

A Mayoral Proclamation of Recognition for

Quester – Winner of 2014 EXPLOR Award

WHEREAS, the City of Windsor Heights is excited to have been chosen as the location for Quester; and

WHEREAS, Quester, a national marketing research company, specializing in conversation by integrating close-ended questions and moderated, open-ended questions into every study, every design, and for every person; and

WHEREAS, The EXPLOR Award is an annual case study competition honoring innovation in marketing research, and recognizing innovative leaders from global corporations, in which research agencies and academia submit high-impact case studies demonstrating where technology or new methods have advanced the research and insights process; and

WHEREAS, Quester’s innovative work was recently recognized by being announced as a 2014 EXPLOR Award winner; and

WHEREAS, Andrea Joss, Vice President of Research at Quester, was also recognized this year as one of the top 20 researchers to know; and

WHEREAS, Quester is built on the promise of exposing the little nuances that make a difference, that make it possible for researchers to influence behavior in the marketplace.

NOW THEREFORE, BE IT HEREBY RESOLVED that Quester has been a cherished and excellent addition to our business community.

BE IT FURTHER RESOLVED that on behalf of the City Council of the City of Windsor Heights, we hereby express congratulations to

Quester

as they celebrate one of the industry’s most distinguished and respected honors

Dated this 1st day of December, 2014

Diana Willits, Mayor

Steve Peterson, Councilmember

Dave Burgess, Councilmember

Charlene Butz, Councilmember

Betty Glover, Councilmember

Tony Timm, Councilmember