

President's Corner

Lisa Morse, Questar Data Systems, Inc.
Chapter President

The Minnesota/Upper Midwest Chapter of the MRA has a lot in the works and much more to come! Many heartfelt thanks to our outgoing Board members — Bev Koser of Harris Interactive, Lisa Denning of Blue Cross Blue Shield, and Lori Kruse of Land O'Lakes. We wouldn't be where we are now without their dedication to this organization and ability to make things happen!

As Dave Koch, our new immediate Past President, reported to you in the last issue's President's Corner, the 2002-2003 Board continued to gain momentum and accomplished a lot. I have much appreciation and great admiration for Dave's fine leadership. It will now be my challenge to build upon this past year's accomplishments. With its enthusiasm and varied expertise, the new Board is eager to tackle this year's objectives. Our top priorities include:

- Preparing for a full-day conference in Fall 2004 (this is in addition to the events we hold in Feb., March, April, May, August, October and November)
- Creating greater value to end-user members and those outside the Twin Cities metropolitan area
- Establishing a Chapter website as a resource for information about our chapter and its activities
- Expanding opportunities in which members can get more actively involved in our Chapter

Underlying all of the Chapter's efforts is the desire to provide members with high quality networking and informational opportunities. We'd love to see you at our events and involved in making things happen.

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2003 Upcoming Events

August 19, "Issues and Challenges with Qualitative Research."

(Watch your mailbox for details)

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Being a Volunteer - A Noble Profession

By Erma Bombeck

I was a "thousand points of light" long before volunteerism lighted up the sky and had an official name. I had my lights short-circuited, burned at both ends and occasionally punched out. I hang in there because generally volunteerism is a dazzling galaxy of gems that streak across the sky and illuminate the world when it falters and cannot find its way.

I was thinking the other day that Americans are intrigued by royalty. Americans have never felt the need for a hierarchy who live in castles and get paid for waving and going to funerals, but I would like to propose a royal family for this country who would have no political power but would symbolize what we are all about and set the tone for our nation. . .the Royal Family of Volunteers.

You cannot be born to this royal family. You must earn your way through the ranks. Congress will not appropriate a salary for your efforts. You won't even have your own principality, especially if you volunteer your medical services to travel down the Amazon River on your vacation to tend to the needs of children in Brazil.

The perks of royalty, which usually add up to yachts, box seats, parades and state dinners, may translate to long hours, tired sandwiches, costs, rejection, cold coffee, and screaming kids. Royalty as a rule is recognizable. The Royal Family of Volunteers are nameless, faceless and forgettable. They are often taken for granted, and only a fraction of them are recognized for their talents.

So how do you know you're royalty. Ah. . .it's the crown jewels that give you away-that sparkling tiara of smiles you have given and tears you have shared, and the rich legacy of caring.

New Facility Open House

Thursday, August 21, 4:00 to 7:00

FIELD RESEARCH SERVICES

842 Raymond Ave. Ste 105

St Paul—2 blocks North University & Raymond

EVERYONE WELCOME ENJOY FOOD - WINE

Bonnie Sargent, Director

Please RSVP: 651-644-3150

2003/2004 MRA MN/Upper Midwest Chapter Board Members

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President's Corner (continued)

Continued from page 1

I recently learned that according to the American Society of Association Executives (ASAE), participation in industry associations is down across the board. Since 9/11, there has been a definite change in American professionals' behavior. Whatever the reasons may be — increased competition for available time, heightened concentration on one's job, the economic and political times we're living in — ASAE statistics indicate that it is not unusual to have 15% or less of an association's membership attending an event.

Now, more than ever, when jobs are tighter and obtaining new business requires more persistence, would seem to be the ideal time to get involved, network and broaden your understanding of our industry. Thanks to the behind-the-scenes hard work of our Board and Committee members, along with the initiative many of you took by attending Chapter events over the past year, I am pleased to see that the participation of our membership often exceeds ASAE expectations. Half of our members attended at least one of the six Chapter events held throughout the past year. The percentage attending any single event ranged from 13-34%. And I know we can do even better than this!

For those of you entertaining the idea of doing more than sitting in the audience at a future event, there is no shortage of ways you can get involved. Don't put it off until tomorrow. Just pick up the phone and give Dave Koch a call (952-939-0538). He'll gladly help you find a place dip your big toe into the pool of volunteer opportunities.

