



Fall Conference is Getting Close!
“Energize Your Market Research Career”
Thursday, September 16, 2010

The Fall Conference is only two weeks away! How did that happen? Where did the summer go? The State Fair isn't even over yet. And what about back-to-school shopping? And, good grief, it's time to get a flu shot already. Oh my, IT CAN'T BE SEPTEMBER YET!

OK. Take a breath, relax, and do something to raise your spirits: make a reservation to attend the Minnesota Upper-Midwest Chapter Fall Conference. As you can see from our list of planned topics, this year we have a little something for everyone:

- Response Rates
- Brand Research
- Charts & Graphs: Computer tips
- Generational Differences
- Psychology of Wording
- Qualitative Research
- Hiring for Research
- Hope & Humor in the Work Place

How can you resist attending a Conference that offers sessions with titles such as *“Don't Get Voted off the Island”* and *“Am I Wasting My Time?”* How can you miss such a delightful way to earn PRC credits?

We'll kick off the Conference with a networking event from 5:00 pm to 10:00 pm at Toby Keith's "I Love This Bar and Grill, 1623 Park Place, St. Louis Park on the evening of Wednesday, September 15. Your conference price (\$120 for members and \$150 for guests) includes this event. If you find that you can't come for the entire conference, why not just come to the networking event? It's only \$35 for members and \$45 for guests. As anyone who is at all familiar with our Chapter can tell you, we always provide memorable food (and lots of it) at networking events. I still can't forget the strawberry shortcake at Joe's Garage in 2006. This event will offer food that's just as scrumptious!

The Fall Conference will be at the ever-popular Earle Brown Heritage Center. We'll start with breakfast (of course) and registration at 7:30 am and end the day around 3:30 pm. And, yes, there will be lunch and snacks. Please go to our website (mnmra.org) for more details about speakers and topics.

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. You may also pay for your registration via PayPal at treasurer@mnmra.org, or send a check made payable to MRA MN/Upper Midwest Chapter to Sheena Oswald, Registrar, Questar, 2905 West Service Road. Eagan, MN 55121, or bring a check with you on the day of the conference.