



# Las Positas College

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Susan A. Cota, Ed.D.  
President

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

Dear Jeff:

Quick and to-the-point...I enjoyed your presentation at the IAAP. It reinforced many practices that are already in place in my life and made me aware of several more that I intend to utilize.

What I found to be highlights of your presentation:

- News is by nature...negative;
- Twenty years ago it was unthinkable to wear writing/logos on our clothes;
- Loved the aircraft carrier story;
- Make a conscious choice of information and ignore the rest;
- Trust my gut instinct;
- Rip apart or highlight important parts of reports—my President loves this;
- The Slasher—I use it unashamedly (is that really a word?);
- Not to waste time on unimportant decisions;
- Meditate, meditate, meditate;
- Use a replacement system;
- Make a hotel check-in card--again you get points from the President for this, Jeff;
- And last but not least...Einstein's quote—Out of clutter find simplicity. From discord find harmony. In the middle of difficulty lies opportunity.

There really wasn't any part of your presentation that didn't hold my attention, it was well-organized, pertinent to our group and interesting. (But you knew this!)

I wish you well in your future endeavors.

Sincerely,

Sharon A. Cadwalader

Executive Assistant to the President

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