



Views from the Top: March 2, 2010

Leadership Breakfast Series #2

An Interview with **Matt Kinney**

Division Vice President, Research Operations

Maritz

Can you think of a better place for a bunch of information junkies to meet than a library? All those books! All those journals! All those government statistics books!

- We've invited six marketing research leaders to meet with us and give their opinions on various topics and people in our industry, as well as on their personal philosophies.
- You'll be permitted...make that encouraged...to ask each speaker about the challenges they've faced, the rewards they've gained, and any ethical dilemmas they've had to deal with.
- These sessions will not be lectures, and no teleprompters will be allowed. (We're still getting legal opinions on the right to invoke the 5th Amendment.)
- In addition to excellent speakers and a perfect location, we will, of course, provide you with a continental breakfast. This is, after all, the MN/Upper Midwest Chapter and we take our food seriously!

Our first session, with Gayle Fuguitt, VP of Consumer Insights at General Mills, was a huge success. Please join us for this fun and informative event with Matt Kinney on Tuesday, March 2 from 7:30 am to 8:45 am. It will be held at the Ridgedale Library Meeting Room, 12601 Ridgedale Dr., Minnetonka, 55305, 952-847-8800.

The price for JUST THIS SESSION is \$40 for MRA members, \$50 for non-MRA members or guests, and \$15 for students enrolled in a higher education program and not currently working for a research company. Check our website for special savings if you purchase multiple sessions in the series.

Please mail a check with your name, email address, and a note/email referencing the March Leadership Breakfast to:

Carol Duling, 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.

NEXT EVENT:

March 18th: Lunch at Buca in Eden Prairie with speakers from **Strategic Name Development**, informing us how research plays an integral role in name testing and development. And there will be door prizes!

Visit www.mnmra.org for details/registration info or contact CDuling@questarweb.com