

Mr. Donald Cooper
The Donald Cooper Corporation

Dear Donald,

**Participants rate Donald Cooper Presentation
'Magical' and 'Superb' in Cross Canada Tour!**

On behalf of the **Ford Motor Company of Canada**, PSG International Inc. and the Ford network of Canadian Dealers we wish to thank-you for your keynote presentation at each of our 11 Customer Magic events across Canada through May and June.

As the purpose of this event was to challenge Dealers to focus on what it takes to deliver Customer Magic through stable processes, skilled and motivated people and strong strategic leadership, your contribution was both appropriate and inspiring. 'Human Marketing' combined with your '11 Steps to Re-engineer Your Business' were excellent tools to assist participants in their efforts.

Also noteworthy was your willingness to contribute in numerous ways to the success of the entire program including active participation in other sessions throughout the day, patience and flexibility through trying travel experiences and your recommendation of an excellent French Speaking colleague.

Participants in the post event evaluations consistently found your presentation and delivery to be 'Magical' or 'Superb' - the top ratings on the scale. Comments were effusive in their praise for both the message and the messenger.

Donald, Thanks again for the excellent job - you delivered not once but 11 times with energy commitment and passion.

We wish you ongoing success and will continue to strongly recommend you and your message to others.

Kind Regards,



Alan B. Redfern
Director,
PSG International Inc.

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