

President's Corner

*Bev Koser, Total Research,
Chapter President*

Where are you looking these days? Are you looking “on the bright side” even on the days your coworkers, and/or your clients make it challenging? What choices do you have? What are you doing to enhance your positive feelings? Are you keeping up with your profession? What are you doing to stay on top?

A survey by Accountemps identified a positive attitude as the most valuable interpersonal skill in job candidates. A positive attitude creates a domino effect. Your attitude sets the tone for your day and the day of those you encounter. As we all observe, attitude is contagious.

We're starting a new year coming from a world perspective unlike that of our past experiences. What is your evaluation of your past year? What are your goals for this one? Are you doing what you want to do and headed where you want to be? What are the most satisfying aspects of your job? What makes it fun? What do you accomplish that helps you and others and makes you proud?

Being involved in the Minnesota/Upper Midwest Chapter of the Marketing Research Association is a great way to foster a positive attitude. Those of us who have chosen marketing research as a career (or accidentally ended up there) gain greatly from sharing our experiences with our colleagues. It is much easier to see the bright side of experiences, or at least to see them in perspective, when there are others who have had similar experiences and are willing to be a sounding block. Participating in our chapter enables us to become better acquainted with our professional counterparts.

2002 Upcoming Events

February 22 Education Workshop:
“Relationship Selling”

March 14 Research on the Front
Lines Panel

April 2002 Survey research in
partnership with litigation

(Watch your mailbox for details)

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Our Board Election 2002

Want to see a different kind of Education Seminar? Looking for great insights from the Fall Conference in 2002? What is the best way to MAKE YOUR OPINION COUNT? See who is being nominated to your Minnesota Upper Midwest Chapter Board!

The Board you elect works to ensure that your chapter is meeting the needs of members and the research community. Each Board member is responsible for meeting our Chapter's Mission Statement:

To create value by serving as a resource for information and expertise through continuing education of member on research design, implementation, project management and research applications. We will provide industry leadership through the promotion of professionalism and quality, and serve as a voice for research in business, government and public environments.

Board members meet monthly to discuss and implement the goals and strategies of the chapter, and, in addition, each Board member is involved with one of the standing committees. Essential qualities for a Board member are: good communication skills, ability to think strategically and plan for the future, ability to effectively manage and delegate.

Each year the President-Elect heads up the Nominating committee, as stipulated in our by-laws. This committee puts together the slate for the election and oversees the election process.

The Nominating Committee this year consists of:

- Dave Koch, Adapt Incorporated, President-Elect
- Bev Koser, Total Research, President
- Lori Laflin, C.J. Olson Market Research, Past President
- Darlo Martin, Market Solutions Group, Inc.
- Tammie Frost-Norton, Research International

Deadlines for this year (as per our Chapter Bylaws)

Feb 10th: Notify membership of identities of Nominees
Feb 25th: CUTOFF FOR ADDITIONAL NOMINATIONS
March 5th: Ballots due to membership
April 1st: Ballot return due date
April 12th: Ballots counted
May 1st: Membership notified of results
May Meeting: Installation of officers

President's Corner

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Our chapter's goal is to provide educational opportunities for the marketing research community. There's so much to learn! I'm enthused about the many opportunities our chapter provides for learning experiences, networking, and meaningful communication. Take advantage of what's available—events, committee activities, on-line forums, and all the easy e-mail abilities we all have. Your day will be brighter, and your positive attitude and enthusiasm will be an asset to others.

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

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The nominees for this 2002 election are:

President Dave Koch, Adapt, Inc
 President-Elect Lisa Morse, Questar
 Treasurer: Lisa Denning, Blue Cross
 & Blue Shield of MN
 Secretary: Bob McGarry, Information
 Specialists Group, Inc.
 Director at Large (3):
 Jeff Cook, Cook Research
 Lori Simzek, Land O'Lakes
 Ken Landgaard, Robinson,
 Muenster & Associates
 Pat Leatherberry, Research
 International
 Tish Pasqual, Xcel Energy

Members are welcome to submit additional nominations.
 Please contact Dave Koch, dkoch@adaptdata.com or at 952-939-0538 by February 25th.

