

President's Corner

*Dave Koch, ADAPT, Inc.
Chapter President*

As we begin a new Board year for the Minnesota Upper Midwest Chapter of the MRA, I am excited to be working with a group of talented and energetic market research professionals who have volunteered to participate on the MRA Board and its committees. We have a strong group with diverse backgrounds that give the organization a wide area of expertise covering all aspects of the marketing research industry.

I would like to thank all of you who have volunteered to work for the MRA during the 2002/2003 Board year. Your efforts help advance our industry through professional development and industry advocacy.

I would also like to thank our outgoing board members, Lori Laflin of CJ Olson Market Research and Pat Leatherberry of Research International, for their excellent service and commitment through the prior year. A very special thank you to Bev Koser of Total/Harris Interactive for providing excellent leadership throughout the past year. Bev has left the organization in excellent shape for me as we start the new Board year.

Looking forward, we are excited about the challenges for the coming year. The results of the recent membership needs survey are in, and we have identified new goals for the coming year based on the information you as members provided. The key areas of focus include:

- Establish and publish an annual calendar in which programming is strategically targeted to the Chapter's various membership segments
- Enhance the benefits to the volunteer experience and improve upon the Chapter's management of its volunteer base
- Improve upon the Chapter's professional diversity by giving greater attention to Out-state members, End-Users, and marketing research professionals new to the research industry

2002 Upcoming Events

September 26th Nuts and Bolts of Marketing Research

(Watch your mailbox for details)

What's Inside...

President's Corner	1-2
Board Members	2
Puzzle	3
Committee Chairs	3
Survey Research	4-5
Membership Survey	6-7
Nuts & Bolts	8
Network Tips	9
Spotlight	10
Advertising	11-12

President's Corner

Continued from page 1

- Continue emphasizing the Marketing Research Association's advocacy to the marketing research industry

The key to achieving these goals are the volunteers who have committed to supporting our industry by donating their valuable time. I, personally, have found my involvement with the Programming Committee and the Board to be, by far, the most rewarding benefit of my MRA membership. I have gained knowledge and made contacts in areas of the research industry that I was not exposed to in my normal course of business.

I have always found the program events valuable and attending them enjoyable. But, volunteering my time to support the organization has paid off ten-fold in my personal professional development.

As I listed above, one of our objectives for the coming year is to improve the volunteer experience. I am hopeful that more of you can have the great experience that I have had with this organization, and can take advantage of this unique professional development opportunity.

So here is the pitch I have been leading up to. We need volunteers to make this organization run, and there are two ways that you can help:

First, volunteer. You will not be disappointed in the results. This will be one of the most important things you will do for your career this year. Even if you have volunteered in the past, we need you back. There is a whole new group of people to meet, and at the pace the industry is changing, you cannot afford to remain disengaged for even a short time.

Second, if you have newer people working for you, encourage them to participate on a committee. This is an excellent professional development tool. They will meet people, and gain exposure to parts of the industry that they would never see within the confines of a single company. Perhaps active participation on a committee would make an excellent professional objective for someone's performance review.

We have an exciting year ahead of us, and this is your opportunity to be part of it. I look forward to serving you over the coming year.

Please contact me at (952) 939-0538 for additional information about volunteering or the local chapter in general.

2002/2003 MRA MN/Upper Midwest Chapter Board Members

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Connecting Member's Comments to Action

In each *VERBATIM* edition, you will find a corner devoted to any changes the Chapter makes that are a direct result of Members' comments from the 2002 Member survey.

In this edition, you can look for some altered layouts of the *VERBATIM* itself. We are trying:

- Different layouts and column formats to get more of a feel of a newsletter
- Hopefully make the articles easier to read

This is a direct result of the Member Survey. If anyone would like to give feedback on the layout of this edition or future ones, please **DO CONTACT** the editor or any member of the Board. We would love to hear from you!

Watch for other changes in our *VERBATIM* – even the type of paper!! We would love to hear your comments and suggestions for making the *VERBATIM* a more valued tool for members.

