



1320 South Church St.

Suite 400

Charlotte, NC 28203

Fred Story
PRODUCTIONS

704.372.3448

704.372.3581

1.800.39.STORY

www.fspmusic.com



August 30, 1999

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

Dear Jeff,

It was great meeting you Wednesday Night at the ITVA meeting. I really enjoyed your presentation. The information you gave was very informative.

Coming from a Marketing background, I loved your discussion on how to attract and keep clients. You really had my attention during the entire lecture. I walked away from the meeting with a lot of knowledge.

You covered so many Marketing areas and still had so much more information that would have helped us. It is my suggestion that you limit the time you spend on each topic and add more categories. I felt there was information you couldn't share with us due to time perimeters.

Overall, I really like your information. I'm very thankful the ITVA invited you to our meeting - you are as skilled as a Brian Tracey, Harvey McKay, and Tom Hopkins.

I'm excited about reading your book. I will send you a check as soon as the invoice arrives. Please put me on your mailing list. I hope to see you again!

Sincerely,

Kenn Buckner
Director of Marketing & Sales