



**Retail Council of Canada**  
1255 Bay Street, Suite 800, Toronto, Ontario M5R 2A9  
Telephone (416) 922-6678 Fax (416) 922-8011  
[www.retailcouncil.org](http://www.retailcouncil.org)

February 27, 2004

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

Dear Roy:

I wanted to take a moment to thank you for the exceptional workshop you presented to our retail members in Winnipeg, Manitoba this past week. Even more remarkable was the fact that you were the third and last presenter of the evening and kept everyone engaged and involved until the very end of the session.

Retail Council of Canada has struggled over the years to find a speaker who understood our audience, empathized with its challenges and opportunities, and delivered real solutions and strategies that promote success and profitability.

I believe we have found such a speaker and presenter in you. Your ability to assist the attendees in leveraging opportunities, in learning how to enthusiastically promote their retail business, in teaching employees to do the same, and much more are to be commended.

I was most impressed with the quality and depth of the material, its relevance to our audience, and your presentation and speaking skills. Your sense of humour, your real life experience and your ability to make the audience feel part of the process were and are remarkable.

RCC looks forward to working with you again and we have no doubt that our retail members across Canada will enjoy learning from your experience and knowledge in the months and years to come.

Sincerely,

Diane J. Brisebois  
President & CEO

c.c. Laurie Lyle, Director of Events - RCC

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