

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

July 28, 2006

Nextel Communications
2001 Edmund Halley Drive
Reston, VA 20191
ATTN: Cell Phone Reconditioning Dept.

Dear Nextel,

I have a cousin, Ed, who is incarcerated. He was down on his luck and he did some really dumb things. He didn't harm anyone physically, but he did take some items from a few homes while the owners weren't there. Ed has admitted his faults and is taking responsibility for his actions. He has no one to blame but himself for the position he is now in and I think it is admirable that he is taking full responsibility. Make no mistake, he did a bad thing and he is paying his debt to society.

Ed is doing well. He is staying out of trouble and works three days a week in the prison laundry. But my grandmother is really having a difficult time since Ed was locked up last March. You see Ed was raised by Granny since he was a little boy. After Ed grew up, he moved out of Granny's house and got a job in Kansas at a meat packing company. Even after he moved away, Ed used to call Granny every Sunday morning at 11:00 to talk to her and tell her about his week. They kept in touch that way for years. A week never went by that Ed didn't call Granny.

I was often at Granny's house when Ed called in. She would sit at her front window for an hour or two on the phone with Ed. He would tell her everything that he watched on TV, everything that he read in the newspaper, and everything that he bought at the grocery store. Ed always did most of the talking. He never asked Granny about what was happening in Ohio, but he would routinely run through his reports from Kansas.

Their phone calls got so routine that Granny knew what topic was coming up next before Ed even brought it up! "Next tell me about what you have planned to watch on TV tonight." "Next tell me what you read about in the Kansas newspapers last week." "Next tell me what the price of eggs are at the market." (If the price was low enough, Granny would ask Ed to buy a dozen eggs for her and send them in the mail). "Next tell me if you met a nice girl yet to settle down with." (Granny always had high hopes that Ed would start a family to carry on Poppa's family name). "Next tell me what the five day weather forecast is." (Granny never knew what the weather was supposed to be like in Kansas on Saturdays).

Aside from saying “hello” and “goodbye” I don’t think Granny ever started a sentence on the phone with Ed other than with “Next tell...” It got to the point that the rest of the family starting calling her Granny Next Tell.

Those regular Sunday phone calls from Ed stopped last March when he went to prison. He isn’t able to call Granny on a regular basis due to phone restrictions and some prison regulation about the amount of time per day that he is allowed out of his cell. But if Ed had a cell phone, he could call Granny whenever he wanted. He could start calling her again regularly every Sunday morning from his prison cell. It would be a “cell” phone.

Where would a cell phone be better suited or more aptly named for use than in a cell? And what cellular carrier is better suited for Ed and Granny than Nextel? Maybe you can even feature Granny in a television ad where you only see her side of the conversation. Instead of her saying to Ed, “Next tell me about x, y, z...”, maybe she could actually be saying to Ed, “Nextel me about x, y, z...”. *Nextel* could become the newest corporate name turned technological verb. Instead of Googling the Kansas news or weather, Granny would have Ed Nextel her the Kansas news and weather. I think this can go far! People across the country and around the world could be Nexteling each other. Nextel might even make it into *Webster’s* by the 2010 edition.

Can you send me some information about what cousin Ed would need to do to get a Nextel “cell” cell phone in Kansas? Also, what phone brands and models can best send and receive signals through six feet of solid concrete and steel?

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas". The letters are fluid and connected, with a prominent loop at the end of the word "Lucas".

Rusty Lucas

p.s. The phone is for Ed, but can I get a free Nextel baseball cap for me for free. I am a big Nascar fan (I was named after Rusty Wallace) and I like the idea that the racers’ championship is no longer named after dirty old cigarettes and is instead named after a communications company. It will be especially cool if Danica Patrick races on he Nextel circuit in the future like the recent rumors I have been hearing. Can you send me a free Nextel baseball cap?