

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**

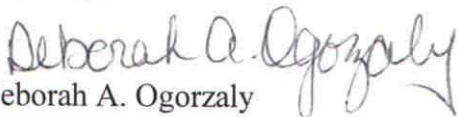
You have captured the art of interacting with your audience and keeping their attention. You are my hero!! Don't change a thing.

**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