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Wheeling, IL 60090  
July 19, 1982

Mr. John Hay  
1636 18th Street  
Boulder, CO 80302

Dear John:

In checking over the notes of our long phone conversation of yesterday, I thought I had better outline some of the points I hope you will cover when you write to me. It will help me when I write the report for the Executive Committee, which will, in turn, be forwarded to the Foundation. As I mentioned, the Executive Committee has asked me to boil down for the Foundation: 1) The report of the Domestic Extension Committee; 2) The report of the Special Projects Committee; and 3) The TDA resolution on Book Distribution. A couple of the members of the Executive Committee asked that you be consulted, since you seemed to have additional information based on experience with Waldenbooks. What I am looking for, as we discussed on the phone yesterday, were your experiences and research that formed the basis of yours and Jim's TDA resolution

We agreed on the phone that URANTIA Foundation can't make decisions on information they don't have. You have reports of both committees. If you note that important, relevant information which originated from Boulder, has been omitted from those reports, it should be supplied.

I think I know the answers to the following questions, but I would rather forward your version than my own perceptions.

1. What are your priorities as regard book sales? Does the Society agree with you? i.e.:
  - a. Getting books on bookstore shelves?
  - b. Selling at cost? (low, lower price?)
  - c. Increasing book sales markedly?
  - d. Saturating Colorado market?
  - e. Efficient ordering & delivery to bookstores & individuals?
  - f. Gaining new members for Society?
2. Problems? Have people in your area -- bookstores or individuals -- reported specific problems in ordering and receiving books from 533?:
  - a. Response to first inquiry, or order, for book when the proper amount of money was sent? What is longest wait reported? Usual time? Shortest time?
  - b. If no money was prepaid, what was longest time elapse until book order was processed? Usual time? Shortest time?
3. Linda Cain. Please review Linda Cain of Walden's stated terms for your group to distribute books for Waldenbooks, such as: 1) prepayment? 2) drop shipment, 3) payment terms, 4) returns policy, and 5) percentage discount requirement.
4. Distribution by your group. Do your plans to distribute the book include

just the Colorado area or for the entire USA? Would this be just for Walden or for other distributors? Would you be the distributor:

- a. Exclusively, instead of URANTIA Foundation/Brotherhood Corp.?
- b. In co-operation with Foundation/Corporation?
- c. Not at all, if Foundation/Corporation satisfactorily modifies policies?

5. By "group", do you mean the Society acting as distributor, or a distributor independent of the Society? Is the present "distributor" a reader? At what discount does this distributor receive books? What is his selling price per book? Would the purpose of being a distributor be to sell the books at cost price? At a lower price than \$34.00?

6. Pros and Cons. Explain your views about the tithe. About the Society becoming very involved in distribution, to the possible neglect of other activities -- study, outreach, etc.

7. Is there general agreement among Society members about launching a distribution program?

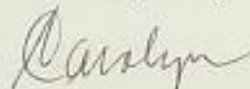
8. Review your proposed "sales" program as distributor, i.e., personal attention to bookstores. How much time would this require per store? How many stores in Boulder area? Denver area? Western Colorado?

9. Regarding your list of 80 Chicago bookstores you called with MCI from Boulder, can you identify the types of bookstores they were? Mainline: Dalton, Walden and Kroch's; Christian; Occult?

I plan to begin compiling final draft around August 22, and begin typing August 26. It should be in John Hales' hands on Sept. 1 so it can be mailed and received before Sept. 11 Executive Committee meeting.

It was a very good conversation yesterday. Call if you have further thoughts after getting this.

Kindest regards,



Carolyn Kendall