (except for a pink jeep or two) under the exuberance of the 185 Fairchild gringos who spent the week pursuing an intensive course in salesmanship.

The most comprehensive curriculum of technical and sales topics ever assembled in the semiconductor industry was presented in the daily technical sessions. Everyone came away with a far greater technical understanding of our products and how to present them in the marketplace . . . a knowledge that is essential if we are to achieve our goal of \$400 million total annual sales by 1971.

*This booklet is dedicated to Fairchild Semiconductor's most outstanding gringo of 1966, Howard Sharek, who was named Salesman of the Year at the conference. His performance during 1966 exemplified the highest degree of professional salesmanship . . . a goal to which each of us constantly strives and to which our sales conferences are devoted.*



**Acapulco... here we come!**



**Bienvenido a la conferencia**



**The Technical Sessions .."Focus on Sales"**



The Technical Sessions...“Focus on Sales”



Lunch each day at La Concha Beach Club



Lunch each day at La Concha Beach Club



Tennis Deep Sea Fishing



# Volleyball



# Golf



Swimming



A Mexican picnic at Playa Encantada





# Beer Chug-a-lug



# Tug-of-War



Caught by the candid camera



Caught by the candid camera



**Caught by the candid camera**



