

July 6, 1998

To Whom It May Concern:

Our Association, Tourism Rockies, hired Jeff Mowatt of JC Mowatt Seminars to be our keynote speaker this past June at our Annual General Meeting.

Our topic choice "Facing Change with Confidence: Gaining Control by Satisfying Customers" was customized by Jeff for our delegates who were primarily in the tourism industry in southeastern British Columbia.

Jeff's preparation for our meeting was very thorough and he demonstrated a keen understanding of the uniqueness of our industry. His audience rapport was excellent and the feedback we received from our associates in attendance was highly positive. 97% of our Tourism Rockies members in attendance indicated they would like to have Jeff back to speak to us again in the future.

I am pleased to recommend Jeff to any group seeking a dynamic, intelligent and humorous speaker for their meeting or function.

Yours truly,



Chris Dadson
President.