

X-Sender: friman@mail.execpc.com
X-Mailer: QUALCOMM Windows Eudora Version 5.1
Date: Wed, 14 Nov 2001 17:07:29 -0600
To: Andrew.Barrett@marquette.edu,Lowell.Barrington@marquette.edu,
Janet.Boles@marquette.edu,ddd@internetwi.com,
Michael.Fleet@marquette.edu,H.R.Friman@marquette.edu,
Lawrence.LeBlanc@marquette.edu,John.McAdams@marquette.edu,
Barrett.McCormick@marquette.edu,James.Rhodes@marquette.edu,
AnneMarieJim@aol.com,Duane.Swank@marquette.edu,
Raju.Thomas@marquette.edu,Christopher.Wolfe@marquette.edu,
gcthomas@ameritech.net,dierickxg@mu.edu
From: "H. Richard Friman" <h.r.friman@marquette.edu>
Subject: Fwd: Re: bookstores

Dear Faculty:

Another interesting story.

Rich

X-Sender: mckinney@receive.marquette.edu
X-Mailer: QUALCOMM Windows Eudora Version 4.3.2
Date: Wed, 14 Nov 2001 16:43:29 -0600
To: Brian.Unsworth@marquette.edu, Charles.Wilkie@marquette.edu,
Tim.Machan@marquette.edu, Belen.Castaneda@marquette.edu,
Lance.Grahn@marquette.edu, johns@marque.msos.mu.edu,
John.Jones@marquette.edu, John.Karkheck@marquette.edu,
H.R.Friman@marquette.edu, Robert.Lueger@marquette.edu,
Gale.Miller@marquette.edu, Philip.Rossi@marquette.edu,
Sandra.Priegel@marquette.edu, Bruce.Warren@marquette.edu,
JelacicD@marquette.edu, Tracy.Golub@marquette.edu,
Joyce.Hunkel@marquette.edu, jaime@msos.mu.edu,
Beth.Osullivan@marquette.edu, Amy.Labiszak@marquette.edu,
Leah.Manne@marquette.edu, Sherri.Lex@marquette.edu,
Cathy.Morrell@marquette.edu, Gale.Prusinski@marquette.edu
From: "Michael A. McKinney" <michael.mckinney@marquette.edu>
Subject: Fwd: Re: bookstores

Dear Chairs:

Please share with your faculty. Thanks.

Mike

X-Sender: belangermary@receive.marquette.edu
X-Mailer: QUALCOMM Windows Eudora Version 5.0.2
Date: Wed, 14 Nov 2001 08:01:43 -0600
To: david.buckholdt,nicholas.burckel,jack.brooks,william.elliott,
william.lobb,madeline.wake,robert.deahl,howard.eisenberg,david.shrock,
douglas.green,michael.mckinney,thaddeus.burch,john.augenstein
From: Mary Belanger <mary.belanger@marquette.edu>
Subject: Fwd: Re: bookstores
Cc: christine.wiseman,anne.deahl,jon.pray,eugene.laczniak,suzanne.abler

X-Sender: buckholdtd@receive.marquette.edu
X-Mailer: QUALCOMM Windows Eudora Version 4.3.1
Date: Wed, 14 Nov 2001 08:01:23 -0600

To: Mary Belanger <mary.belanger@marquette.edu>
From: "Dr David R. Buckholdt" <David.Buckholdt@marquette.edu>
Subject: Fwd: Re: bookstores

Please share with DC.

Dave

X-Sender: peterst@receive.marquette.edu
X-Mailer: QUALCOMM Windows Eudora Version 5.1
Date: Tue, 13 Nov 2001 11:46:06 -0600
To: "Carrie J. Pruhs" <Carrie.Pruhs@Marquette.edu>, toby.peters
From: Toby Peters <toby.peters@marquette.edu>
Subject: Re: bookstores
Cc: craig.pierce,vickert,gregory.kliebhan,david.buckholdt

Carrie:

Thanks for your note regarding bookstores. First, I absolutely agree with your statement that we are here for the students and we should provide the best possible services for them. Honestly, that is why we have asked Follett College Stores to run our Book Marq. As a University we simply did a very poor job of running it ourselves. Follett has come on campus and has achieved a great deal in servicing our students far beyond what we once offered. Using the Book Marq exclusively was discussed and condoned by the deans last year and reinforced by Dr. Buckholdt. I realize Fr. Burch was not the dean at that time so allow me to provide some history.