Puzzle

As a whole, market researchers love puzzles. So, here's something fun. Use the numbers and letters below to make some well known phrases. The letters are the first letter in each word.

- A. 12 S O T Z
 - B. 12 M O T Y
 - C. 16 O I A P
 - D. 26 L I T A
 - E. A T W I 80 D
 - F. 12 I I A F
 - G. 24 H I A D
 - H. 3 B M
 - I. 8 A O A O
 - J. A B A T 40 T
- BONUS: 'K 3 T' B T O A D

Answers to Puzzle are on page 5

MRA MN/Upper Midwest Chapter Committee Chairs

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Survey Research in Partnership with Litigation: The Route Social Science Evidence takes to Court

By Tammie Frost-Norton

An educational workshop was held on Thursday April 25, 2002 at Orman Guidance Research. It was presented by Dr. Ivan Ross, Consumer Psychologist and President of Ross Research and Rita Langteau, Vice President of Ross Research.

Dr. Ross began the presentation with examples of one path to becoming an expert witness:

- Consumer protection work for the FTC and the FDA
- Local work for the Minnesota Advertising Review Board, BBB, and State of MN Advisory Council, Office of Consumer Affairs
- Currently, focus is on Unfair Trade Practice matter (e.g., false advertising and trademark infringement) and product liability issues

Dr. Ross continued by giving a brief background on how surveys became the basis for opinions offered by a Social Science Expert Witness:

- Early testimony was based on education, training and experience of an expert
- Overcoming sampling concerns and the hearsay rule
- Social Scientist expert offers survey evidence as representing public perceptions NOT the truth of a fact

Dr. Ross gave some examples from his own experience of proceedings that relied on survey evidence:

- A case involving Asper-Crème for the Federal Trade Commission
- A disparagement case involving Sam Adams radio ad for the National Advertising Division of the Council of Better Business Bureaus
- A case involving Ragu/Prego (remember the thickness ads?) for the National Broadcasters' Network Review Boards
- A case involving the Hefty "green" campaign for the Justice Department and EPA

He also shared some examples of litigation surveys for the Unfair Trade Practice:

- Trademark Infringement regarding consumer confusion as to the source of the good/service due to trademarks (L'Oreal using brand name "Superior

Preference")

- Right to Publicity – concerning misappropriation of individual's right to control own commercial identity
 - o Hardees ad that used a Wilford Brimley look-alike
 - o Cat-Dog cheese nips the same size/shape of Pepperidge Farm Goldfish

Other types of litigation surveys include:

- Assess need for change of venue for jury pool bias
- Employment discrimination
- Class certification
- Anti-trust cases
- Product liability

And some types of non-litigation surveys, like:

- Application for registration of a trademark with Trademark Board
- "Kisses" for Hershey's chocolates
- Clients considering new trademark rights

Dr. Ross moved on to give extensive information on "admissibility" of Expert Testimony via two Supreme Court rulings of Daubert (1993) and Kumho (1999).

Further survey guidelines for "admissibility" involve:

- Population properly chosen and defined
- Sample chosen is representative of that population
- Data gathered is accurately reported
- Data analyzed in accordance with accepted statistical principles
- Questions clear and not leading
- Survey conducted by qualified persons following proper interviewing procedures
- Survey conducted to ensure objectivity

Attendees also learned extensive information on working with an attorney as their client, concerning both the expert witness needs, and timing issues and deadlines. These helped to gain an understanding of what to expect, and some of the ways this type of research is different and why.

Survey Research in Partnership with Litigation: (continued)

Further clarification was shown regarding the interaction of the Expert Witness' and the Research Organization's roles. This involved guidelines and explanations on "need to know" status, and how the research organization can fulfill the needs of the Expert Witness or attract their business. He also covered exposure to the company regarding subpoenas being issued by the "other side."

The "Other Side's" tactics can exclude experts and surveys. But they can also be excluded for:

- Poor or inappropriate or unfair design
- Not conducted under control and direction of the Expert
- Tainted fielding

He covered what the implications for the client are if the survey is excluded or given little weight.

