



**San Diego County Employees  
Retirement Association**

January 20, 2005

Mr. John Neinstedt  
Competitive Edge Research & Communication  
2170 Fourth Avenue  
San Diego, CA 92101

Dear John,

This is to thank you for the work Competitive Edge recently completed for SDCERA's comprehensive membership survey and to commend you and your team on the professionalism and expertise you shared with us to achieve a successful result.

The project of conducting such a comprehensive survey was a learning curve for our Communications team and I appreciate your willingness to walk us through each important step of the process—from development of the questionnaires and script writing to the interpretation and presentation of the results to our Board of Retirement. We relied on Competitive Edge's expertise and knowledge for this very important project, and we were not disappointed.

As you know, the results from the membership survey are an important measurement tool for many goals we have identified on our current strategic communications plan. Our Communication efforts have already taken shape toward the analysis from the survey. For example, we are exploring the possibility of creating a separate newsletter for our retired membership based on the results indicating that our retired members have different communication needs than our active members.

In addition, we have received very positive feedback from our management team for the successful completion of the membership survey, which makes us look forward to the opportunity we'll have to work with you in the future. Our goal is to continually measure feedback from our membership and compare results to the important benchmarks Competitive Edge helped us create so we can continue to improve our service to SDCERA members.

Sincerely,

Ranessa Ashton  
Communications Officer