



Association of Alberta  
**REGISTRY AGENTS**

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June 16, 2014

Jeff Mowatt  
JC Mowatt Seminars Inc.  
60 Wildwood Drive SW,  
Calgary, Alberta, Canada T3C 3C5

Dear Jeff:

When the Association of Alberta Registry Agents (AARA) invited you to be our keynote speaker, we had no idea that your presentation would be so influential. Part entertainer, part educator, you delivered the seminar, "The Art of Customer Service: Influence with Ease," with the right combination of seriousness and good humor that our audience appreciates. Our members can struggle with how to make the customer happy while at the same time strictly adhering to policy and regulation that are part of our business lives. Reinforcing the concept that making the customer happy means giving that customer a sense of control over the situation, not compromising the requirements of the transaction is a powerful message.

As the dust settles after the conference, I will be in touch with you about organizing a subsequent event for Edmonton registry agents. Can you let me know when you might be in the Edmonton area? We can see what might work for you.

Yours truly,

Pamela Wilson  
CEO