Conducting Member Survey - Sponsors Needed!!

The Chapter will be conducting a survey of the Chapter Members. This Member Survey is to assist the Chapter Board and Committees in assessing our past performance and designing future offerings of most interest to our membership. The Past President Committee will be creating and implementing the survey.

We are happy to announce that the DATA COLLECTION process of the survey will be done by phone, graciously donated by INFORMATION SPECIALISTS GROUP, INC.

We are looking for Sponsors to donate the other following services:

DATA ENTRY (if needed) – 120 surveys
 DATA PROCESSING (Tabs) of approximately 120 member surveys
 REPORTING of results to the Board, and ultimately the entire membership.
 (Written report – no presentation)

Anyone interested in SPONSORING this Member Survey by donating services, please contact Tammie Frost-Norton, Research International, 952-853-9441 or email to tammie.frost-norton@research-int.com.

2001/2002 MRA MN/Upper Midwest Chapter Board Members

President

Bev Koser
 Total Research
 952-541-7177

President-Elect

Dave Koch
 Adapt, Inc.
 952-939-0538

Past-President

Lori Laflin
 C. J. Olson Market Research
 612-378-5040

Treasurer

Lisa Denning
 Blue Cross and Blue Shield of MN
 651-662-6805

Secretary

Lisa Morse
 Questar
 651-688-1975

Director-At-Large

Jeff Cook
 Cook Research
 952-920-6251

Director-At-Large

Pat Leatherberry
 Research International
 952-853-9441

Director-At-Large

Tish Pasqual
 Xcel Energy
 612-330-6261

Current Events

Education Workshop:

“Understanding Usability Research”

Dean Barker

January 25th, 2002 7:30 a.m. - 9:00 a.m.

February 1, 2002 11:30 a.m. - 1:00 p.m.

The Leede Group, Plymouth, MN

Hosted by The Leede Group, Dean Barker, President of Interface Architecture, will conduct sessions that will provide marketing research professionals with a basic understanding of usability engineering and how this specific type of qualitative research is related to their work, especially in web-based and software product development. The event will include a presentation, including some hands-on activity, and conclude with a question-and-answer session and a tour of The Leede Group’s usability testing laboratory.

Topics will include:

- A definition of Usability Engineering
- How usability Engineering and Marketing Research are related
- Usability Engineering and the Product Design Process
- Techniques for Usability Evaluation
- Usability Testing Explained (goals, participants and recruiting, facilities, protocol, and results)
- Why Customers are not End-Users
- Cost-Benefits of Usability
- A Simulated Usability Test
- The Changing Face of Usability Engineering
- Resources for More Information

Interface Architecture is a Twin-Cities based consulting firm specializing in customer experience research and user interface design for websites and software applications. Dean Barker is a trainer, speaker, and author, especially in the computer and entertainment industries.

WATCH FOR THE RECAP OF THIS EVENT IN OUR NEXT NEWSLETTER ISSUE!!

2001/2002 MRA MN/ Upper Midwest Chapter Committee Chairs

Database

Lisa Denning

Blue Cross & Blue Shield of MN

651-662-6805

Education

Rosemary Sundin

Orman Guidance Research, Inc.

952-831-4911

Hospitality

Barb Eitel

763-477-5198

Membership-Co

Ann Buchen

Total Research Corporation

952-541-7166

Membership-Co

Bob McGarry

Information Specialists Group,
Inc.

952-941-1600

Newsletter Editor

Tammie Frost-Norton

Research International

952-853-9440

Programming

Ryan Frazee

Market Resource Associates, Inc.

612-436-4230

Publicity

Paulette Podratz

Total Research Corporation

952-541-7163

(Continued on page 7)

A Passion for Usability

There is an old saying that you can never know a man until you walk a mile in his shoes. This is B as in B, S as in S. The problem is that even if you are in his shoes, you are still you, not him. You need him present in his own shoes to get the best picture of the man.

Market research often tries to predict the future by using statistical analysis of the present. This analysis is the basis of an organization's decision. Usability research compliments those decisions by examining designs or prototypes and observing how people actually experience them. Their experiences are valid and telling.

