

August 18, 1998

Jeff Davidson, MBA, CMC
Breathing Space Institute
2417 Honey Suckle Road, #2A
Chapel Hill, North Carolina 27514-6819

RE: Feedback From IMC INDY '98 - May 27-30, 1998

Dear Jeff,

Thank you for allowing me the opportunity to provide you with my feedback from sitting in on your session called "Staying Confident and Prosperous in a World of Rapid Change" on Friday, May 29, 1998, at the 64th Annual International Management Conference (IMC).

My comments could be categorized as follows:

SUBJECT/TOPIC

The topic is timely considering most businesses today are either merging with other companies or downsizing to survive. Managing change is often under communicated in so many of our businesses. I believe your presentation allowed a global perspective and brought it up close for managers.

Although I have no criticisms, I do suggest designing the same session customized for team environments. Kind of a work world management tool where bosses and personalities play a factor in changing environments.

PRESENTATION

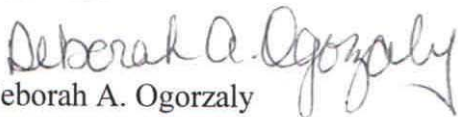
You have captured the art of interacting with your audience and keeping their attention. You are my hero!! Don't change a thing.

VISUALS/HANDOUTS

The material you provided was great. I have referred to it on several occasions since the conference.

Jeff, that's all I have for now. Overall, It was an excellent presentation. I can't thank you enough. I hope I have the opportunity to see you again sometime. I look forward to receiving your one-hour cassette recording on Breathing Space.

Sincerely,


Deborah A. Ogorzaly
Vice President - Finance