

April 16, 2008

Dear Jonathan,

I am enclosing the 59 cents that I owe Riders. But I am also expressing my appreciation for your opening up the store and taking care of my prescriptions last night. It was a WOW moment for me.

As an educator, I have been doing some training with principals and teachers about giving students, parents, and colleagues WOW moments based on the work of an educator named Stephen Barkley. He believes that WOW's are those things that indicate effort, quality, and care. I believe WOW's are those actions that distinguish the ordinary from the outstanding.

As I left your store last night, I thought WOW! Although I had a good day at work, what a kind and generous deed you did and I went home feeling good and refreshed. You did not make me feel bad because I didn't get there earlier. I hope that you share this with your staff because people do not get this kind of treatment at all businesses. It is the WOW's that keep customers returning.

My family has been a customer at Rider's for a long time and we have always been treated well but the service you gave last night will be long remembered. My father worked as an educator with your Grandfather and Grandmother Rider, and we knew your Dad and Aunt Elizabeth Waddell. I know that they would be so proud of your efforts.

The reason I was running late last night was that I had hurried home from work to have dinner with an elderly neighbor and did not take time to pick up my prescriptions on the way home. Perhaps God is blessing both of us.

Sincerely,

*Thelma Jean Hinzman*