



SENATOR GEORGE RUNNER, (RET.)
VICE CHAIRMAN, STATE BOARD OF EQUALIZATION

February 19, 2015

John Neinstedt, Sr., President
Competitive Edge Research and Communication
2170 4th Avenue
San Diego, CA 92101

Dear John:

I'm writing to tell you how thrilled I am with Competitive Edge and your research. The service your firm provided my wife Sharon and me was, as always, terrific.

It started with a phone call on New Year's Eve! Sharon had been looking to enter the special election in California's 21st Senate District, but we also found out that a few other potential candidates were seriously eyeing the race. I wasn't sure anyone would be working on December 31st, but you and your firm answered the call and went right to work over the holiday.

Your firm took our draft questions and expertly turned them into a solid questionnaire. Within a week we had our results and your thorough analysis soon followed. The pay-off was that your data helped clear the field! On filing day, Sharon was the only one submitting papers, in large part due to your timely poll and your firm's reputation for unbiased accuracy.

It's a great feeling to run unopposed and we thank you for all your hard work to help make that happen. We won't hesitate to turn to Competitive Edge again and again.

Best regards always,



George Runner