



**American  
Red Cross**

**San Diego/Imperial Counties**  
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March 15, 2013

John Nienstedt  
Competitive Edge Research and Communication  
2170 4th Avenue  
San Diego, CA 92101

Dear John:

I am writing to let you know how wonderful it was to work with you on our research project for the San Diego Chapter of the American Red Cross. The team at Competitive Edge Research was a delight to work with. Your professionals gave us everything we asked for and creating the Emergency Preparedness Index (EPI) for us was much more than we expected. When we came to you in late 2010 we had only a vague idea of the information our Chapter needed to increase emergency preparedness within San Diego County. We were initially impressed by Competitive Edge's ability to take on the project within our budget. But when you delivered us a wholly new metric to fully capture our objective we were thrilled! Having the ability to measure the *amount* of preparedness within a household with the EPI -- rather than just whether or not a household is prepared. This insight is crucial to developing messages and communication strategies to increase emergency preparedness.

Your reports provided us with a tremendous amount of information to digest yet your presentation was easy to grasp, giving us the confidence to move forward with a communications program. We were able to craft a strategy aimed at the population segments your data told us to target. We focused on messages and themes that your analysis indicated would be effective.

The payoff came when we conducted the second San Diego County survey. The EPI rose significantly within the segments where we had concentrated our efforts. This is a testament to your ability to understand the data and communicate the survey findings to us in a way that was truly actionable. We continue to turn to the report to focus our efforts.

Many firms talk about delivering results but Competitive Edge actually does. Everyone here at the Red Cross sincerely appreciates all the work you did for us. We look forward to future projects and getting more San Diego families prepared.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Anthony Young', with a large, stylized flourish extending to the right.

Anthony Young  
Chief Executive Officer