



Belk Beery Company / Independence Mall, P.O. Box 4369, Wilmington, NC 28406 / Telephone (919) 392-1440

April 25, 1994

Jeff Davidson, MBA, CMC
2417 Honeysuckle Road #2A
Chapel Hill, NC 27514-6819

Dear Jeff:

I would like to thank you for attending the Cape Fear SMEI meeting on March 23, 1994. We appreciate you taking the time and effort away from your busy schedule and your travels around the country.

I was very impressed with your presentation. I found it to be interesting and insightful. The five mega realities hold to be true for most businessmen and I certainly agree. I feel your recommendations to simplify matters, get files under control, get rid of clutter and create quiet spaces will be valuable to me at my office. I hope to put these to use in the near future.

Once again, I enjoyed your presentation and feel your ideas and methods are practical to today's professionals. I hope I have the opportunity to hear you speak again.

Sincerely,

A handwritten signature in black ink that reads 'James B. Murrill'.

James B. Murrill
Human Resources/ Operations Manager