



**NORTH SIMCOE / SIMCOE NORD**  
Community Futures Development Corporation  
Société d'aide au développement des collectivités

September 30, 2001

Roy Prevost  
Oakray Marketing Services Ltd.  
306-6838 Station Hill Drive  
Burnaby, B. C., V3N 5A4

Dear Roy

The presentation you did for us on Monday September 23, 2002 was very well received by all those who attended. We had 108 retailers and small business people registered for the evening workshop. With the impending advent of our very own Wal-Mart store, a huge RONACashway and a new Zehrs, our local business people are feeling more than a little nervous. Your evening workshop was just the tonic many of them needed to pick themselves up and feel proud and encouraged about how they will respond to these 'new kids on the block'.

We are very fortunate to have a vibrant, healthy downtown area. We want to ensure that we keep it that way. You were able to give the merchants some useful reminders of what they are doing right now and how they need to get that message out to their customers and clients. The workshop also offered a number of inexpensive ways to capitalize on their unique selling position and further enhance their great customer service skills. It is extremely healthy from time to time to get a reminder of how we can best get our message out and how we need to keep in close touch with our customers. Another very important lesson learned was how important your employees are and how invaluable they are to the success of your business. We all get busy with the day-to-day grind of keeping on top of 'things'. We need to make time to focus on such things as training and education of our employees and giving them the tools and the permission to be effective in dealing with any situation that might arise.

You gave us all this and in a manner that was delightful, fun and inspiring! The three-hour seminar virtually flew by. The feedback from participants indicates that the breaks were sufficient and well spaced. Many participants have been talking up your presentations and we have had requests from attendees and those who wished they had attended for a return engagement. Thank you for restoring confidence in our merchants. Thank you for providing great ideas and insights to them. Thank you for sharing your stories with us. I hope you will return to our community and perhaps we too can become one of the stories in your repertoire.

Yours truly

*Mary DiTomaso*  
Mary DiTomaso  
Community Development Coordinator