



Shell Canada Products

400 - 4th Avenue S.W.
P.O. Box 100, Station M
Calgary, Alberta T2P 2H5
TEL (403) 691-3111

April 23, 2003

The Consulting Edge
#23-1551 Johnston Street
Vancouver, BC
V6H 3R9

Dear David Gouthro;

On behalf of Shell Canada Products-Retail and our Retailers, I would like to thank you for adding to the success of our Western Retail Conference and Trade Show. " Building the Courage to Win" has stimulated thought, conversation and accountability to "play to win" within the Retail organization. Many of the participants at the March 28th event have positively commented on your keynote address and I hear a number of your anecdotal comments being repeated on a daily basis. At this point, to my knowledge, no one has taken up the nose flute but I will keep you posted.

Personally, I would like to thank you for the time you took in advance of the keynote to speak with some of the players within the organization. This preparation showed up well in your address and personalized it for a number of folks. Thanks also for your humour and for being so patient regarding my cancellation of our breakfast engagement.

Your keynote address has added to your established great reputation with our company and I will be looking for opportunities to involve you in future events.

Yours truly,

A handwritten signature in blue ink that reads "Cathy Groot".

Cathy Groot
Advisor-Retail Staff Training
Shell Canada Products