



Wild Bird Feeding Industry

"PROMOTING RESPONSIBLE FEEDING, CREATING ALLIANCES, REMOVING BARRIERS,
AND SAFEGUARDING GAINS."

January 7, 2005

Jeff Davidson, MBA, CMC
BreathingSpace.com
2417 Honeysuckle Road, Suite 2A
Chapel Hill NC 27514-6819

Dear Jeff:

The WBFi and its members would like to thank you for a really standout presentation at our 2004 Annual Meeting.

As the lead-off speaker for our Saturday morning session, you were faced with an audience that was there physically. After just a few short minutes, you had them involved in learning the principles of Breathing Space because you were speaking to them at their level. When your time was up, you had them fully trained in the principles, actively engaged in your presentation, and, perhaps most important, laughing and enjoying themselves.

The topic of Breathing Space was suggested by two Directors who were searching for relief from the pressures of their everyday lives. These Directors were very satisfied that your presentation gave them the guidance they needed to take control of their time and filter out the bombardment of over-information we are all experiencing.

Since your presentation, I have quizzed Directors and Members several times to make sure your principles are being used and are appropriate for everyday life. I am pleased to report that these individuals have taken the Breathing Space principles to heart and continue to recognize and prioritize the information they are receiving.

It is not often that one finds such high retention of the information presented by a speaker. Kudos to you for knowing how to speak to our group and for making the presentation so lively!

Sincerely,

Susan M. Hays, CMP
Executive Director

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