



**TO WHOM IT MAY CONCERN:**

It has been our experience that even good motivational speakers come and go, leaving audiences or organizations with a faint whisper of where to go, what to do, now!

Our department was in search this year of a messenger of substance, an individual who could stimulate our plan to create a new customer service regime.

Donald Cooper does not speak with a faint whisper. He speaks authoritatively about one thing and one thing in particular: how to become the preferred supplier of what you (we) sell. And that is all we wanted. What we didn't realize is that Donald would embrace what we do and customize his philosophy to the world in which we live and work, in a way that is very meaningful.

Suffice to say, Donald Cooper is coming back to New Brunswick, again and again, as we work to create a customer service regime that positively affects how we and our industry think, act and serve our customers every day.

Sincerely,

A handwritten signature in black ink, appearing to read "Harvey Sawler", with a large, circular flourish at the end.

**Harvey Sawler  
Executive Director  
Tourism and Parks**