

Wayne State University Libraries

Memorandum

TO: Pat Waddell
Secretary to the President

FROM: Patricia Senn Breivik, Dean
University Libraries

SUBJECT: Appointment with President Reid

DATE: May 21, 1998

You will be contacted before too long by the office of Bob Cooper, CEO of Ameritech-Michigan, to set up an appointment for him, Lana Porter, who is CEO of Ameritech Library Services, and me to meet with President Reid. I thought the following background information would be helpful. This contact should be valuable to WSU.

- With its recent merger with SBC, Ameritech is now the second largest telecommunications company in America.
- WSU has many years of telecommunications related experience with Ameritech.
- Our current Library System and the new enhanced one we are pursuing are both Ameritech products. If the new DALNET project is funded, Ameritech, with its newly merged partner, will be marketing it internationally and using WSU as the model for "tomorrow's information hub."
- Cooper is actively supporting a \$150,000 grant from Ameritech's foundation for our DALNET project and may also be influential in our WSU sponsored grant request from the Office for Teaching and Learning.

P.S. See the attached informal bio on Bob Cooper.

Attachment

7 of 9 Complete Record

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AMERITECH CHIEF A LONG WAY FROM INSTALLER JOB ROBERT COOPER LEADS LONG-DISTANCE PUSH

Detroit Free Press (FP) - Wednesday, February 5, 1997

By: MIKE BRENNAN Free Press Technology Writer

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Robert Cooper, the president of Ameritech Michigan, thinks he knows how to run a service business.

The Pontiac-born Cooper started his telephone career 24 years ago at what was then Michigan Bell as a telephone installer.

"I liked my job as a phone installer," said Cooper, 49, who has held Ameritech Michigan's top post since April. "It's the kind of job where you work an hour and it's completed. You get a sense of accomplishment and a chance to interact with customers."

Interacting with customers was Cooper's mission during his first six months as president. He traveled around the state to find out what customers want. He came to Michigan from Chicago, where he had been vice president of
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human resources for Ameritech Cellular.

His rivals at AT&T, MCI and Sprint call him Ameritech's chief lobbyist in Michigan. They say it's his job to persuade legislators that what's good for Ameritech is good for Michigan.

Evidence of Cooper's effort could be seen on Jan. 2, when Ameritech announced it would be the first regional Bell to apply to the Federal Communications Commission for permission to offer long-distance telephone service. On hand were several prominent state legislators who spoke in support of Ameritech.

Ameritech has more than \$8 billion invested in the state and has 30,000 active and retired workers living here -- points Cooper cites when debating his major long-distance rivals that have a much smaller investment in the state.

Cooper's Michigan credentials are solid. He graduated from Pontiac Central High School and earned a bachelor's degree from Oakland University and an MBA from Michigan State University.

He's a member of the National Black MBA Association and the Economic Club of Detroit. He's a life member of the NAACP. Plus he serves on the boards of Home
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J. Edgar Detroit Chamber of Commerce, Detroit Symphony Orchestra, Detroit Renaissance and United Community Service.

He lives in Rochester Hills with his wife, Marcia, and has two children, David, 20, and Robin, 25, attending college.

THIS ELECTRONIC VERSION MAY DIFFER SLIGHTLY FROM THE PRINTED ARTICLE.

Caption:

Ameritech Michigan President Robert Cooper says his job as a telephone installer allowed him to interact with customers.

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Descriptors: ROBERT; COOPER; BIOGRAPHY; AMERITECH

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*Member of Economic Club of Detroit
& Michigan Business Roundtable*