



# *The House of Representatives State of Hawaii*

hereby presents this certificate to

## **OMNITRAK GROUP 30<sup>th</sup> Anniversary**

WHEREAS, OMNITRAK GROUP is a full-service market research and planning firm that offers research in brand equity, customer satisfaction, product and market development, and database marketing services, as well as planning and consulting services comprising management consulting, planning market strategies, and economic impact analysis; and

WHEREAS, Patricia M. Loui, who earned a Bachelor of Science degree from Northwestern University's Medill School of Journalism and a Master of Arts degree in Asian Studies from the University of Hawaii at Manoa, founded OMNITRAK GROUP 30 years ago; due to her sound leadership and her broad, long-standing experience in the field, OmniTrak has become a leading research and planning company based in the State of Hawaii, and it has also become well-known for its expertise and work in Asian markets; and

WHEREAS, OMNITRAK GROUP research solutions give clients objective insights about their market, and dig into the data to develop actionable models that are specific to each organization; proprietary research solutions include the Customer Pulse™ Satisfaction Measurement, which helps clients retain and grow relationships with existing customers; BrandHeart™, which develops a model specific to organizations of what drives trust and loyal relationships; The People's Pulse™ Public Opinion Research, which makes assessments of the general public, stakeholders or voters in a State, county, or district, and the possible outcomes that may result from public opinion; Reality Check™: Real People/Real Lives™, which uses ethnographic research methods to study how consumers make purchasing decisions; and the OmniTrak Price Sensitivity Model (PSM)™ which helps align a brand's positioning with its price positioning; and

WHEREAS, OMNITRAK GROUP caters to business clients from a wide range of industries, including the finance and insurance industry; health care industry; travel, tourism, and leisure industry; retail and service industry; real estate industry; the government; and academic institutions; and

WHEREAS, OMNITRAK GROUP has conducted research projects for the Walt Disney Corporation, the Hawaii Tourism Authority, General Motors China, the Ulupono Initiative, DFS Galleria, Hawaii Medical Service Association, Hawaiian Telcom, Red Wing Shoes, and the Department of Business, Economic Development, and Tourism; and

WHEREAS, one of OMNITRAK GROUP's most notable accomplishments was helping The James Campbell Company convert its acres of sugar cane into The City of Kapolei; with Campbell executives, OmniTrak researched businesses, residents, and government officials to develop a strategy to create jobs, sell homes, and retain strong public support for the development, and in due course the hot, dry, and dusty land was transformed into a thriving second city -- one of only two new cities in the United States in the past 75 years; and

WHEREAS, on December 28, 2011, OMNITRAK GROUP will celebrate the momentous occasion of its 30<sup>th</sup> Anniversary at the elegant Pacific Club in Honolulu; now, therefore,

The House of Representatives of the Twenty-sixth Legislature of the State of Hawaii hereby congratulates OMNITRAK GROUP on the occasion of its 30<sup>th</sup> Anniversary, expresses its deep appreciation for providing exceptional marketing research, planning, and consulting services to its clients in Hawaii and around the world, and extends its warmest aloha and sincere best wishes for continued success in all future endeavors.

Calvin K.Y. Say, Speaker of the House

CJ Leong, House Chief Clerk

Representative Pono Chong