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Ameritech

February 16, 1996

Patricia Senn Breivik
Dean, University Libraries
Wayne State University
Detroit, MI 48202-3939

Dear Ms. Senn Breivik:

Thank you for taking my call today. Realizing I was interrupting a meeting, I thought I would confirm our conversation by letter.

As I mentioned, since we last met I have taken the new assignment of Vice President of Strategic Sales and Programs. Essentially, my role is to work with key strategic customers to make sure that our strategies, products, and programs are well grounded in the reality of your needs. We talk allot these days at Ameritech Library Services about being market driven and customer focused. My new assignment is to take the lead in sales to make sure that happens.

As I reflect on our visit in November, it seems even more appropriate in my new role as well. I was impressed in the active role in the community that Wayne State University takes. Ameritech has an active interest in the role of libraries as information hubs to the community. We also recognize the growing trend toward consortia and the key role of resource sharing and collaborative efforts in the libraries of the future. Dalnet as a consortium is also unique in the diversity of your users. Dalnet impressed me as a microcosm of our marketplace with multiple library types represented. I saw that in responding to your needs we could create a showcase for "Connecting Libraries to the Future" (our marketing theme). We need to build common platforms that respect the diversity of your users. New systems should not force a common denominator on libraries, but enable librarians with the tools to focus on that diversity and shape the interface to the individual needs of diverse groups of users.

What I propose as our next step in exploring joint opportunities is to schedule a 1-2 day discovery trip to your libraries. On my first trip, I gained an appreciation for the range of users in Dalnet. I would now like the opportunity to visit different libraries, interview appropriate staff, and gain a more detailed hands on understanding of their needs. A preliminary meeting with a smaller strategic group to talk about your ideas on the nature of a project/partnership would also be of value. Available dates for this trip include February 27, 28, 29, March 11, 12, 20, 21.

Following this visit, I would want to consider and discuss with Ameritech staff the implications of this discovery trip's learnings, especially in the context of our emerging long range product plans. By late March or early April, we would be in a position to schedule a proposal/planning session to jointly define a project/partnership that would serve both Dalnet and Ameritech's goals.

I hope this helps clarify, and I look forward to hearing from you soon.

Thank you again for accepting my interruption today.

Sincerely,



Thomas M. Burns
Vice President,
Strategic Sales and Programs

cc: Marv Bailey