

**The Canadian Foundation
for Pharmacy**

15 Sawyer Crescent
Markham, Ontario L3P 5V2



**La Fondation canadienne
pour la pharmacie**

15, croissant Sawyer
Markham, Ontario L3P 5V2

March 7, 2002

Re: David Gouthro

We have used David for the past three years to lead our Pharmacy Executive Workshop. This session, conducted over three days, brings together all of the national and provincial pharmacy association Executive Directors, senior staff and pharmacy licensing body registrars. An important thing to note about this workshop is that while the Canadian Foundation jointly sponsors the workshop with a corporate partner, AstraZeneca, the participants are responsible for their own travel to either Toronto or Montreal depending on the location of the seminar that particular year. It should also be noted that the attendance continues to grow every year. By combining these two facts one can see that the substance of the workshop must be meaningful and productive for the participants, or else they would simply not attend. The groups we bring together are seasoned association leaders who have all been subjected to many corporate and personal training programs.

David brings a fresh approach to corporate training. His instructional techniques use a blend of didactic presentations, an interesting variety of audio-visual presentations and vignettes and substantial amounts of audience participation in the form of one to one and small group exercises. It is this blend that keeps our participants demanding repeat presentations from David Gouthro. His material is always on track with the theme and focus of the workshop, and it is his ability to blend imagery, visuals and small group work and discussions that in my opinion make him very successful as a trainer and facilitator. He has the ability to adapt the material to the audience and always is prepared to add some "on-site customization" to his presentations. He always is well prepared for any of his presentations, including companion and support materials.

He has been an absolute professional person to work with and I am pleased to say that our relationship is now at the friend stage. I have called upon David for help in the planning and of these programs and his input and insights are always much appreciated.

I have absolutely no hesitation regarding highly recommending David Gouthro as a trainer/facilitator for corporate and professional meetings.

Respectfully,

Murray A Brown Pharm.D.
Executive Director, CFP