

# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**AMY ROSE**  
**Mimi's Cafe**

For delivering the **WOWEDFactor<sup>SM</sup>**

**WOWEDFactor<sup>SM</sup>**: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: Barry Murov

Date/Time of Sighting: December 23, 2006, 12:04 pm

**Testimony:** "My colleague Fred I went to lunch at Mimi's Cafe, and we planned to sit at the bar. The bar was full so we stood to wait for a couple of seats. The bartender, Amy Rose, without even catching our eye, immediately brought Fred an iced tea because she knows his order, and asked me what I wanted to drink. I was extremely impressed that she acted so quickly and automatically, without even acknowledging that Fred was there. The food at Mimi's Cafe is good, but service like Amy's makes it stand out from every other nearby restaurant. WOWEDFactor all the way!"