

Qualicum Beach Chamber of Commerce  
#103-663 Beach Road  
Qualicum Beach, BC V9K 2H7  
chamber@qualicum.bc.ca  
May 15, 2003

Re: Roy Prevost

#### Letter of Recommendation

Members of the Qualicum Beach Chamber of Commerce wanted to learn more about doing business effectively in a world which includes big box stores. Our small community is a short drive from Nanaimo, BC where there are several big box stores at the north end of town, a short drive from our community.

We contacted the Retail Council of Canada who recommended Roy Prevost as a specialist on this topic. Both our Chamber and the Parksville and District Chamber of Commerce had conversations with Roy over several months. We wanted a quality product and for us to make the financial commitment to pay for it was significant. Roy was very patient and helpful. By working in partnership with Parksville we were able to bring Roy to educate and support our members in their planning on how to thrive in a big box world. We held an evening workshop on January 28, 2003.

We liked Roy's no nonsense message that big box is here, this is how they operate and why - and now it is time for your business to decide how to develop your strategy on how you fit into this picture.

Roy is a professional presenter and it shows. He was well prepared and fully engaged the group. Those that attended left with some valuable information and felt that their money was well spent. Some of those who attended were staff and not owners. It was great to see their understanding grow of the importance their customer service skills and the reason for certain company policies that support customer service.

Roy followed up with our Chamber and has kept in touch since the presentation. Each community has different needs in their presentations. Roy was certainly open to adjusting his presentation to our needs.

We will call Roy again in the future when we want to talk more on big box retail and the implications it has for our community.

Please contact me if you would like more information,

Wendy Maurer  
General Manager