



West Virginia University

Dining Services

January 11, 2010

Doug,

I sincerely appreciate your willingness to speak at our annual customer service training event. We try to begin each year by bringing in speakers who will both inspire and instruct in order to maintain our focus on customer service. You managed to hit a home run on both counts. It was evident that you spent a great deal of time researching our organization to provide a tailored presentation that was targeted to our audience.

By using humor to hammer home the point that customer loyalty is at the heart of organizational success you gave our staff a way of moving forward in a very positive way and reinforced the importance of humor in helping them keep a positive attitude through the day to day grind they face. Your own story was very inspirational and reminded all of us that there is much to be grateful for and, again, gave our staff a message they could translate into positive attitudes which will, undoubtedly, be passed on to our customers.

Thanks for helping us face the New Year with hope and giving our staff the inspiration they need to keep them focused on customer service throughout the year. It is my hope that our corporate culture and leadership styles will improve from the expertise you shared with us this past week. I will highly recommend your presentation to other groups or associations that are inspiring to develop a better climate in the workplace.

Sincerely,

R. David Friend  
Director of Dining Services  
West Virginia University