

September 22, 1994

Jeff Davidson
2417 Honeysuckle Road, Suite 2A
Chapel Hill, NC 27514-6819

Dear Jeff,

I heard you speak at the Peninsula Sales and Marketing Executives meeting in Hampton, VA on September 8, and as of today, I still remember the five megarealities (population, information, media growth, paper, and choices!).

Your message had a great impact on me that night, not so much because it was brand new information, but because of the way you presented it. I had already been working on the premise that the best way for me to optimize my performance was to focus my efforts rather narrowly, and disregard most of the reams of data that come across my desk daily.

But you put a different spin on the concept of focus in your emphasis on decluttering. Instead of viewing my efforts as a task (stay focused!), I'm now viewing them as a relief (give yourself some breathing space!). I'm not sure I'm explaining it well, but after listening to you I've been looking at what I'm doing from an opposite perspective, which feels almost liberating.

So, thanks for the help! I'm really glad Wanda invited me to the meeting.

Sincerely,



Denise M. Chicoine
Financial Advisor