

**INDEPENDENT
INSURANCE
BROKERS
ASSOCIATION
ALBERTA**

President
Steve Evanson

*Vice President
of Finance*
Rob Clarke

First Vice President
John Rigby

Second Vice President
Alan T. Jones

Past President
Ginny Bannerman

Executive Director
Harold Baker

Director of Education
Kathi MacMillan
kmacmill@iibaa.com



#1000, 10109-106 Street
Edmonton, Alberta
T5J 3L7
Phone (780) 424-3320
Toll Free 1-800-318-0197
Fax (780) 424-7418
www.iibaa.com
E-Mail:
iibaa@iibaa.com

Jeff Mowatt
2206 – 29 Avenue S.W.
Calgary, Alberta
T2T 1N7

February 23, 2001

Dear Jeff:

This letter may be somewhat late but the comments are still very relevant.

Thank you very much for speaking at our Customer Service Conventions last October in both Edmonton and Calgary. Our audiences appreciated your style and sense of humor and found tremendous value in your use of examples to drive home a point. Over the years it is easy to fall into routines when dealing with common situations – your seminars reminded us all that while the situation may be common to us, to the customer it is unique and deserves to be treated as if we've never heard it or seen it before. One of the participants suggested to us that attending your seminar helped them to, "...raise my level of professionalism..."

Your suggestions were practical and could be put to use immediately. There is a great deal of value in taking new ideas back to the office and being energized to implement them right away.

Thank you again, we will be on the lookout for more opportunities to work together in the future.

Yours truly,

Kathi MacMillan
Director of Education