



South Granville Business Improvement Association

November 18, 2003

To Whom It May Concern:

As a Business Improvement Association, we are constantly seeking to provide up-to-date useable marketing strategies for our members, in today's ever- changing retail marketplace.

On November 5th, as part of a co-ordinated effort with 2 other downtown Vancouver BIA's, we invited Roy Prevost to deliver an early morning workshop on "Creating Customer Loyalty".

His hard-hitting style was just the wake-up call everyone needed. His humour relaxed everyone, and his seminar content allowed everyone to take away do-able action steps that could be implimented immediately.

Every association who count small business as their members should have Roy as a workshop facilitator and motivator.

We will definitely invite Roy back to our association again for future workshops.

Sincerely

A handwritten signature in blue ink that reads "Sharon Townsend". The signature is fluid and cursive, with a large loop at the end of the last name.

Sharon Townsend
Executive Director
South Granville BIA