

February 16, 1996

James E. Pinion
Alabama Cooperative Extension Service
Auburn University
13075 Al. Hwy. 157, Suite 6
Moulton, Alabama 35650

Dear Mr. Pinion:

Thank you for your interest in Diamond Displays and United Color Graphics and the opportunity to be involved with the newly proposed "Jessie Owens Museum". It's an exciting project and one that I'm sure you are anxious to get underway. David Holiday and I have met to analyze the many facets of this project and the preparation required to initiate production as soon as possible in order to meet your schedule requirements. In order to do that, I need additional information listed below, that will allow David and myself to more accurately provide you with a consultant estimate for the preliminary stage of this proposal.

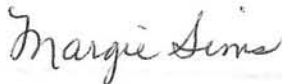
- I. **Budget** - A realistic budget figure is necessary to allow us to assign expense projections and adequately advise you of any unrealistic production expectations.
- II. **Blueprint Plans** -Minimum Two (2) copies are required to begin cost and specification list.
- III. **Bid Requirements** - Have you determined if formal bidding is mandatory? If bidding is not required, original specifications would be less expensive to prepare. Detailed renderings would not be necessary.
- IV. **Schedule for Completion:**
Your intended deadline of June 29 for the Olympic run was discussed.
 1. Does this date still reflect completion date?
 2. If no, please advise proposed date of completion.
 3. If no, please advise at what stage of completion would be required prior to the date of June 29th.
- V. **Preferences on Preliminary Planning:**
 - A. Do you wish the building to have a forced flow or an open flow to the direction relative to the incoming and outgoing visitors.
 1. **Forced Flow:** All displays would be arranged in specific order and flow to force the visitor to follow in a systematic method of arranging displays; i.e. from birth of Jessie Owens to death; by events in his life.
 2. **Open Flow:** Displays would be arranged ecletically with no format or plan for movement.

- B. Viewing area of proposed visuals (video/kiosk)**
1. Do you have a number of projected visitors at any given time; i.e. school field trips, etc.
 2. Do you prefer trying to create a small seated area for viewing by groups?
 3. Do you prefer allowing a standing area for group viewing due to space limitations?
- C. Questions regarding flexibility with design/ building specifications.**
1. What are proposed ceiling heights?
 2. What type of lighting do you prefer?
 3. Is this a committee decision?
 4. Who has final approval of project and each stage of project?
 5. Is there one primary contact?
 6. Do you anticipate involving outside vendors?
 7. If so, who? In what respect?
- D. Replica of Home, Reception Building, Welcome Center:**
1. Do you anticipate our involvement limited to the museum ONLY?
 2. If no, what areas and what involvement do you plan?
 - a. Would parking lots require signage?
 - b. Directional signage or kiosks in various areas of park?
 - c. Displays needed in other buildings?

Please review this list of requested information and feel free to add to this list. You can fax responses back to me at 205-942-0033 or call me at 205-942-0009. If you prefer, we will be glad to schedule another meeting. David Holiday can be reached at 205-323-2211.

Again, we thank you for the opportunity to offer our services to you for this very special project. I will look forward to hearing from you as soon as possible.

Sincerely,



Margie Sims
President
United Color Graphics

fax copies to: Philip Reich @205-974-2506

David Holiday
Vice President
Diamond Displays

Kenneth Nellums
Account Representative
United Color Graphics