

October 28, 1998

34 Wall Street  
Valhalla, NY 10595

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

Dear Mr. Davidson:

I attended the luncheon that you conducted here at the Palisades ABI on Friday, October 23, 1998 and enjoyed it very much. I have a very good memory regarding tidbits of information that I get, where things are, some conversations etc., and I know when I am feeling the "time constraints" that my memory begins to fail. I begin to look at common everyday objects and blank out their names. It can be quite unnerving when you are deep in conversation with someone and forget their name or what the thing in your hand is called (it being a pencil!).

Some idea's I had already considered that you mentioned and others that were "news to me" kind of things. For instance, the information that you gave regarding the amount of information that is out there, being generated hourly, and the ability that we have to only absorb so much of it. I was also glad that you mentioned the kind of society that we are in right now that is so absorbed with debt. We are becoming more focused on "debt management" rather than "debt extrication"! It has been a goal of mine for the last few months to "get out of debt sooner, rather than later"!

I also have your book "Marketing on a Shoestring" because I am contemplating starting my own small business. I therefore must get the rest of my life in order for this to be successful. Some of the principles that you mentioned today are also biblical, the getting out of debt; not being entangled with an "overabundance" of activity, etc. Needless to say, thank you for coming and sharing your hints and tips with us.

Sincerely,



Tammy St. Clair

TS/ts