Rita Langteau presented the practical application of having litigation surveys in the field, with issues regarding:

- Sample – RDD or listed – tight sample with replicate control
- Timing and number of callbacks
- Mall screeners must approach next person or nth person
- Incentives
- Certification
- 100% validation
- On-site validation

Issues regarding accurately gathered and reported data involved:

- Detailed instructions
- Verbatim reading/recording
- No leeway in interviewer interpretation/probing
- Missing information
- Erasures, changes or extraneous marks on the questionnaires

Concerns that qualified persons followed proper procedure covered:

- Briefing of supervisors/interviewers – sometimes by Expert Witness – sometimes in person at every

site

- Well trained and experienced staff
- Secure and/or enclosed space for interviews

Ms. Langteau also covered issues on the objectivity of the survey:

- Double blind
- Have research staff pass sensitive occupation screening

She rounded out her presentation with information regarding what documentation of fieldwork is often subpoenaed by the other side for critiquing the survey:

- Verbatim transcription of respondent answers and/or redacted photocopies of underlying questionnaires
- Briefing forms, supervisor and interviewer instructions
- Practice questionnaires

In closing, it was an excellent presentation, jam-packed with practical knowledge and some amusing practical experiences. It was also very well documented with footnotes, endnotes, and all the proper trademark symbols, which this article may lack!

Answers to puzzle on page 3

- A. 12 SIGNS OF THE ZODIAC
- B. 12 MONTHS OF THE YEAR
- C. 16 OUNCES IN A POUND
- D. 26 LETTERS IN THE ALPHABET
- E. AROUND THE WORLD IN 80 DAYS
- F. 12 INCHES IN A FOOT
- G. 24 HOURS IN A DAY
- H. 3 BLIND MICE
- I. 8 ARMS ON AN OCTOPUS
- J. ALI BABA AND THE 40 THIEVES
- BONUS: 'KNOCK 3 TIMES' BY TONY ORLANDO AND DAWN

SCORING:

- 1 - 4: BACK TO SCHOOL
- 5 - 8: KEEP TRYING!
- 8 - 10: STAR PERFORMER - ASK YOUR BOSS FOR A RAISE!

Thank you for your feedback! Membership Survey Results Are In

By: the MN/Upper Midwest Chapter's Board of Directors

Back in April, the MN/Upper Midwest Chapter of the Marketing Research Association surveyed its members. As many of you may recall from your participation in the telephone interview, we were interested in member satisfaction, perceptions of the organization, the demographic make-up of our membership and your suggestions for how the Chapter can better serve your needs as research professionals.

What is the Board doing with the information gathered from this survey?

In July, the Board launched its 2002/03 planning efforts with a review of the Membership Survey results, as well as the key findings from January's focus groups with End-Users. Armed with this information and a desire to better serve the interests of our membership, the Board has committed to the following:

- Establish and publish an annual calendar in which programming is strategically targeted to the Chapter's various membership segments
- Enhance the benefits to the volunteer experience and improve upon the Chapter's management of its volunteer base
- Improve upon the Chapter's professional diversity by giving greater attention to Out-State members, End-Users, and marketing research professionals new to the research industry
- Continue emphasizing the Marketing Research Association's advocacy to the marketing research industry

Our membership base currently stands at 142 research professionals. Having achieved a 92% response rate in the Membership Survey, we are confident that each of our constituencies was well represented. The insight offered through member feedback has been of great value in arriving at these objectives and will continue to be instrumental in the Board's future planning efforts.

Who are we today?

Survey results have given us a clearer understanding of the **current** composition of our Chapter's membership:

- Suppliers far outweigh End-Users (85% vs. 15%), and Independent Contractors account for 11% of the membership base.

- Three in four members (74%) are located in the Twin Cities metropolitan area, while the remainder is scattered throughout the Chapter's Outstate areas in Greater Minnesota, the Dakotas, Iowa and Wisconsin (26%).
- Over half (58%) of the membership attended at least one Chapter event in the 2001/2002 season.

