

WOWEDAMERICASM

Certificate of Sighting

Awarded To

**KELVIN EDMONDS (AKA “CHEF”)
CAFÉ CORNUCOPIA**

For delivering the WOWEDFactorSM

WOWEDFactorSM: 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: Fred Firestone

Date/Time: All Day/Every Day

Testimony: “This guy is **one of a kind**. He’s literally the first person I see every morning and what a way to start the day! His enthusiasm for life, his focus on the development of his kids and his employees, his ‘I only play with my cleats on!’ approach to life (which Teddy Roosevelt would be proud of) all bring so much value to my cup of coffee. He could bring the decimal over a couple of digits on the price and I’d still come out the winner. Quite simply, he personifies the wowedfactor.”