



December 18, 2003

Greetings,

On December 4th, 2003, the Timmins Economic Development Corporation in collaboration with the Wabun Tribal Council, Workforce 2000, and the Timmins Chamber of Commerce engaged Roy Prevost to deliver his workshop "*Marketing Etiquette when dealing with the Aboriginal People*".

Roy's hard-hitting, thoughtful, and intelligent seminar was very positive, and promoted awareness of the cultural nuances of our First Nations.

His workshop highlighted:

- Who are the First Nations and what do they want in service?
- The do's and don'ts around language
- The significance of oral societies
- How valuable this niche market is to a small business owner
- The demographic trends revealing a growing Aboriginal population
- The enormity of the wealth that will be transferred to the First Nations over the next 10 years
- Examples of successful retailers who have made the First Nations a priority and thus created a loyal clientele

This can be a challenging discussion, but Roy's sensitive and often humorous approach was very well received by both the Aboriginal and non-Aboriginal participants in the audience. He achieved the highest ratings on the evaluation forms in regards to content and delivery.

I highly recommend Roy and his workshop to communities whose businesses include the First Nations as an integral part of their client base. If you would like more information, please call me at 705.360.8480.

David Vallier
Economic Development Officer
Timmins Economic Development Corporation

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