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October 8, 2002

The Community Learning Network, a project made possible with funding from the Office of Learning Technologies, Human Resources Development Canada, recently assisted the Business Builders Association within our community by recruiting Roy Prevost to facilitate a workshop called "*Prospering in a Big Box Retail World*".

Faced with the reality of a proposed new mall opening up within the community, the local business sector were in desperate need of some expertise to help them cope with and survive the effects this would have on their businesses and livelihood. Roy Prevost delivered this to them.

Through an insightful, often humorous presentation, Roy provided the group with a look into the minds of the corporate retail players and their marketing strategies. He offered tips on how small retailers could make their businesses more successful without getting into price wars, he reinforced the idea of "providing that extra service", and he provided examples of how other small businesses were succeeding by using "outrageous customer service". Mr. Prevost enhanced the presentation by explaining the benefits of using client data-bases and the importance of e-commerce, an area some business owners are hesitant to explore.

Roy's passion for the success of Canadian small businesses and his desire to share his expertise is evident throughout his seminar. From the interaction and reaction of the participants who attended the workshop, we would not hesitate to recommend him to other groups looking for a motivational and informative speaker, and an advocate of small businesses.

Sincerely,

Heather Johnsgaard,  
Project Facilitator  
Community Learning Network