

20 October 2009

Matters of Taste  
103 Harris Road  
Bicton WA 6157

Dear Tracey,

Thank you so much for your great corporate cooking class last month. It was the most fun I have had, during working hours, for at least a decade!

I must confess that I nearly pulled out on the day for two reasons. Firstly, I was seriously up to my ears in work for important clients, especially being short on staff at the time. Secondly, a little voice in my head kept telling me I knew little about cooking and my busy CEO business life meant that the only purpose in this exercise was a PR one. Boy, did I miss the point!

Within 20 minutes of your class, I could feel the office bound stress peel away and the sense of good humour amongst the group permeate your beautiful kitchen. Two hours later, glass in one hand and a successful delicious desert in the other, I was a new man! And the group worked beautifully together thanks to your expert guidance.

In the weeks since your class, I have been able to 'feel' the reason that I got into the business of Internet Marketing in the first place. It is all about promoting great people and great products and feeling/sharing part of the process of making a difference. This feeling has helped me inject my passion into finding a new staff member and remain positive under workload pressure. All this from one cooking class – and no pulling on ropes or abseiling down steep cliffs!

Thanks to you and your wonderful staff at Matters of Taste!

Very sincerely,  
Charles Ryder  
CEO  
WCR Internet Marketing  
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