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Letter to Paulette Webb regarding the Southeastern Law Librarian, August 15, 1991

Mary Cross

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**Southeastern Chapter
of the American Association
of Law Libraries, Inc.**

Stearns Weaver Miller Weissler Alhadeff & Sitterson
2200 Museum Tower
150 W. Flagler Street
Miami, FL 33130

(305) 789-3251

August 15, 1991

D. Paulette Webb
Manager/Customer Relations
Wm. W. Gaunt & Sons, Inc.
Gaunt Building
3011 Gulf Drive
Holmes Beach, FL 34217-2199

Dear Ms. Webb:

The Southeastern Chapter of the American Association of Law Libraries (SEAALL) sincerely appreciates your support of chapter activities during the past years through your participation at our Annual Meetings and through advertising in our newsletter, The Southeastern Law Librarian.

We are sorry that you have decided not to advertise after this year. Your letter did, however, raise several issues that the Executive Committee of SEAALL discussed recently in New Orleans. Many of our members, especially law firm librarians, were not aware of the services that you described in your letter to Mary S. Forman. Many members did not know that you could supply Warren, Gorham & Lamont publications. Perhaps, the business-card type advertisement in the newsletter does not provide the information that members need to solicit your company to meet their book needs. It appears from our discussion that a more aggressive approach to advertising as opposed to cutting back might be more appropriate. We would also suggest that you consider a direct mailing that provides more information regarding your services to the Southeastern Chapter membership. The Chapter sells its membership listing of almost 600 names to companies for \$75.00.

We certainly recognize that you must make decisions

for your company that are based on the return value, but we hope that you will reconsider your decision. We have enjoyed our relationship with you and Gaunt during the past years and hope that it will continue.

Sincerely,

Mary F. Cross

Mary F. Cross
SEAALL President