I was confronted by a philosophy from my youth recently. A friend, out of the blue stated, "Everything we do is done for selfish reasons." I used to believe this had merit. Now, I would change the statement to, "Everything we do is necessarily done from one's own perspective." I was mistaking others perspective for intent. To me their perspectives were suspect.

By admitting that ones perspective has to be biased by their being who they are, where they are, with needs as they are, other perspectives become less suspect, more valuable. The intent of Usability is to see other perspectives as valid so a decision relating to the product can be made with eyes wide open.

Take for instance, a system to control the heating and cooling of a large office building. How should the controls look, what functions should they have, who should have access to them, and where should they be located? Depending on who is asked the question, the answer may be different.

Company upper management may want the control panel to have a prominent display of the logo to highlight their company, design engineers *know* that heating and cooling controls should be on separate screens, and the maintenance people may want the control of heating and cooling for one area to be on one screen. To top it all off, the sales staff may want it to look state-of-the-art with lots of buttons so purchasing agents want to purchase it.

If you only know what people say and not what the end user actually does with the product, you are only half way there. By asking real users to interact with the product early, they will show your designers how different functions relate to each other in the users world, what pieces are missing and what works well in the system. This enables designers to work from a position of strength and knowledge.

Usability is the attempt to see how real people experience real stuff in order to anticipate how others will experience it. Our job isn't to judge the users experience or perspective but to take it into account when designing a system. This tool can support design in positive ways at any time during the design process.

John Neenan
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Member Feedback on the Chapter Social Event "Dare To Be Wild"

Held November 13, 2001

I just wanted to thank all of you for a wonderful evening at the Minnesota Wild MRA Event. We had 5 people from our company there; it was a perfect way to reward employees for their good work; plus, the evening and the game were great fun. None of us had been to a Wild game before; this was the impetus for attending. In addition there was a great deal of time available to "network" with other MRAers there at the game. Thanks for a great event and a different way to interact with members of MRA.

—
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Minneapolis, MN 55435
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Anthrax and Mail Survey Research

Any of us dealing with mail surveys since the first anthrax-involved letter incident have found ourselves without defining guidelines to predict the impact this will have on our business. A quick survey of some local full-service research companies found that most have made adjustments in procedure to ensure the safety of their employees (namely, gloves); however, not much has been said about how to reassure respondents and maintain return ratios. Some very helpful information came from the Direct Marketing Association, which is very applicable to the survey research sector.

Our thanks to Impact Mailing for sharing this information:

“I am sure you have heard or read through the news media of the reports about the anthrax cases. First, I want to explain why direct mail is safe and should not be seen as a source for anthrax. Secondly, I’d like to share some suggested guidelines to promote a sense, among consumers, of the safety of the direct mail they receive.

To stay informed you can find the below information and other helpful information on the Customer Center page on our web site - www.impactmailing.com

Direct Mail & Survey Research is safe:

1. Direct mail/surveys have not been the source of any of the anthrax cases.
2. The Postal Inspection Service has beefed-up their security measures within post office facilities to identify and intercept any questionable mail.
3. The number of anthrax cases is infinitesimal, compared with the volume of mail the Postal Service delivers. They handle 680 million pieces of mail every day - more than 20 billion pieces of mail since September 11 - and only three locations have had anthrax cases.
4. There haven’t been any cases of anthrax with residences or small businesses. The only known cases of anthrax have occurred at major institutions or government.

Guidelines suggested by the Direct Marketing Association:

1. Avoid using plain envelopes. Printed envelopes, especially those using color are less likely to appear like the hand-prepared envelopes involved in the incidents so far.
2. Use a clear and identifiable return address. Consider including your company logo in the address.

3. Consider including a toll-free phone number and/or URL address on envelopes.
4. Utilize an e-mail and/or telephone campaign in conjunction with a letter drop to notify consumers that mail will be coming.
5. Contact your letter-shop and other production services to stress the importance of security.
8. Consider performing a security audit throughout your operation.
9. Evaluate your campaign approach and consider that personalization is temporarily less likely to increase response rates.
10. If you are involved in production services, know who your customers are.
11. Reinforce your existing internal guidelines about forwarding consumer calls to appropriate internal channels.
12. Educate mailroom employees about identifying and dealing with possible threats.”

