

# FARMERS INSURANCE GROUP OF COMPANIES



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January 12, 1998

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

Dear Jeff,

I'm very glad my company chose you to be one of the workshop presenters at its January 10th Personal Development Seminar.

I feel too keenly the self-imposed pressures of "lack of time", and I hope to use your principles to gain more breathing space. I've already made small inroads; for example, I stopped daily delivery of the newspaper about seven months ago. I didn't really have time to read and enjoy it, and there was so much "bad" news and disturbing information that I could do nothing to personally impact that I felt it was more mental pollution than anything else.

Some of the elements of your presentation that I particularly enjoyed were: your engagement of the audience by using simple questions and hand-raising, your relaxed, yet animated style, and the lack of formality or lecturing. Several other of the workshops I attended that day also had very valuable information, yet I felt I was back in college and there might be a quiz!

Thank you again for the opportunity to hear your message and find new ways to gain breathing space in my life!

Sincerely,

Melody L. Wing, CPCU, GCA  
Administrative Services Manager