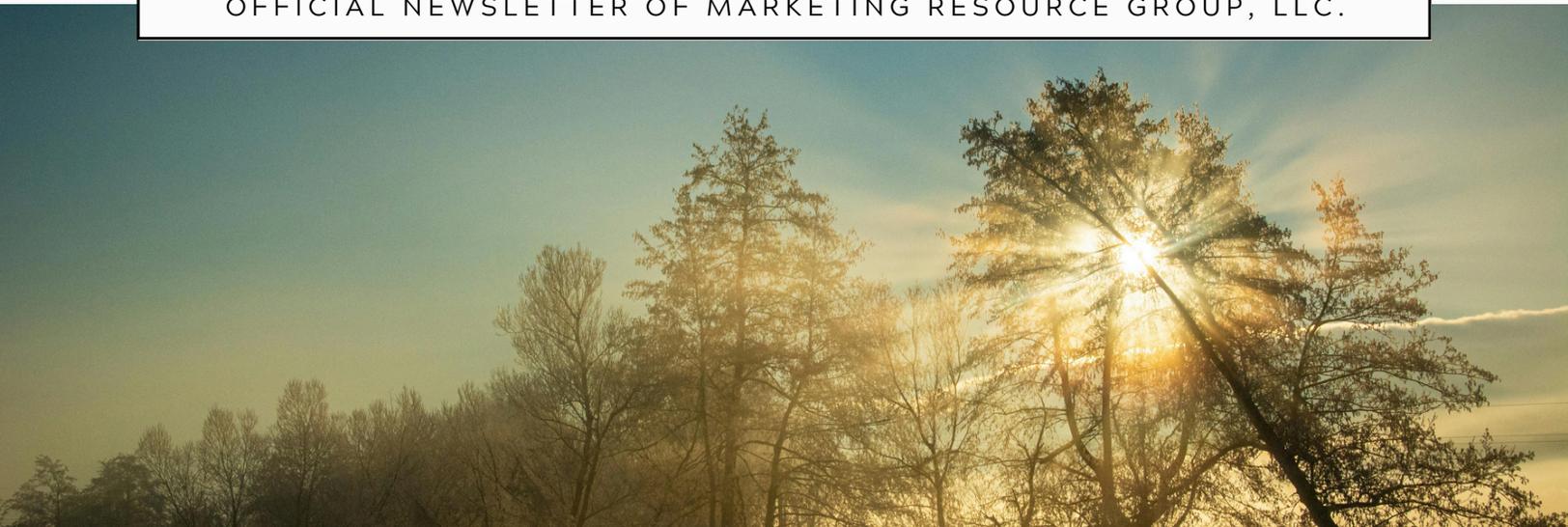


THE MRG BULLETIN

OFFICIAL NEWSLETTER OF MARKETING RESOURCE GROUP, LLC.



A Word from Jenell

The start of a new year always brings a renewed sense of focus. The first quarter is not just about setting goals, it's about establishing direction. As 2026 begins to take shape, organizations across Michigan are navigating legislative shifts, economic uncertainty, and evolving stakeholder expectations. For MRG, this season is about helping our clients move forward with clarity and confidence.

In these early months, our team has remained deeply engaged in research, strategic communications, and public affairs work that positions our clients for long-term success. From statewide polling and message testing to stakeholder outreach and industry engagement, we are focused on delivering insight that informs smart decision-making. The pace may be steady, but the impact is significant.

I am incredibly proud of our team and grateful for the trust our clients continue to place in us. As we grow in 2026, we are excited not only about the work underway, but also about the new partnerships, opportunities, and impact ahead. Thank you for being part of the MRG community. I look forward to what we will accomplish together this year, and to the new relationships we will build along the way.

Jenell Leonard

jleonard@mrgmi.com - 765.210.7971



What's New

A WORD FROM JENELL

CONTINUING PUBLIC SAFETY ENGAGEMENT WITH WOLVERINE: SCENES FROM PARADIGM 2026

BARKING AT THE DESK: MRG DOGS

A NEW TYPE OF PUBLIC ENGAGEMENT FOR WOLVERINE PIPE LINE COMPANY: SCENES FROM MADC WINTER CONFERENCE

THE STRATEGIC VALUE OF POLLING & MARKET RESEARCH IN 2026

Continuing Public Safety Engagement with Wolverine: Scenes from Paradigm 2026

by Aidan Nelson

Each year, the Paradigm Liaison Meetings provide a unique opportunity to bring pipeline operators, excavators, first responders, and local officials into the same room for one shared purpose: safety.

This season, MRG continued to support Wolverine Pipe Line Company in strengthening its public awareness presence throughout Michigan, Indiana, and Illinois, helping ensure that critical conversations around damage prevention and emergency preparedness remain front and center. From coordinating outreach materials to refining safety-focused messaging, our team worked to make Wolverine’s commitment to transparency and collaboration clear at every stop.

Paradigm meetings are more than presentations, they are working sessions built on questions, dialogue, and relationship-building.

With each passing year, Paradigm Meetings are updated to open up more dialogue and discussion. By engaging directly with those on the front lines of excavation and emergency response, Wolverine continues to reinforce a culture of shared responsibility and proactive communication.

