

AUG 01 1991

KODAK MEMO

July 25, 1991

TO: Mr. Peter Sucy and Mr. Jay Kelbley
FROM: Sally D. Robson, PPD Scientific Imaging, 5/10, KO (44349)
SUBJECT: Biological Photographic Association Annual Workshop

Pete and Jay, this belated thank you note is very sincere. Thank you so very much for going out of your way at the recent Biological Photographic Association Annual Workshop, held at Riverwood, to honor a midnight hour request to provide an extremely influential customer in the Scientific Imaging community a tour and hands-on session in the "Electronic Toy Room". I wonder if you realize how important your contribution was.

For many, many years, Mayo Clinic has stood alone in the medical community, keeping everyone (especially salespeople and manufacturers) at arms-length. When I met the man from Mayo Clinic, I was not surprised to find that he kept himself somewhat apart from the other workshop participants. When he told me how decidedly unimpressed he was with the quality of the thermal prints, I couldn't resist attempting to change his mind. I knew that he could not have made such a statement if he'd seen a print from the KODAK XL7700 Digital Continuous Tone Printer.

When I shared my story with John Mahaffey, he suggested that I stop by and see you to see if you had time to do a demonstration for our friend from Mayo Clinic. I needed no further prodding, and I was delighted and grateful when you suggested that I bring the customer to your area later that afternoon. You and Jay Kelbley went way out of your way to accommodate my request, and I want you to know the results of the time you spent with this customer.

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He arrived back on the Workshop scene excitedly waving the thermal prints he'd made on the XL7700 Printer for all to see. Then, he went into a detailed dissertation for all within earshot about how, with your help, he'd retouched some of his transparencies, combined images, and added text to create his beautiful prints. This man is a believer, thanks to your efforts! He told me that he was going to prepare a business case to convince his management that they must purchase an XL7700 Printer. I've talked with him since, and the day I called, he was in the process of mailing some of his thermal prints to his colleague at Mayo Clinic in Rochester, Minnesota, so that he also could be convinced that quality of thermal prints can be exceptional, if they're made on the XL7700 Printer.

There is nothing that either I or anyone else could have said that would have convinced this person that he'd find thermal print quality even acceptable in 1991. He thought that we were five years away from acceptable quality prints, never mind exceptional! And, amazingly, he became an evangelist for us. By the time the last day of the Workshop had arrived, he had a circle of friends, and he was a believer in our scanner and our printer.

Thank you both very, very much for going out of your way for this customer. It certainly paid off immediately, and I'm sure that we'll be seeing some orders coming through for printers.



SDR:drh

cc: Mr. J. Altberg
Mr. J. Mahaffey