

P. DEWEY CASSELL

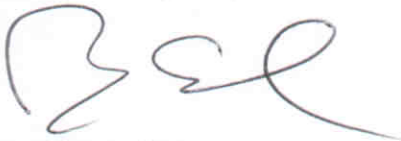
May 1, 2009

Jeff Davidson, MBA, CMC
Breathing Space Institute
3202 Ruffin Street
Raleigh, NC 27607-4024

Dear Jeff,

I wanted you to know how much I enjoyed your presentation at the *Triangle Area Freelancers* meeting on Wednesday evening. You have a tremendously engaging speaking style and a wonderful sense of humor. I found your candor refreshing and your recounting of your growth as a writer both reassuring and inspiring. My first book was published in 2005. I have written a dozen magazine articles since then, and I am currently at work on my second book. Even so, I have been unable to take my role as an "author" beyond the state of a poorly paying hobby. Your guidance regarding "spinning the dial" and reselling your ideas to multiple markets was invaluable. Thank you for taking the time to share your wealth of experience and advice with our group. Best wishes for continued success.

Sincerely Yours,

A handwritten signature in blue ink, appearing to read 'Dewey Cassell', with a stylized, flowing script.

Dewey Cassell