John Steiner
Senior Account Executive
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Job Posting

Planning and Research Manager

Washington State Lottery

The Washington State Lottery is seeking candidates for the Olympia-based position of Planning and Research Manager.

The Planning and Research Manager ensures that the Lottery has appropriate objective information upon which to make successful, fact-based business decisions based on sound research techniques and thorough, objective analyses, and is also responsible for the management and supervision of the Planning and Research staff.

The range of annual compensation for this position is \$52,740-\$66,610 depending on qualifications.

For more information, interested applicants are encouraged to visit the agency's website at www.wa.gov/lot.

Senior Research Analyst/Researcher

The Senior Research Analyst/Researcher in Ingenix Economic and Outcomes Research develops research protocols and proposals for client organizations, supervises programmer/analysts and other study staff, performs multivariate statistical analyses of study data and writes study final reports for delivery to clients and for publication. These studies are the main source of revenue for the Economic and Outcomes Research Division of Ingenix. The Senior Research Analysts/Researchers are the scientific/research experts in the department and participate in departmental development activities.

This position requires a Ph.D. in health services research, pharmacoconomics, statistics, health economics or a similar field or a Master's Degree with a minimum of 3 years experience performing health services or pharmaco-economic or outcomes research in a managed care setting.

Teresa Schlichting
Economic and Outcomes Research
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952.833.8106 phone
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Teresa.Schlichting@Ingenix.com

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2001/2002 MRA MN/Upper Midwest Chapter Committee Chairs (continued)

Site

Verle Polglase
Discovery-National Qualitative
Network
952-894-5868

Out-State Members

Ken Landgaard
Robinson, Muenster &
Associates, Inc.
320-834-3485

Anthrax (continued)

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On a lighter note, local companies are aware of anthrax possibilities and keeping on their toes – one story from C. J. Olson Research included the following:

“...we did have a suspicious letter come in. It was hand addressed and came from overseas. It looked sort of battered, lumpy and odd. We put it in a plastic bag and in an isolated area and called the postal inspector. They had us mail it in to them. Turns out it was one of those ‘we can make you lots of money if you let us use your bank account’ kinds of things.”

You just never know! Hopefully some of this information in this article will help your company decide how to continue to deal with the anthrax threat and mail survey research.

Past Presidents Committee Takes Action!

The Chapter Board asked the Past President Committee* to look into expanding the end-user segment of our membership. After some information gathering, it was determined the committee needed a better understanding of why some end-users join the local chapter while other end-users do not.

Two Focus Groups were planned: One group comprised of end-users who are members of MRA and the MN Upper Midwest Chapter, one group comprised of end-users who are familiar with MRA and on the Chapter event mailing list.

The purpose of the groups was to begin a dialogue about what role end-users think research-related professional organizations, specifically the MRA, must play to engage end-users to participate in the organization. The discussion guide included questions regarding: general awareness and reasons for membership in professional organizations, their company membership process, their involvement in MRA and the chapter (feedback on past events and programming), and what it might take to build interest in the end-user segment to generate membership in our organization.

The dates of the groups were January 29th and 30th. The results of the groups will be published in the next issue of the "VERBATIM". Many, MANY thanks to the volunteers who made these groups possible:

Recruiting and Hosting Facility: FOCUS MARKET RESEARCH
Moderators: Kathy Dumas, K. DUMAS ASSOCIATES
Harold Cook, COOK MARKET RESEARCH

*The Past Presidents Committee's task is to tackle special projects as assigned by the Chapter Board. The committee is made up of:

- Darlo Martin Market Solutions Group President 1997-1998
- Judy Opstad Focus Market Research President 1998-1999
- Tammie Frost-Norton Research Int. President 1999-2000
- Lori Laflin C.J. Olson Market Research President 2000-2001

Event Recap.

Educational Seminar:
BUSINESS LIBRARY RESOURCES

James J. Hill Reference Library
Tuesday, November 27th, 2001
7:30 a.m. - 9:00 a.m.

