



June 28, 2004

To Whom It May Concern:

**RE: "CREATING CUSTOMER LOYALTY"
Seminar presented by Roy Prevost**

'Downtown Sudbury' (Sudbury Metro Centre) is a Business Improvement Area, representing approximately 400 Businesses and Services, dedicated to the growth of Downtown Sudbury through policy development, advocacy, special events, and economic development.

We recently hosted a '**Creating Customer Loyalty**' Seminar and invited not only our Member Businesses but businesses throughout the Community.

The seminar was well attended by a variety of types of businesses, representing a variety of needs. Roy not only provided a dynamic session but was very successful in encouraging group participation. In fact, I am confident the group would have continued past the three hour session if it wasn't so late in the evening.

Not only did the group reflect on their own situations and experiences but Roy provided numerous personal examples that could clearly be related to by those in attendance.

Due to the success of this session, we are anticipating scheduling another with Roy within the year.

The response from the session was excellent, in fact one of the participants had this to say in a thank you note we received ... *"Thank you for bringing Roy to town. How refreshing and energizing. I'm all charged up and ready to conquer. Keep up the good work."*

We definitely look forward to working with Roy again!

Sincerely,

Maureen M. Luoma
Executive Director

Sudbury Metro Centre

43 Elm St., Unit 150 Sudbury, Ontario P3C 1S4
Phone 674-5115 ... Fax 673-7586 ... email: sudmetro@downtownsudbury.com