MRG is proud to help advance these conversations and support efforts that keep communities informed, connected, and safe.



Barking at the Desk: MRG Pets Get to Know Hero + Rosie



Hero and Rosie are the heart (and energy!) behind Aidan’s home life. Hero, true to his name, carries himself with quiet confidence and a protective spirit, always keeping a watchful eye on his surroundings. Rosie balances him perfectly with her sweet personality and playful charm, bringing plenty of joy and enthusiasm to every day. Whether they’re out exploring, relaxing at home, or eagerly greeting visitors, this duo proves that life is simply better with dogs by your side.



Barking News: Snap Shots

How old are your dogs?

Hero is 10 and Rosie is 7.

When did you get your dogs?

In 2017 and 2018.

Do you take your dogs on vacation?

Only when we go to a cabin, they love the wilderness.



How do they help your work?

They do not really. They love attention and constantly want to go outside or barking at anything.

What is your dog's favorite season?

Hero loves winter and Rosie loves the fall and spring.

A New Type of Public Engagement for Wolverine Pipe Line Company: Scenes from MADC Winter Conference

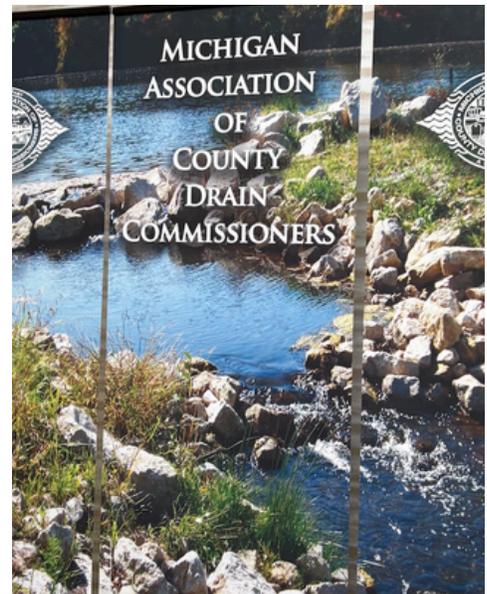
by Aidan Nelson

This year, MRG worked closely with Wolverine Pipe Line Company to support its public awareness efforts at the Michigan Association of County Drain Commissioners (MACDC) Annual Winter Conference, held February 11-13, 2026 at Grand Traverse Resort and Spa.

MRG supported Wolverine by coordinating the booth, developing public awareness materials focused on 811 compliance and damage prevention best practices, and ensuring messaging aligned with the needs of county drain commissioners and water management officials. Our team also helped position Wolverine’s outreach efforts to reinforce its commitment to safety, transparency, and proactive coordination when working near pipeline infrastructure.



Through strategic engagement, stakeholder education, and consistent visibility at industry conferences, Wolverine continues to strengthen relationships with key local partners and elevate awareness around safe digging practices across Michigan. MRG is proud to support Wolverine’s commitment to protecting critical infrastructure and the communities it serves.



The Strategic Value of Polling & Market Research in 2026

by Aidan Nelson

In today's fast-moving strategic environment, organizations cannot afford to rely on assumptions about what stakeholders think, they need to measure it. Polling and market research provide the clarity required to anticipate risk, test messaging, and understand shifting sentiment before it impacts performance. Recent industry data shows that the marketing research and public opinion polling sector reached an estimated \$34.9 billion in annual revenue in 2025, reflecting sustained demand from organizations that recognize the competitive advantage of real-time insight (Kentley Insights, 2025).

At the same time, large-scale efforts like the U.S. Census Bureau's Business Trends and Outlook Survey, which collects data from approximately 1.2 million businesses, demonstrate how institutional leaders rely on structured data to guide economic planning (U.S. Census Bureau, 2025). Opinion research further underscores the need for proactive measurement: a recent Leadership Now Project poll found that 84% of senior business leaders are concerned about the political and legal climate's impact on their organizations, highlighting how rapidly external conditions can influence strategy. In an environment where uncertainty is constant, polling is not optional, it is a strategic necessity for organizations that want to stay ahead rather than react behind.

At MRG, we help organizations turn uncertainty into measurable insight. Our team designs customized polling and market research programs that go beyond surface-level data to uncover what truly drives stakeholder attitudes and decision-making. Whether you are navigating economic volatility, preparing for a policy shift, launching a new initiative, or refining your brand positioning, we structure research to answer the specific strategic questions that matter most to your organization.

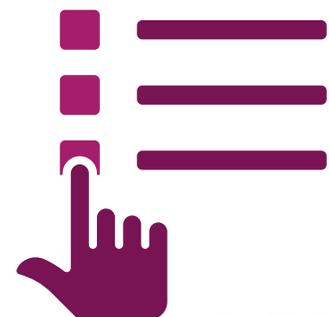


From survey design and sampling methodology to in-depth analysis and executive briefings, MRG ensures research translates directly into action. We identify key audience segments, measure intensity and persuasion, test message frameworks, and provide clear recommendations rooted in data. The result is not just information, it is a strategic roadmap that allows leaders to act confidently, communicate effectively, and stay ahead in an increasingly complex environment.

Contact us today!

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