

Zimmermann Preserves the Human Connection by *writing* IN STYLE



Cindy Zimmermann is a speaker, consultant, author, and patient of Dr. Jacoby's practice. As a self-appointed advocate of the handwritten note, she has taken her passion for preserving handwritten communication to the next level.

Q. What is your relationship with Dr. Jacoby?

A. Dr. Jacoby was my father's podiatrist. I was in the healthcare industry my entire life, and found it very refreshing seeing Dr. Jacoby intertwine advanced and alternative treatments with the old-world traditional techniques.

Q. How did Dr. Jacoby impact your father's life?

A. Dr. Jacoby added years to my father's life, and for that I worship the ground he walks on! Dr. Jacoby treated my dad when he was suffering from gangrene and severe arterial disease, and suggested he try Chelation, which successfully changes minerals in the body, among other things. He's even doing that today in his practice with the use of laser therapy to treat neuropathy, pain, and other ailments.

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Q. What is Writing In Style?

A. I launched Writing In Style in 2005. I work with groups like the Girl Scouts of America and Boy Scouts of America, and am passionate about teaching them the value of a hand-written note. I see how significant hand-written letters are in the cycles of life. In our technologically savvy society, these types of notes are becoming less and less popular. A friend of mine lost her husband, and she searched to find a hand-written note, hoping to find something to cherish, even though he was never keen to writing.

Q. Do you have a personal example of this?

A. While recently talking to Dr. Jacoby, I mentioned the thank-you note I sent him after my father passed, as well as some expensive steaks my family sent to him. He still has the card, but couldn't even recall the steaks! It just reaffirms my belief in the value of a hand-written note. If our forefathers were trying to write the Declaration of Independence with blackberries, touch pads, and laptops, we'd probably live in a very different world.



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