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The Airdrie Chamber of Commerce sponsored the seminar "Prospering in a Big Box Retail World" on March 19, 2003. The presenter was Roy Prevost of Oakray Marketing Services Ltd. The Chamber wanted to prepare our city for the inevitable big box retailers including Walmart. Airdrie already has one, Totem Lumber Supplies, and areas of the city have been recently zoned for larger commercial.

Roy provided us ideas for marketing during this workshop and an informative workbook for all those who attended. The three hour seminar provided our members with an insight into the retail world and who are the major players. Roy explained the weaknesses and strengths of each of the major retailers in Canada. Then he emphasized how businesses in Airdrie can change to compete with the larger retailers. He emphasized businesses cannot prosper in isolation and he provided examples how the business owners in attendance could help each other. We all enjoyed the stories and examples he used to emphasize "Outrageous Customer Service". Our members also benefitted when they each composed their own 3 minute introduction and USP (unique selling proposition).

We highly recommend Roy Prevost and his workshop. His passion for the success of Canadian small businesses and his expertise were evident throughout his presentation.

Sincerely,

B. J. (Brian) Dennis
President