



NICHOLS  
SCHOOL

Development Office

June 5, 2001

Mr. Kevin Graham, President  
Lookout Management Inc.  
23 Chestnut Hill  
London, Ontario N6K4J5, Canada

Dear Kevin:

On behalf of Nichols School I would like to thank you for the excellent job you and your company did on our Parent Satisfaction survey. These are the types of projects that independent schools should be doing more of. It is always amazing to me that people run businesses without ever asking their customers what they think of the product. We were impressed with your knowledge of independent schools and appreciated your insights with regard to how we "stacked up" with other schools you have worked with.

Nichols definitely learned a lot about what makes our school great as well as some of the areas that we need to improve upon. The timing was especially appropriate as we are, at the moment, in the initial stages of our five-year strategic planning cycle. The data from the survey was presented to the planning committee at the outset of the two-day retreat and provided an excellent knowledge foundation as we deliberated about the school's future needs.

One of the side benefits to the survey was that our parents really liked the fact that we asked them for their opinions. Many thanked us right on the survey form. I also believe that our faculty was very interested in the process and thought that it was a worthwhile endeavor.

Again, many thanks for your assistance. We look forward to working with you in the future.

Best regards,

A handwritten signature in black ink that reads "Jock".

Jock Mitchell  
Director of Marketing