We have an exciting year ahead and I look forward to serving you as your Chapter President!

RETRACTION!!

Last issue of THE VERBATIM we announced proudly that we had two Minnesota Upper Midwest Chapter Members on the National Board for the very first time. WE WERE WRONG!

We are very pleased to say that JANE COOK, from Frank N. Magid Associates in Cedar Rapids, Iowa, has been on the National Board as Treasurer for over three years!! We apologize to Jane for this oversight, and thank her for her dedication to volunteering and helping to steer our National organization.

MRA MN/Upper Midwest Chapter Committee Chairs

Membership-Co

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Membership-Co

Julie Heise
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"Undergoing Search"
Acting Chair Dave Koch
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*"If you think you're too small to
make a difference, you haven't
been in bed with a mosquito!"*

Anita Roddick, The Body Shops

Volunteer Opportunities with the Minnesota/Upper Midwest Chapter of the MRA

By Dave Koch

Why volunteer: The local chapter of the MRA is operated 100% by volunteer efforts. Without the contributions of our volunteer base, the MRA simply could not exist. People volunteer to contribute to the MRA for many reasons, the most common are outlined below:

- To network with people and companies in my industry.
- To learn more about what is going on in the industry outside of the bubble of my own company.
- To develop professional/leadership skills that will help me in my career.
- To support the work done by the MRA because I think it is important to our industry.
- To increase my own marketability within the industry.

Volunteer opportunities: There are many volunteer opportunities available to you. Some require a substantial commitment, and some hardly any at all. The three main volunteer options include:

Being a member of the local board: Board members are elected annually by the membership, and serve a 1-year term. The next election will be held in March of 2004. You must be an active member of the MRA to hold a board position.

Chairing a committee: The next level of volunteering is chairing a committee. This is an excellent way to develop leadership skills, and gain lots of recognition within the Marketing Research Community. Chairing a committee is often a stepping-stone to being elected to the board. You must be an active member of the MRA to be a committee chairman.

Committee Membership: This is where most members volunteer. Being a committee member offers you the most flexibility regarding how much time you want to contribute. It is also a great place to learn how the association operates, and to meet many people from different segments of our industry. The different committees require different skill sets, and different levels of commitments. A short synopsis of each committee is outlined below:

Committee Descriptions:

Programming committee: This committee is responsible for scheduling and planning all of the chapter events. Members will brainstorm for ideas, contact speakers, and schedule presentations for 8 events per year. Most members will fill the event captains role for about 1 event per year. This role involves coordinating with the speaker, the publicity committee (for invitations) and the site committee (for on-site requirements) for a given event. The time commitment is a single 1-hour meeting per month, with approximately 15-45 minutes of follow up tasks after each meeting. Skills that are needed, or can be developed on this committee include - creativity, organizational skills, and event planning skills.

Membership and Hospitality committee: This committee is responsible for increasing our membership base. Members of this committee staff the registration desk at each event, and act as hosts to make sure attendees feel comfortable at events. They also plan and implement membership drives via phone, mail and email. The time commitment is a single 1-hour meeting per quarter, and approximately 1 hour of follow up work between meetings. Skills that are needed, or can be developed include - communication, professional networking, and database management.

Publicity committee: This committee is responsible for all of the communication pieces required by the association. They produce our quarterly newsletter, all of our invitations, and other public relations pieces. The time commitment is a single 1-hour meeting per quarter, and approximately 2 hours of follow up work between meetings. Skills that are needed, or can be developed include - creative writing, editing, graphic arts/ printing, and public relations.

Site committee: This committee arranges the locations for each event. This includes finding professional meeting space that is a good value, and orga-

Volunteer Opportunities (continued)

Continued from page 4

nizing the site related details (food, equipment) for each event. The time commitment is about 1 hour per month. Skills that are needed, or can be developed include; negotiating skills, organizational skills, and contract review.

Out-state committee: This is a new committee that is responsible for promoting and increasing the value of MRA membership to members outside of the Metro area.

How to volunteer:

If any of the volunteer opportunities listed above appeal to you, or if you have any questions, please contact:

Dave Koch – Past President MN/Upper Midwest chapter of the MRA
Phone: (952) 939-0538
Fax: (952) 939-0361
Email: dkoch@adaptdata.com

WELCOME!! NEW MEMBERS!

