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FROM THE PUBLISHER

With less than two months until the November presidential election, a crushing wave of political ads and news will continue to be released. Although for many, the decision of who to pick for president may be an easy one, others may be uncertain. Regardless, we should all strive to be mindful of people's opposing views, listen, debate and educate whenever possible. By listening to an opposing side, there is the potential for common ground to be forged. With so much uncertainty surrounding this election, the pandemic we are in, protests and unrest, hurricanes and wildfires, this is an important time to not forget our civic duty. We should all have a plan to get to the polls or vote by mail, and encourage others to do so.

The nearby Colville Tribes here in Washington State are currently battling five devastating wildfires on the Colville Reservation – two located near Omak and three near Inchelium. According to Patrick J. Tonasket, Centralized Services Director for the Colville Tribes, "The current fire situation is still extreme. We understand many families are displaced and may have lost their homes. I can hardly imagine the stress and anxiety our people are feeling. We are working diligently to assemble resources to combat the fires and provide assistance to our people." Our thoughts and prayers are with the members of the Colville Tribes and first responders as they battle this crisis on tribal lands. Financial contributions can be directed to the Colville Tribes' Chief Financial Officer, William Nicholson II. He can be reached by calling (509) 634-2857 or email billy.nicholson.act@colvilletribes.com.

I would like to recognize longtime business peer and friend, Andrew Klebanow. In this issue, we feature his 100th article, "Customer Trends: Rethinking Market Research in the Era of COVID-19." As founder of Klebanow Consulting, Andrew is an important contributor to the industry. We appreciate all of his remarkable insights and the knowledge he has shared with our readers.



Steve Burke, Publisher

NIGA Associate Member • G2E Show Publication

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