How are we perceived?

Overall, the Chapter is perceived as professional, relevant and welcoming. We are not seen as particularly cutting-edge, polished or professionally diverse.

What value do members place on membership benefits?

Members across all segments of the Chapter place the greatest value on the MRA's legislative efforts and advocacy for respondent cooperation. High value is also placed on establishing industry standards and best practices, and providing the Blue Book as a resource for locating and accessing research suppliers.

What is the Chapter doing well?

The majority of members are quite satisfied with the number of programming and educational events offered throughout the year. There is also widespread satisfaction with the notification, registration and cost effectiveness of these events.

Where does the Chapter get mixed reviews?

While results indicate that we are on target for our metropolitan suppliers, the rest of our members were less enthusiastic over the variety of event topics and content. When it comes to the *Verbatim*, our Chapter's newsletter, members were satisfied with the number of issues, although members indicated room for improvement in the content and appearance of the publication.

Where does the Chapter earn low marks?

Event location is an issue for many members, particularly the Out-State members, many of which find it difficult to justify lengthy travel time to attend the activities offered throughout the year. Food was

Membership Survey(continued)

Continued from page 6

another aspect of Chapter events that was not leaving consistently positive impressions on our attending members.

What kind of events do members most prefer?

Regardless of the member group (i.e., Suppliers, End-Users, Independent Contractors, Metro-based or Outstate), the same preferences for event formats rise to the top... expert panels, events focused on educational or skills development, or case studies (preferably by an End-User). Events solely focused on networking or social activities are at the bottom of the priority list for all segments of the Chapter's membership.

How can the Chapter better serve member needs?

Of the 57% of members who had suggestions to offer, the most commonly offered ideas involve increasing member interaction and/or involvement, expanding the variety of event locations, covering more "hot topics," providing members with research tools, and keeping members informed.

What happens next?

In the coming months, the Board will further refine its strategy and establish concrete action items enabling the Chapter to meet the above objectives. If you have any desire to contribute to the Chapter's success, we eagerly welcome your assistance. Please contact Dave Koch, our Chapter President, and we will align you with a committee that can benefit from your participation.

The MN/Upper Midwest Chapter Board wishes to thank the volunteers who generously offered their time and services throughout the 2002 Membership Survey process: data collection was conducted by **Information Specialists Group**, data was compiled and analyzed by **Questar**, and survey results were reviewed by the Chapter's Past Presidents Committee.



Marketing Research Association

MRA introduces a Seminar-By-Phone Series – a convenient way to learn by phone. These seminars are scheduled for the 3rd Tuesday of each month at 12:00-1:00 ET. Members and their staff can take advantage of this easy listening format to learn new tips and trends in the research profession. Time is set aside during each seminar to engage the speaker with your questions.

Invite your staff to expand their knowledge on key areas of the research process. Brush up on essential skills and learn by listening. Join us for an MRA Seminar-By-Phone. No need to leave your office!

Member cost is \$45. Nonmembers pay \$75. Register online, by phone or by fax.

- √ Convenient
- √ Timely Information
- √ Dynamic Speakers
- √ Special Member *Only* Price

Tuesday, August 20 at 12:00 Noon ET

Rolf Carawan, Consultant

“Communicating with Different Generations”

Do you know who you're addressing? Is it Generation X, Y or Z? Know how the generational differences can make or break the way you communicate with and motivate your staff. Learn how they view authority, what their work ethic style is and what kind of commitment they have to your company.

Nuts and Bolts of Marketing Research



Fall 2002 Workshop

Hosted by: MRA – Minnesota/Upper Midwest Chapter

Thursday, September 26, 2002

The Metropolitan, Golden Valley, MN
Half-day Event from 8:30 am – 2:00 pm

Cost: \$75 for members, \$95 for non-members

Marketing Research professionals are encouraged to roll up their sleeves and strap on their tool belts for the MN/Upper Midwest Fall 2002 workshop, Nuts & Bolts of Marketing Research. Things will ratchet up at 8:30 AM on Thursday, September 26, and gear down about 1:30 PM at the Metropolitan Ballroom in Golden Valley, Minnesota. Hammer out some time in your busy schedule for this event and be sure to fasten it to your calendar now!

