

Marpole Business Association

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To Whom It May Concern:

On behalf of the Marpole Business Association (MBA), I am pleased to recommend Roy Prevost as an effective, thought-provoking and inspirational guest speaker.

Our Association had the pleasure of hosting Roy as our Guest Speaker at our most recent Annual General Meeting in September 2003. Roy offered wisdom, humorous anecdotes and relevant statistical information in his dynamic and thought-provoking 45-minute presentation.

Members of our organization, comprised of small business owners and professionals, were engaged and amused by Roy's interactive speaking style. Roy's presentation focused on the keys to dealing with the "Changing Face of Retail," and it had the audience pondering some new and interesting truths. Among them was the importance of small business people and retailers looking beyond traditional markets as a way of broadening their business. As an example, Roy cited the burgeoning and untapped local Native Canadian population as a marketplace for small retailers to make the personal connections so important to their success as business people, particularly in this big box retail world.

Roy's presentation provided an uplifting experience for our business members. His insights into the future of retail marketing provided our members with valuable information that they can use to better their businesses.

It is my sincere pleasure to recommend Roy Prevost.

Sincerely,

THE MARPOLE BUSINESS ASSOCIATION

Claudia M. Laroye
Coordinator