



**BELLAIRE / SWHOUSTON**  
C H A M B E R   O F   C O M M E R C E

August 5, 1994

Jeff Davidson, MBA, CMC  
2417 Honeysuckle Road  
Chapel Hill, North Carolina 27514

Dear Mr. Davidson:

Last week at this time you had just finished your "Breathing Space" session with our Texas Chamber of Commerce Executives at the Hyatt Regency in Austin, TX.

I left that room feeling happier that I had in a very long time. Why? Because what you said made complete sense to me about something that has been worrying me since I took the presidency of this chamber a year ago.

Every day I felt as though I just couldn't keep up with all that's happening in my world. With so many varied responsibilities, my mind would feel in a daze most of the time. Sleeping was the only time I relaxed--and then, being unconscious, I couldn't enjoy it!

Time management theories don't explain WHY you feel so overwhelmed. Your five mega-transds do. Knowing WHY is the key to a rational solution--breathing space--so that you can get on with your life. I can now prioritize or discriminate about what I feel is important and not feel guilty about not keeping up with every little thing.

You have probably saved me over \$10,000 in hospital bills and added 10 years to my life. Last January I had some kind of "attack" that put me into intensive care in the hospital. With your theory and step-by-step action plan, I know that will never happen to me again.

Thank you for your help. You have changed my life forever.

Best regards,

Marcy Fryday  
President & CEO