



CITY OF OCEANSIDE

COUNCIL MEMBER
JEROME M. KERN

June 24, 2014

John Nienstedt, President
Competitive Edge Research
2170 Fourth Avenue
San Diego, CA 92101

Dear John

I wanted to personally write to you and express my thanks for your work as the pollster on the anti-recall campaign. I will never ever forget how accurate, predictive and helpful Competitive Edge's polling was.

Two things really impressed me about your research. First, was the poll's ability to identify our winning message. We had lots of theories going into the campaign about with might work to beat back the recall. However, it was through your methodical and thorough research that we got to our message that the labor unions were the "bad actors." And when Competitive Edge's polling showed us the power of the union-focused messaging, it gave us the confidence to go full throttle in that direction. Without your research, we never would have trusted our guts enough to push that message as hard and as relentlessly as we did.

The second thing what was very impressive was that Competitive Edge's poll showed me how things would turn out nearly five months before the election. In fact, you did the poll before the election date was even set, and the results were still right on! That's a testament to Competitive Edge's quality control and capabilities.

In every race -- and especially when the chips are down -- I'll only use Competitive Edge to conduct my polling. I strongly recommend that my colleagues use Competitive Edge Research.

Best regards always,

A handwritten signature in cursive script that reads "Jerry Kern".

Jerry Kern