Attendees of the BUSINESS LIBRARY RESOURCES Educational Seminar were treated to a very personalized event at the James J. Hill Library.

We were shown a brief presentation of the capabilities of the reference library, and then an overview of the future changes occurring at James J. Hill. Hill Information specialists are a unique breed —part counselor, part teacher, part detective. They'll patiently listen to your needs, acquaint you with the most effective research methods and help you find the business information you can use — quickly, efficiently and confidentially. The library will be offering more services on-line in the coming year - stay tuned!

We then received small group tours with three different Hill Information Specialists giving us a guided tour with explanation of where to find common and not so common resources within the facility, answering individual questions along the way. For more information on their services, log onto www.jjhill.org

Update from Our Watchdog Committee

The following Industry News was published in the MRA E-Mail Newsletter Edition, but our Chapter's Watchdog Committee wanted to be sure you were aware of it!

Identify E-mails to California Correctly (Edition #28 from January 11th)

This past week the State of California ruled that unsolicited e-mail MUST include accurate subject headers and valid contact information sent to any person in California. If you are ADVERTISING your business the subject header line MUST include the "ADV" prefix. For more details: <http://www.sfgate.com/cgi-bin/article.cgi?file=chronicle/archive/2002/01/04/MN228257.DTL>

“Relationship Selling”

February Educational Workshop
“Relationship Selling”

Ellen Glatstein, Chief Operating Officer
Ideas to Go, Inc.

Start looking forward to an exciting February Education Workshop on Relationship Selling on February 22, 2002. Ellen Glatstein will discuss the philosophy of Relationship Selling, the principles of the Relationship Selling Cycle, and the application of relationship selling (tracking tools, etc). There will be time for discussion, networking, and a delightful box lunch will be served! The seminar will be held at Ideas to Go, Inc., located at 1 S.E. Main Street, Suite 504, Minneapolis, MN 55414.

What IS Relationship Selling, you might ask? It is a philosophy and action plan that plugs “Minnesota Nice” into the sales equation. For example: let’s say that your company sells spices. Let’s also say that your chief hobby is collecting 17th century Italian music boxes. You call on Fred at Confections For All Occasions. He’s not really ready to buy your spices, but during your chat mentions that his wedding anniversary is coming up. So, instead of considering Fred a dead-end, you show up a week later with a cake showcasing your spices and a lead on a really good music box—suitable for an anniversary—for sale at your favorite shop. You don’t get the sale this time, but Fred will definitely remember you, especially when you encourage him to call you if he has any questions about spices or is interested in another music box. When Fred eventually needs to buy spices, he’ll probably think of you first.

About Ideas to Go:

“World class” is a phrase that clients often use to describe the people of Ideas To Go.

Ideas To Go harnesses the power of an integrated team of professionals who are passionate about what they do for their customers. This dynamic team includes facilitators, CREATIVE CONSUMERS® associates, word processing specialists, hospitality staff, artists, and writers — whoever it takes to get the customer results. Ideas To Go has a 20-year history of working with clients, yet their facilitators brag that they haven’t thought up a single original idea! That’s because their strength lies in giving customers the tools, the environment, and the support to generate their own great ideas. So mark your calendar now, look for the invitation and emails regarding this educational opportunity in February, provided by your Education Workshop Committee of the Minnesota Upper Midwest Chapter.

HOT NEWS!! MRA Chapter Goes On-Line

What’s the easiest way to network with other researchers from the Minnesota/Upper Midwest Chapter of the MRA? Thanks to Quirks Marketing Research Review, you can post messages and receive comments on our very own section of their great Forum.

Quirk’s web-site has recently undergone extensive renovations. (If you haven’t been there lately, check it out at www.quirks.com.) During their remodeling, they graciously added a section in the Forum where our fellow researchers can exchange ideas and information.

This idea originally came about from our Minnesota Upper Midwest Chapter as a way for our non-Minneapolis/ St. Paul metro area members to keep in touch and learn about what’s going on in the Chapter. But, this great tool is now available to all our members and friends.

So, go visit Quirk’s Forum. Ask a question, provide your opinions on a recent event, or just let us know what’s going on with you.

