



*Community Futures
Development Corporation
of the Shuswap*

March 9, 2004

Mr. Roy Prevost
President
Oakray Marketing Services Ltd
#306-6838 Station Hill Drive,
Burnaby, BC,
V3N 5A4

Dear Mr. Prevost,

On behalf of the Community Futures Development Corporation of the Shuswap, I would like to thank you for your motivational presentation "Creating Customer Loyalty" on Tuesday, January 27, 2004.

The Salmon Arm Economic Development Corporation and CFDC Shuswap have been working towards engaging the business community to learn the skills that they will need to enable them to compete in the business world of the "Big Boxes". We had tried to organize the "Shuswap Business Evening" two other times and had to cancel due to low ticket sales. We finally managed to make people realize that this was a good thing and had 57 participants attend. We had a good cross section of business and service providers and everyone thoroughly enjoyed the evening and they want more!

The participants found your information useful and always entertaining. At the end of the evening people walked away with new useful ideas to use in the day to day operation of their businesses. They also met new business colleagues in their own community that they had never met before.

I would be more than willing to recommend to any organization that the information in your workshop is a valuable tool that every business needs.

I look forward to working with you again and bringing to the Shuswap the workshop on "Networking". I have already had many phone calls asking when we are doing this and when is Roy coming back!

Thank you again and I look forward to working with you in the near future.

Sincerely,

Robyn G. Cyr
CED Coordinator
CFDC Shuswap