Prior to Follett coming to campus five years ago our students waited outside of Holthusen Hall, the former Book Marq location, for over forty five minutes, just to have the opportunity to purchase their books. One gets pretty chilly in January waiting outside that long. Follett came in and has virtually eliminated lines at the register much less waiting out in the cold.

We also impose some rather rigid demands of Follett to have the right to be Marquette's bookstore. We expect them to carry all titles for all classes regardless of the return to them. We further expect them to have sufficient numbers for all students who request them. As an independent, Sweeney's is not bound by either of these expectations. They can pick and choose which titles and how many they carry maximizing their own profits.

Follett also offers the University protection against copyright infringement, I am doubtful faculty will find Sweeney's in their corner if called to question on a course pack that was improperly duplicated.

The exclusive arrangement we have with Follett has not only brought improved service but has also contributed significantly to the bottom line of the University. Over five years this amount is into the millions. At a time when we are looking for ways to bolster the salary of our employees, this is very significant.

Carrie, I can understand that on the surface competition is a good thing, frankly, in this case it is detrimental to the University and its students. Every dollar spent at Sweeney's is money out of the University's pocket. Regarding service to our students, the Book Marq offers a guaranteed low price on any book and that it will be there for you to purchase. Additionally, the Book Marq offers the highest rate on buy back.

So to answer your question do we need to work exclusively with the Book Marq? Yes we do. I am more than happy to discuss this with you and Craig and Fr. Burch if you would like to do so. Please give me a call.

Thanks Carrie.

Toby

Toby,

I recently asked both the Book Marq and Sweeney's College Books what their hours will be on the day of our next new grad student orientation. I got an interesting response, with you quoted, from the manager of the Book Marq (see messages below).

What is the university's policy on recognizing Sweeney's College Books? Barry from the Book Marq is in essence "forbidding" me to give Sweeney's any information about anything Marquette. We have not heard about any kind of policy in place to "shun" Sweeney's.

It is my understanding that both the Book Marq and Sweeney's are independent, for-profit companies, both trying to survive. Why wouldn't we tell our students about both bookstores, which are both right on campus?

In the words of my supervisor, Craig Pierce: "It is our responsibility to provide the best service and information possible to our students. Our primary responsibility is NOT to do things that will make the Book Marq or any other vendor more successful. If the Book Marq cannot stand on their own service and pricing, then it is not our responsibility to promote them over Sweeney's, especially if it is to the detriment of the students."

I agree completely. Aren't we here for the students?

Carrie Pruhs

Carrie J. Pruhs
Assistant Director for Administration
Marquette University
Office of Graduate Admissions
1324 W. Wisconsin Ave., Room 305
P.O. Box 1881
Milwaukee, WI 53201-1881

Phone: (414) 288-5323
Fax: (414) 288-1902
E-mail: Carrie.Pruhs@Marquette.edu

Visit the Grad School online at <http://www.grad.mu.edu/>

> >From: 0112mgr <bookmarq@fhcg.follett.com>
> >To: "'Carrie J. Pruhs'" <Carrie.Pruhs@Marquette.edu>
> >Subject: RE: Jan. orientation
> >Date: Mon, 12 Nov 2001 10:37:24 -0600
> >X-Mailer: Internet Mail Service (5.5.2650.21)
> >
> >Basically, per Toby Peters in Administration, Marquette should not recognize
> >Sweeney's for any reason. Sweeney's has no affiliation to Marquette what

so

> >ever. By providing Sweeney's the information that you have, for example, it

> >shows that you are promoting Sweeney's to your Graduate students and that

> >has an adverse effect on the campus bookstore, Book Marq, and also an

> >adverse effect on Marquette University.

> >

> >I hope this is understandable.

> >

> >Thanks

> >

> >Barry Waters, Manager

> >Marquette Book Marq

> >Phone (414) 288-7317

> >Fax (414) 288-5773

> >email: marquette@bkstr.com

> >

> >

> >-----Original Message-----

> >From: Carrie J. Pruhs [<mailto:Carrie.Pruhs@Marquette.edu>]

> >Sent: Monday, November 12, 2001 10:31 AM

> >To: 0112mgr

> >Subject: RE: Jan. orientation

> >

> >

> >Hi Barry,

> >Thanks for the information.

