



**BRANDON
UNIVERSITY**

Founded 1899

November 25, 2014

To whom it may concern,

**Vice-President
Administration & Finance**

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Re: Chiasson Consultants Inc

Brandon University recently invited Diane Chiasson of Chiasson Consultants Inc to come to Brandon to conduct an assessment of our Food Services Operation with the goal of improving our service for our student, faculty, staff and community. A secondary goal was to increase our sales and profits.

By the end of the two day visit, we were equipped with marketing, branding and promotional ideas; decorating and visual merchandising tips; food offering suggestions as well as a reminder of the importance of the delivery of excellent customer service to our clients.

Ms. Chiasson is a dynamic, warm, dedicated individual with extensive knowledge in the food service industry that was evident from the moment she entered the premises. The assessment that was completed here at Brandon University provided us with the tools necessary to improve our Food Services operation and increase sales. Positive feedback was received from customers almost immediately.

Sincerely,

Susan Smale
Administration & Finance

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