This half-day event is designed to help you build your new career or to fix up an existing one. We will explore the tools of the trade to marketing research with three well-designed breakout tracks: the more traditional nuts approach, the catch-all of the “and” approach, and the innovative bolts approach. Three riveting one-hour long sessions, conducted by expert guest speakers, will comprise each track. Then we’ll nail things down with lunch and roundtable discussion about how nuts and bolts fit together.

The following breakout sessions have been scheduled:

	Nuts Approach	"And" Approach	Bolts Approach
Breakout Session 1 9:00-9:55 AM	A) Tools and Techniques of Qualitative Research Jeff Walkowski and Marilyn Rausch, RIVA Training Institute	B) Business Writing for Market Research Professionals Ben Shank, The Writing Center	C) Managing Client Expectations Greg Blevins, The Market Solutions Group
Breakout Session 2 10:00-10:55 AM	D) On Line Focus Groups Jim Longo, Harris Interactive	E) Basic Microsoft PowerPoint Skills David Nelem, Active Group	F) All About Sampling Gwen Kaplan, Survey Sampling
Breakout Session 3 11:00-11:55 AM	G) Presenting Focus Group Results Harold Cook, Cook Research, and Kathy Dumas, K. Dumas Associates	H) Microsoft Excel Tips and Techniques	I) All About Incidence Ed Stalling, Maritz Marketing Research

Networking Tips

From National MRA

Before an MRA Chapter event (or any event!), be sure to:

- Write a list of people (by name or category, i.e., client, field service, etc.) you would most like to meet.
- Set a goal of how many new contacts you'd like to make at the event.
- Contact specific people and arrange to meet them at a certain place or time at the event.

At the event, be sure to:

- Attend the session! (This seems like a no-brainer, but many people miss out on a perfect networking opportunity by not attending the session with their peers. Sometimes discussions in the sessions will produce invaluable information about fellow attendees that you would never discover otherwise).
- Arrive at the event early (5-10 minutes) and introduce yourself to others.
- Exchange business cards with those people you meet – make notes on the back of the card – what they do, conversation topics, etc.
- DON'T sit with people from your office!
- If sitting at a table – introduce yourself (the easiest way to accomplish this is go around the table clockwise, with each person introducing themselves, giving a synopsis of what they do, and passing their business cards).
- LISTEN LISTEN LISTEN! You don't have to be at the center of attention to network. Sometimes you can gather more information by listening than by talking!
- Don't try to elicit business at the table or meeting. Now that you know whom to contact, phone or email them after you return to your office.

After the event, be sure to:

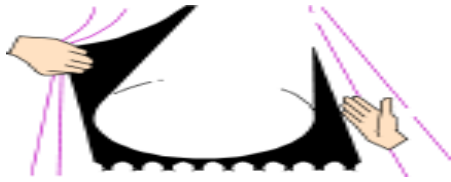
- Set up a business card file – in a file box or a notebook.
- Set up an index card file – one contact per card. List:
 - o Your relationship with them.
 - o Where you met them.
 - o What kind of business contact they are (supplier, peer, client, etc.)
 - o An interest of theirs that you might bring up in a future conversation.
- Send a short note to everyone you met at the event and include a comment or two about your conversation. You never know who will be your best contact!
- Before the next event, follow up with those people with whom you particularly want to keep in touch and arrange to meet them at the next event!

Networking – a key to your success – can also be fun!

The Verbatim

The Verbatim is published four times a year by the Marketing Research Association Minnesota/Upper Midwest Chapter Newsletter Committee. Comments, suggestions, and editorial contributions are welcome.

Submissions can be sent to Tammie Frost-Norton at tammie.frost-norton@research-int.com



Spotlight

ISG Offers a Variety of Market Research Services

Information Specialists Group provides a variety of services that allows clients to select just what they need. They also have established collaborative partnerships with some of the **best analysts in the industry**.

