



December 7, 1994

Mr. Elias Buchwald  
Vice Chairman  
Burson-Marsteller  
230 Park Avenue South  
New York, NY 10003-1566

Dear Buck:

Many thanks for coming to Detroit and addressing the annual meeting of the Detroit chapter of the Public Relations Society of America.

Your insights about reputation as an asset and managing perceptions are signals that we should review our mission and our responsibilities as professionals. Too often we subordinate our role as strategists because we busy ourselves as functionaries. Thank you for reminding us to be observers and thinkers and counselors.

It's always nice to hear from a broader point-of-view, global rather than Midwestern. We appreciated your wisdom and your pleasant company. We also are grateful to Erik Olson and Burson-Marsteller for the generous support given to PRSA-Detroit's annual meeting.

Please convey to Harold our best wishes for a full "rebound" from his surgery. On behalf of PRSA-Detroit, I wish you and Burson-Marsteller a joyful and prosperous New Year.

A handwritten signature in dark ink, appearing to read "Peter Logan". The signature is stylized with a large, looping "P" and a cursive "L".

Peter Logan, APR

cc: Erik Olson