Theresa Cabak
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tcabak@readexresearch.com
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One size won't fit all in dealing with employees

By Daneen Skube, From Working Connections

Managers typically make the mistake of a “one-size-fits-all” reward system. The manager carefully contemplates what the manager likes and then gives that reward to worthy employees.

One reward not only doesn't fit each employee but also can be experienced as punishment. One manager I coached loved attention so he gave his top employees lots of public praise and the spotlight.

His best employee was a serious introvert and experienced this attention as humiliation. Until we started to work together, the manager couldn't understand why his best employee's performance kept slipping.

Getting to know your new team - as people - is critical. Any employee can make a widget. To make a widget faster, better and more effectively, you have to access the passion inside the person. Treating your staff members like tools to be used to achieve a result is the fastest way to alienate them.

Does one employee thrive with challenge? Does another find peace in predictable routine? Does a third prefer solo tasks to teamwork? A wise manager realizes that people are the conduit through which productivity occurs. You can drag your team to water, but they don't have to drink. Instead, try figuring out just what salt lick to use to inspire thirst.

Attention Watch Dogs!

Have you read about any proposed legislation or regulations that might impact our industry? Have you heard about any lawsuits that would cause market researchers to shiver in their boots? If yes, please contact **Pat Leatherberry**, Research International USA at pat.leatherberry@research-int.com.



TCPA and the Telemarketing Sales Rule Comparison

Restrictions on Telephone Solicitations	Telephone Consumer Protection Act	Telemarketing Sales Rule (including 2002 amendments)
Autodialers: Does the law or the agency regulations restrict the use of autodialers for survey research calls?	No, with a caveat.* Calls to certain telephone lines are restricted. "Automatic telephone dialing systems" cannot be used to initiate telephone calls to a 911 line, an emergency line of a hospital, a doctor's office, a health care facility, a poison control center, a fire department, a law enforcement agency, a paging service, a cellular telephone service or in such a way that two or more telephone lines of a multi-line business are engaged simultaneously.	No. The use of automatic dialing equipment is addressed to some extent in the amended provisions of the FTC regulations, concerning "call abandonment" (or "dead air") by telemarketers.
Time of Day Restrictions: Does the law or the agency regulations impose time-of-day restrictions on survey research calls?	No. The 8am-9pm time-of-day restrictions are placed on sales calls only.	No. The 8am-9pm time-of-day restrictions are limited to telemarketers only. Telemarketing, by definition, are inter-state calls (calls from one state to another) in order to induce the purchase of goods or services or a charitable contribution.
Do-not-call-list provisions: Do they apply to unsolicited calls made for the purpose of conducting survey research?	No. The do-not-call-list provisions of the TCPA are applicable to sales calls only.	No. The law does not apply to survey research calls. The amended FTC Rules requires telemarketers and telemarketers calling to solicit charitable contributions to comply with an individual's do-not-call request. In addition, telemarketers will be prohibited (with caveats) from calling numbers listed on a FTC national do-not-call registry.
Which federal agency is responsible for implementing the law, and where can the regulations be found?	The FCC is responsible for implementing the law. The regulations can be found at 47 C.F.R. 64.1200 .	The FTC is responsible for implementing the law. The regulations can be found at 16 C.F.R. 310 . The amended FTC regulations can be found at: http://www.ftc.gov/os/2002/12/tsrfinalrule.pdf
Where can the law be found?	47 U.S.C.S. 227	15 U.S.C. 6101

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A Volunteer's Story

By Bob McGarry, Information Specialists Group, Inc.

My best example of the value of volunteering comes from my Mom. She was always giving of her time, both formally and informally. She was involved in many organizations, most dedicated to charitable work, but she always seemed to be providing a helping hand to friends and neighbors in need. I saw first hand how what goes around, comes around during my mother's two year battle with cancer. These people that she had helped and worked with in these different organizations were there for her and her family in her time of need. It has meant a lot to us to hear from many of these people about how she touched so many lives and how she will be missed.

My first true experience with volunteering has been my recent involvement with the local MRA chapter. I decided to join the association two years ago and within two weeks Bev Koser had called me and asked if I would co-chair the Membership Committee. I said yes because I was taken off guard and couldn't come up with an excuse quick enough. I'm glad I couldn't.

