



**Participant comments from Jeff Mowatt's
The Art of Member Service... Influence with Ease
seminar held April 11th, 2014**

“Excellent session I really enjoyed it. I am hoping our staff will use these tools to understand what competitors are offering and how they can really understand what the members want and be able to help them more efficiently.”

Kerry Thomson, Manager, Risk & Compliance

“Jeff did a wonderful job! This will help our members to prosper.”

Crystal Whelan, Member Loyalty Manager

“We will all be able to communicate more openly because we now know what a difference choosing our words can make.”

Heather Jameson, Member Loyalty Manager

“This will really help us with the members in many ways and with dealing with other staff (treating them with respect).”

Debbie Wager, Member Loyalty Manager

“Everyone now has a better understanding on how to approach members about their needs and wants.”

Darlene Hamel, Member Loyalty Manager

“Hopefully confidence and skills will improve so we can become Trusted Advisors.”

Gwen Jones, VP Operations

“I will think about what we learned today when I am dealing with the members and applying it. A very great refresher!”

Cathy VanLoosen, Member Loyalty Manager

“This will help staff become the best they can be and be regarded as caring and sharing.”

Doug Rogers, CEO