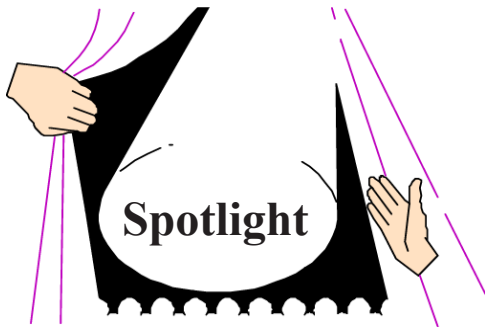
Here are some important links for the Quirks web-site:

Researcher Forum Index: <http://www.quirks.com/forum/index.htm>

Current Forum Topics: <http://www.quirks.com/forum/default.asp>

Forum Archive: <http://www.quirks.com/zforum/index.asp>

By Lori Laflin
C.J. Olson Market Research



The Verbatim will “**SPOTLIGHT**” a different Board or Committee Chair’s Company in each issue.

QUESTAR[®]

Questar is a top 50 Market Research firm specializing in customer and employee satisfaction surveys. Questar provides its clients with timely and effective information for high impact decision-making, by applying innovative data collection technology. Questar’s service offering also includes research and analytical services to drive the usability of this information into action for improved performance. Clients using Questar’s predictive linking model enjoy a competitive advantage of prioritized business solutions based on customer, employee and corporate effectiveness measures.

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Since 1985, our Fortune 500 clients have come to depend on Questar’s proven experience and reliability. Please visit our website or call us to find out if we can assist you with your customer and employee satisfaction survey needs.

Contact: John Steinlicht, Vice President, Sales & Marketing

2905 W. Service Road, Eagan, MN 55121

Phone: (800) 688-0126

Fax: (651) 688-0546

Email: info@questarweb.com

Website: www.questarweb.com

Sneak Preview

April Education Workshop: Survey Research in Partnership with Litigation

Ivan Ross, Ph.D., Consumer Psychologist and President of Ross Research, will be presenting “Survey Research in Partnership with Litigation” as an Education Workshop for the MN Upper Midwest Chapter of the MRA in April.

Dr. Ross, a retired U of M Carlson School of Management Professor, has expertise in designing trademark

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SNG

RESEARCH CORPORATION



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Sneak Preview (continued)

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infringement and false advertising consumer perception studies and claim substantiation studies. From his years of experience testifying as an Expert Witness in the Federal Courts and before the FTC and FDA, among others, Dr. Ross will help you see if your research will stand up to cross examination. We will be taking your litigation-related research knowledge BEYOND the level of meeting our normal standards of due diligence in fielding. He, also, will discuss how the role of the Expert in designing and reporting the results of a study relies upon your contribution as a researcher/supplier on the study. Watch for more information!

March Programming Event: Research on the Front Lines Panel

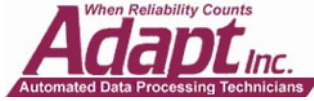
Date: March 14, 2002 from 11:00 to 1:30

The panel topic "Research on the Front Lines" will include a panel made up of top-level researchers in the retail industry. The panelists will discuss trends they see both in technology and methodologies over the next 5 to 10 years, especially related to marketing research for the Retail Industry and what research suppliers can do to be better positioned to meet these needs.

The panel will consist of 4-5 key research buyers from large local retail organizations. The moderator will be John Cashmore, owner of Market Resource Associates. Each panel member will be asked to talk for 2 to 5 minutes on:

- 1) The trends they see in Retail Marketing Research, particularly related to technology and methodology, over the next 5 to 10 years.
- 2) How these trends will affect how they perform and purchase research.
- 3) What they will be expecting from their research suppliers in the future.

After the panel members present their views, the floor will be opened to the audience for questions and discussion. A moderator will lead the entire panel portion of the meeting. Watch for your Invitation!!



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- Audio Tape Transcription
-

Comment coding (hardcopy and on-line)

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- Data Entry
- State-of-the-art Character Recognition Image scanning
- Tabulation

For more information contact Dave Koch at (952) 939-0538 or dkoch@adaptdata.com

www.adaptdata.com