Whether a client needs data collection or full service, they can count on ISG to put it together. They have the experience and expertise to handle even the toughest projects. Clients can be assured no matter which service their project requires, ISG will finish it on time, using the **very best quality control procedures** in the industry.

Programming: The programming of a client's questionnaire is done with Sawtooths Ci3 software. With 10 years of experience using Sawtooth, they have the confidence **they can program anything** put on paper.

Sample: If a client's project requires random or targeted sample based on geographic or demographic criteria, they can be relied on to get the sample ***within a project's budget***.

Interviewing: ISG's primary focus is telephone interviewing. With over 50 years of combined experience, the management team excels at making sure clients' projects are completed on time, using MRA standards of data collection.

Coding/Data Entry: Every response is ***meticulously reviewed and coded*** by an individual, not a computer. A double data entry verification method is used to eliminate mistakes.

Data Processing/Tables: Once a client's project is completed, the data is delivered quickly and accurately. Whether a client just wants a data set (ASCII, SPSS and most spreadsheet/database formats) or a set of bannered tables complete with summary information and statistics testing, ISG becomes ***the client's personalized data processing department***.

ISG Provides Superior Quality Control

ISG's management team has developed a ***network of checks and balances*** that make sure a client's project is

The Verbatim will "**SPOTLIGHT**" a different Board or Committee Chair's Company in each issue.

Information Specialists Group

completed with the highest quality standards in the industry. Their supervisors are experienced and realize they are the ***front-line defenders of accurate, high-quality data***. Each interviewer is ***rigorously trained*** in collecting data using MRA standards for data collection. Each interviewer is required to take and pass the MRA's comprehensive exam.

ISG is Conveniently Located

ISG likes to meet with their clients whenever possible. **They want their clients to know who they are** and how important each project is to them. With their Eden Prairie location, they offer local clients the ability to request a meeting or just to drop in and monitor their projects.

Unrivaled Client Service and Customer Support

Information Specialists Group understands that clients are their sole reason for being in business. They are dedicated to work closely with every client to insure complete satisfaction with each service they provide. When clients work with them, ISG becomes an integral part of the client's team, with everyone working towards one common goal...the success of the project. **Bids:** When a client requests a bid from ISG, they are assured a quick response.

Flexibility: They go the extra mile for each client no matter what the circumstances. They realize that their success is dependent on the success of each client's project.

Knowledge: They are a qualified resource for clients to use for difficult projects or just to get a question answered.

ISG Offers an Unbeatable Value

ISG understands that each project depends on accurate data, delivered at a competitive price. As a result, they continuously strive to offer the highest standards of data collection, the best customer support and the latest technology at some of the most competitive prices in the industry.

Customized Marketing and Survey Research

-Since 1984-

SNG Research Corporation provides full-service marketing and survey research to clients in the public and private sectors.

At SNG Research, we believe that each client's unique situation and information needs are best addressed through customized research design. Our staff is dedicated to designing research studies that meet an organization's unique needs and provide specific direction for decision-making.

Competitive advantages of SNG Research Corporation, as seen by our clients, include:

- Business-to-business expertise with hard-to-reach populations
- Proven ability to turn business issues into research questions
- Dedicated, committed staff that will find a way to meet your needs
- Stable staff of experienced interviewers
- Easy-to-read graphic report style



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Advertise in *The Verbatim*

Interested in advertising in *The Verbatim*? As an additional benefit to the members of the MRA the chapter has decided to make advertising space available. There are four different sizes and rates for you to select from.

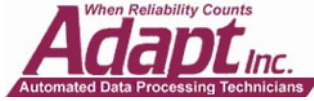
Business card size \$25 (members) / \$50 (non-members)

Double business card size \$50 (members) / \$75 (non-members)

Half-page \$75 (members) / \$100 (non-members)

Classified Ads \$25 (members) / \$35 (non-members)

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- Return mail handling
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- Data Entry
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The Verbatim

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The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA