



**Final Views From The Top Interview
Dr. Herman Milligan, Jr.
Tuesday, December 7, 2010**

Some people have their Fantasy Football Teams....our Chapter has a Dream Team of Market Research Leaders. It's hard to believe that this Views From The Top series is ending for 2010. If you haven't already attended one, you've missed a rare opportunity to hear some of the top local executives in our industry discuss their philosophies, insights, victories, and tribulations.

We are certainly ending on a high note with Dr. Herman Milligan, Jr., now an independent consultant in marketing research, competitive intelligence, and non-profit development. Dr. Milligan has been a frequent speaker at Chapter events, including participating in a memorable round table at the Blaisdell Manor during our 2005 Fall Conference.

With Lori Laflin as the interviewer and Dr. Milligan as the interviewee, this is sure to be a lively exchange! Dr. Milligan will discuss many topics, such as his take on what leads to effective leadership, the challenges he sees for our industry, and what you can do to survive these uncertain times. And, yes, you'll have plenty of time to ask questions. Those who have heard Dr. Milligan speak in the past know that he is:

- Honest
- Frank
- Often hilarious
- One of the most insightful market researchers you'll ever meet

Please join us on Tuesday, December 7, 2010 for this luncheon event at Poor Richards (Majors to those of us who are slow to pick up on restaurant name changes), 8301 Normandale Blvd., Bloomington, MN 55437, 952.835.8308. We'll have lunch from 11:30-noon, then the presentation from noon -1:00.

If you haven't sent in your registration yet, please do so ASAP. Just send a quick email to us at info@mnmra.org to let us know if you and a bunch of guests are coming. Or you can mail a check with your name, email address, and a note/email referencing the December event to:

Sheena Oswald, Registrar
Questar
2905 W Service Road
Eagan, MN 55121
651.683.8687

Cancellations received less than 48 hours prior to the event are non-refundable. No shows will be billed. Credit card payments are accepted via PayPal.