



December 9, 2014

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

Dear John,

I wanted to thank you and Competitive Edge Research & Communication for the great market research work you did for us at Associated Builders & Contractors. We hired CERC with the goal in mind of understanding the drivers for our member retention and to evaluate the importance of key issues and services. Your work gave us reliable information ABC can use to best serve our members, and provided us with information to examine key issues we have been wrestling with such as membership dues, training, and other programs and services we offer.

Importantly, you worked long and hard with us to design a tailor-made questionnaire to accomplish just that. You took our complex issues, broke them down by creating good questions and gathered the information we needed.

More importantly, the presentation of the report made the information understandable and usable. You explained your analysis of the outcomes and made reasonable recommendations in a clear, precise manner. ABC has since been able to make confident, evidence-based decisions regarding the interests of our *whole* membership.

CERC really surpassed our expectations. You were very accommodating and easy to work with. ABC won't hesitate to turn to CERC again. We thank you and look forward to working with you soon.

Sincerely,

Michael Bellaman
President and CEO

Doug Curtis,
VP, Chapter Services