

November 15, 2005,

To Whom It May Concern:

With the launch of our new fiscal year, we at the Wetaskiwin Co-op, had set very ambitious goals for the upcoming year.

In order to hit the road running, we hired Roy Prevost to help us elevate the levels of customer service in our numerous departments.

Roy's workshop focused on:

- Our professionalism as service providers
- Our value in the community
- Our value to our employees
- And much more.

Roy facilitated breakout sessions for each department, and helped managers and employees brainstorm new customer service ideas on how to enhance the "customer experience". These sessions had a very positive side effect, in that employees who normally do not associate together, were able to bond together, thus creating higher levels of morale at the Wetaskiwin Co-op.

And finally, as managers, we came away with a cook's list of action steps that we could begin to implement immediately. These action steps allowed us to move quickly with our employees to demonstrate that we can "walk the talk".

We highly recommend Roy Prevost to any company who would like to take their customer service to the next level.

Sincerely

Bert Horvey
General Manager
Wetaskiwin Co-op