

August 8, 2002

Brooke W. McLeod
Manager, Information Services
American Chamber of Commerce Executives
4232 King Street
Alexandria, VA 22302-1507

Dear Brooke:

Roy Prevost of Oakray Marketing Services Ltd. provided much more than the average textbook approach to business success when he joined a day-long slate of top notch speakers at the 2002 Alberta Chambers of Commerce Annual Conference.

Roy rose to the top of a memorable day with his energizing, thought provoking, do-able approach to surviving and thriving in the changing face of Canadian retail. Small, home-grown retailers left the session with a clear idea of how to position when competing with the big box stores, and even those outside of the retail sector were pumped by the ever-critical customer service and differentiation messages.

The Red Deer Chamber of Commerce has no hesitation about recommending Roy. He is an entertaining, reality-based speaker that leaves his audience chuckling as they make plans to make their own organizations even better.

Yours truly

Jan L. Fisher, MBA, APR
Executive Director