

One Upperton Gardens
Eastbourne, East Sussex BN21 2AA

Tel: 01323 416 550

Fax: 01323 639 793

THE ARTHRITIC ASSOCIATION
"Treating Arthritis Naturally"®

E-mail: info@arthriticassociation.org.uk

Web: www.arthriticassociation.org.uk

Toby Farmiloe
Heatherbank
Sheepsetting Lane
Cross-in-Hand
Heathfield, East Sussex
TN21 0UY

Received
5/9/08

4 September 2008

Dear Toby,

You should be here at One Upperton Gardens to receive the plaudits for your wonderful explanation of de Coti-Marsh's theories and techniques. Last Friday the mailing was dispatched by Reza. On Monday the telephone began ringing, all praising your work. Bruce and Debbie report members of the charity's patient group are 'fascinated' and grateful for the 'succinct and clear' style of writing. Because of you, over 3,000 people are learning much more about the exceptional work of the charity's founder. Indeed a couple of our Associated Practitioners are requesting your paper to handout when giving talks. This weekend Bruce is taking a supply of your paper and the flowchart to the annual conference of the British Acupuncture Council - so delegates can appreciate the charity's role, the essential overview of our long established health programme for arthritis, Bruce's role and the fit for practitioners.

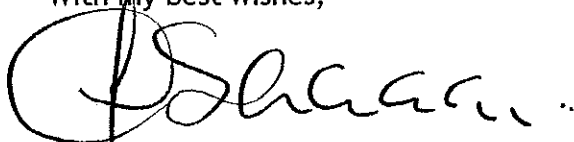
We are all delighted. Debbie especially! Members are so happy; they are calling for copies of de Coti-Marsh's publications which you referenced at the back of your paper!! Not to miss a trick, I have ordered a re-print of your paper; a repeat of 3,200 copies. The financial outlay for both print runs will total £1,700 and the postage £2,200. There will be no 'sales income' just a healthier Nation for people prepared to help themselves.

I am so pleased you choose to undertake your SHELL Step Placement with us. I believe the SHELL Step judges did truly appreciate the potential of the work you presented; it's just on Friday 22 August we were not ready to quantify the enormity of your gifted contribution:

1. To unlock a knowledge-based system.
2. To move us closer to a technological solution, the Patient Pathway.

Well done Toby. You did a fine job for this charity in just 8-weeks.

With my best wishes,



Ian Sketchley
Company Secretary and Treasurer

→ Copy to:

Patsie Sutcliffe, The Sussex Innovation Centre
University of Sussex, Science Park Square, Falmer, Brighton BN1 9SB
(Patsie you may wish to circulate this letter to colleagues and SHELL Step judges)

The Arthritic Association has been successfully treating its patient group since 1942. The charity is funded entirely by voluntary contributions.