

# NORTHERN BC

SUPER, NATURAL



BRITISH COLUMBIA

October 4, 2005

## To Whom It May Concern,

Roy Prevost was a guest speaker at the Northern British Columbia Tourism Association Annual General Meeting and Convention held in Smithers British Columbia on October 17-19, 2002.

Roy's presentation on "Outrageous Customer Service" was very well received by the more than 100 delegates with almost all of them telling me that they were able to take something useful from his presentation which is an excellent reference in and of itself considering that the room was filled with the north's most successful tourism entrepreneurs.

The presentation was professionally delivered and was both insightful and humorous. Roy presented a number of case studies, which made the material come alive and gave attendees a much more concrete plan as to how these concepts could be implemented into their businesses – today!

I would like to thank Roy for working with us and would recommend that you consider Roy Prevost as a "must have" speaker. If you have any questions or would like to discuss Roy's work further I can be reached at 250-562-7690 or by e-mail at [dan@nbctourism.com](mailto:dan@nbctourism.com).

With Respects,

Dan Stefanson, Executive Director  
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**NORTHERN BRITISH COLUMBIA TOURISM ASSOCIATION**

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