



President and CEO  
Reuters Health Information, Inc.

August 9<sup>th</sup>, 1999

Jeff Davidson, MBA CMC  
Breathing Space

Dear Jeff:

I writing to you after having heard you speak at Disneyland in Paris in June. I was also one of the speakers—I spoke on “Intellectual Capital” and sat on the panel with you afterward.

I enjoyed your presentation: you’ve a nice informal and humorous style, while at the same time conveying a lot of useful, practical information. Me? I took home your suggestions based on the analogy of our desks as aircraft carriers. Mine, in the past, has typically been a disaster area, numerous flights have crashed landed over the course of several weeks, with little room for new flights to take off. (I think I was succumbing to the adage that an empty desk was the sign of an empty mind.) Now, when I get stuck with what to do next, I remember the aircraft carrier, literally sweep clean my desk, and put on it the one item that I wish to accomplish. And accomplish it I do. Just now, notes from your session were on my desk tucked into the return envelop. And, I finally got the note off to you. My very best wishes for continued success and thanks for your energy.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Holly G. Atkinson", followed by a long horizontal line extending to the right.

Holly G. Atkinson, M.D.