



May 5, 2004

Your Internet PIN Number is:

Dear

This is the Kiawah Island Community Association **2004 Member Survey** that we discussed in KICA's May issue of *Kiawah Island Digest* and on the KICA website. Your participation is very important, and your answers will be used by the Board of Directors to help improve the services and amenities offered by KICA. The only way an organization such as ours can accurately learn how to better serve its members is by obtaining feedback from a large representative sample, so we hope that you will take a few minutes to complete the questionnaire either on paper or on the Internet. Instructions will follow.

In order to ensure independent analysis as well as member confidentiality, we have contracted Applied Marketing Research, Inc. to receive completed questionnaires and to tabulate and analyze the results. KICA will see only grouped results. Your Board of Directors will be using these survey results to help make decisions about guiding KICA over the coming year and for long-range planning for the community association's future. When it is available, you will also be able to read a summary report of the survey findings on the KICA website.

If you would like to complete the questionnaire on the Internet, please copy the following "link" into your web browser: <http://surveys2.appliedmktresearch.com/kica/kicalogn.htm>. When the survey asks for a password, please enter your Internet PIN number shown above and on the top of your survey. Using passwords allows participants to stop in mid-survey, and then to complete the remainder at a more convenient time. Password protection also ensures that a single individual's opinions are counted only once.

If you would like to participate by mail, please complete the questionnaire by the traditional pen-and-paper method, place the questionnaire in the postage-paid envelope provided, and drop it in the mail as soon as it is convenient.

If it is at all possible for you to do so, we would appreciate your completing the survey by June 7. Your timely completion will enable our survey firm to compile the results and quickly put this valuable information in the hands of the board for decision-making and planning.

If you have any questions about why we are conducting the survey or how the results will be used, please contact Ms. Tammy McAdory, KICA director of governance & communications, toll-free at 866-226-1770, locally at 768-9194, or electronically at KICAatammy@aol.com. If you have questions about completing the survey itself, please contact Ms. Christine Coleman, a senior project manager at the research firm, toll-free at 800-381-5599, or electronically at ccoleman@appliedmktresearch.com.

Thank you very much for your thoughtful help. Remember, your opinion counts!

Sincerely,

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