



Isis Research Inc.  
Research Park  
2 Wall Street  
Princeton, NJ 08540

Tel: (609) 688-0474  
Fax: (609) 688-0435

July 9, 1999

Jeff Davidson  
Breathing Space Institute  
2417 Honeysuckle Road #2A  
Chapel Hill, NC 2714-6819

Dear Jeff:

I did enjoy your talk at the recent EphMRA meeting. What you recommend is vital to staying sane in today's frantic corporate environment. I try to practice many of these principles, although it is difficult to maintain on a consistent basis. I am known for saying "life is short. This is not a dress rehearsal, so do it, say it, tell that person you love him/her, take that trip, buy it...because you never know!"

In my previous life as head of the marketing research department at Bristol-Myers Squibb, it was very difficult to achieve balance. I actually carried in my wallet a card with my "Key Objectives" – one of which was to spend 10 minutes per day thinking about me. Typically, I would do it once or twice a week, at most. Now that I am on the "supplier" side, it is a bit easier – but I still have to make the time.

It is important to remind ourselves of what is really important in our lives, so I again thank you for your insights.

Sincerely,

A handwritten signature in blue ink that reads "Charlotte E. Sibley".

Charlotte E. Sibley

President