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November 24, 2004

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

Dear Jeff:

Your presentation "Write for Results" provided to Syngenta employees this month was both insightful and enjoyable. It was made more effective because you used your sense of humor to illustrate your points. The handouts have been useful to me and I will continue to refer to them.

I look forward to checking out the website you mentioned on banished words.

Perhaps you've had the opportunity to listen to "What Do You Know" on NPR on Saturdays at 11:00 am. The host occasionally reads memos sent in from companies that are much too wordy and poorly written. I think you would enjoy critiquing them.

Best wishes for happy holidays.

Sincerely,

  
Peggy Shelton