> >What does your comment mean about Sweeney's? I'm not sure what you mean.

> >Let me know and thanks,

> >Carrie 8-5323

> >

> >At 08:52 AM 11/12/01 -0600, you wrote:

> > >Sorry for the delay in replying, I was out of the store in meetings.

Our

> > >hours for January are as follows:

> > >

> > >Jan	Hours
> > >1	Closed
> > >2	9am-6pm
> > >3	9am-6pm
> > >4	9am-6pm
> > >5	8am-4pm
> > >6	1pm-5pm
> > >7-11	9am-7pm
> > >12	9am-5pm
> > >13	12pm-6pm
> > >14-17	8am-8pm
> > >18	9am-7pm
> > >19	10am-2pm
> > >20	Closed
> > >21	10am-5pm
> > >22	9am-7pm Last day for Textbook Refunds
> > >23-24	9am-6pm
> > >25	9am-4pm
> > >26	10am-2pm
> > >27	Closed
> > >28-31	9am-6pm
> > >	

> > >

> > >Please remember that it is Marquette's stance, not to communicate any

> > >campus

> > >information to Sweeney's books.
> > >
> > >Thanks
> > >
> > >Barry Waters, Manager
> > >Marquette Book Marq
> > >Phone (414) 288-7317
> > >Fax (414) 288-5773
> > >email: marquette@bkstr.com
> > >
> > >
> > >
> > >-----Original Message-----
> > >From: Carrie J. Pruhs [<mailto:Carrie.Pruhs@Marquette.edu>]
> > >Sent: Wednesday, November 07, 2001 2:09 PM
> > >To: jay.sobota@demeter.efollett.com;
aaron.melnarik@demeter.efollett.com;
> > >sweeneysbooks@earthlink.net; marquette@bkstr.com
> > >Subject: Jan. orientation
> > >
> > >
> > >
> > >Dear Jay, Aaron, Ed, and Barry,
> > >
> > >The Graduate School will be holding our next new graduate student
> > >orientation on Sat. morning, Jan. 5, 2002. Will you be able to
> > >participate?
> > >Meaning:
> > >
> > >Jay, will you and your representatives be manning a booth in the lobby
> > >outside the orientation for parking as you have in the past?
> > >
> > >Aaron, will students be able to get their IDs that morning, and what
> > >extended hours will you have prior to, and during, the first portion of
the
> > >spring semester?
> > >
> > >Ed and Barry, will your bookstores be open that day, so students can
> > >purchase their books as long as they are on campus? If so, what will
> > >your
> > >hours be?
> > >
> > >The estimated time that the orientation program will run is from
9:30-11:30
> > >a.m. (it may run from 9-11 - not sure yet), so the students will be
> > >interested in taking care of these practical things before and/or after
the
> > >program (with additional time to obtain parking over the 15 min.
break).
> > >
> > >What do you all think? I would be interested in hearing from you
regarding
> > >this semiannual event. Please contact me at the e-mail or phone number
> > >below.
> > >
> > >Thank you for considering assisting us, and more importantly, the
students.
> > >Yours,
> > >Carrie Pruhs
> > >*****
> > >Carrie J. Pruhs

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> > >Assistant Director for Administration
> > >Marquette University
> > >Office of Graduate Admissions
> > >1324 W. Wisconsin Ave., Room 305
> > >P.O. Box 1881
> > >Milwaukee, WI 53201-1881
> > >
> > >Phone: (414) 288-5323
> > >Fax: (414) 288-1902
> > >E-mail: Carrie.Pruhs@Marquette.edu
> > >****
> > >Visit the Grad School online at http://www.grad.mu.edu/
> > ><http://www.grad.mu.edu/>
> > >*****
>
>

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. Richard (Rich) Friman
 liot Fitch Chair for International Studies
 rofessor and Chairman, Department of Political Science
 arquette University, William Wehr Physics Building Room 468
 .O. Box 1881, Milwaukee, WI 53201-1881

tel: 414-288-5991 (direct) / 414-288-6842 (POSC Office)
 fax: 414- 288-3360
 mail: H.R.Friman@marquette.edu