



The Industrial Fumigant Company

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November 10, 2004

Mr. Jeff Davidson
2417 Honeysuckle Rd.
Chapel Hill, NC 27514

Dear Jeff:

I enjoyed your presentation last weekend at the Wild Bird Feeding Industry meeting. I came away with several key points.

First, I was gratified to hear your advice about turning off, or not becoming a slave to cell phones. I'm not a telephone person to begin with, although I spend plenty of time on the phone in the course of my work. I have always resisted carrying a phone on my belt and for the most part leave the cell phone in the car. You provided some validation.

I can relate to your chides about the criss-crossed piles. But, I am always amazed how well I can locate some arcane piece of paper despite the mess! I have resolved to clean up and organize better, and it was good, once again, to hear that Rome was not built in a day.

Finally, you had a wonderful slide with a message to the effect that organizations sometimes need to slow down and get out of the frantic reactionary mode in order to plan and get positioned for better long-term advancement. I'm part of a lean & mean little company that definitely needs to subscribe to that idea. I will be on the lookout for the right opportunity to lay your wisdom on somebody.

Thank you and best wishes.

Sincerely,

Jerry Heath
Product Manager