



Memorandum

TO: WIC Regional Directors #09-072
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager (Original Signed)
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: May 22, 2009

SUBJECT: New Training materials - *Simple Truths of Service*

The State Agency has purchased a new book and CD, *Simple Truths of Service*, by Ken Blanchard and Barbara Glanz for each local agency. This book and CD offer new ideas into providing great customer service. The book and CD will be mailed to each agency within the next few weeks. Please share this information with your staff.

Pat Ogle has developed an IDL session to introduce the concepts to your staff. The IDL, Personalizing Customer Service, will be presented for the first time on June 30, 2009 at 1:00 pm.

I hope these concepts will enable your clinic staff to find new and fun ways to provide customer service. If you have questions or require additional information, please contact Hellen Sullivan, Training Coordinator, at (512) 341-4591, or hellen.sullivan@dshs.state.tx.us.