Volunteering with the chapter has been a very rewarding experience. For sure, the best part has been all of the people I have met. They have become friends, advisors, referrals and some even clients. There is a great core of selfless people who make this Chapter run. They're worth getting to know. I have also received a great sense of satisfaction in being involved in setting up events and bringing in new members. The benefits have far outweighed the sacrifices.

"What you give ought to be in direct relationship to what you've received. If you have been blessed with a great deal, then you have a lot of giving to do."

Johnnetta B. Cole

"The Joy of Volunteering"

By Linda Daniel

I happen to think that volunteering is a GOOD thing to do, especially when you can give your time and talents to causes you really care about. I've been a Room Mother, chaired fund raising events for my daughter's school, given baking tips to Girl Scouts, written surveys for non-profit groups, and mailed more requests for donations (money, clothes, blood, etc) than I can count. Actually, given the salary of a couple of my early jobs, I could list them as volunteer endeavors as well.

I actually began my career with this chapter of MRA as a volunteer. I was sitting at my computer one morning, minding my own business, when Bev Koser walked into my office (she was President Elect at the time). "Great news," she said. "MRA is looking for a copywriter and I told them you'd love to do it." OK, so that's not exactly the classic definition of volunteering, but it worked. Have I ever regretted it? No. Have I enjoyed my writing assignments? Obviously. Would I do it again? You bet.

Some people needlessly worry that volunteering might lead to work, responsibility, or dull meetings. Take my little brother, who has a sign on his office wall declaring that "no good deed goes unpunished." Of course, he also believes that every silver lining has a thundercloud behind it waiting to rain on his parade. Don't get me wrong. He still volunteers his time to many great causes. It's just that he's sure that someday he'll regret it. He claims that fact that he hasn't had cause to regret it yet simply means the law of averages is ready to smite him any day now. Little brothers are such a trial.

But you are much smarter and more mature than my little brother and know that volunteering will not have dire consequences. There are many ways to volunteer with MRA, from joining a committee to agreeing to do only one task. Want some examples? We could be talking about anything from website development to stuffing envelopes....painting megaphones to writing a letter to Congress....picking up flowers from a florist to being a cheerleader. The list is endless and we guarantee that there's something for everyone. Describe your special talents or your secret (G-rated) desires and we'll find a spot for you. It will be fun!

Chapter Service Awards

By Tammie Frost-Norton

Minnesota/Upper Midwest Chapter is proud to announce the 2003 Chapter Service Award goes to **Lori Laflin, of C.J. Olson Market Research!**

Lori Laflin is an active member of the Chapter. Her list of accomplishments is amazing and includes serving as President, Programming Committee Chair and Director-at-Large.

Lori left a sizable legacy for everyone to benefit from. During her Presidency (and term as Past President as well!), she initiated three important Chapter Committees: Past Presidents, Out State, and Education. These committees served to keep the Chapter leaders in touch with their members, providing needed programs and services. The Past President Committee has become a vital ongoing group, receiving special projects from the Chapter Board. The committee has run the bi-annual Membership Survey, revised the Chapter By-Laws, and conducted focus groups for end-users that resulted in the establishment of a special Advisory Board for End Users.

The Out-State Committee (currently named the Greater Group) was formed to involve our entire Chapter geographic area (Iowa, North Dakota, South Dakota, and Western Wisconsin, along with all of Minnesota).

The Education Committee has had perhaps the greatest impact, as the Chapter discovered that members and non-members alike enjoyed the educationally-focused, short lunch or breakfast sessions. Since Lori's Presidency three years ago, there have been a minimum of four educational events each year, ranging from stats classes to usability lab demonstrations. This committee has since been integrated into the Programming Committee, but the Lori's commitment to providing education on niche topics lives on through the current Committee's master planning efforts.

Lori also has an amazing quality of being able to call people and ask them to join as a volunteer on a certain task or assignment. Her personal philosophy could be summed up (as a spokesperson for Nike!) -- Just Do It! Her dedication to the Chapter is well known, and her accomplishments make her a cornerstone of the Chapter. THANK YOU, LORI!!

Drab Web Page Seeks Stylish Makeover

Looking for a place to make a really big difference? Need a worthy cause to apply your creative juices? Wishing you could sit back and say, "Wow, I did that!" If so, we have the opportunity for you!!

Our Chapter Page on the National MRA Website leaves a bit (okay, a lot) to be desired. If you've ever clicked around on the National site and found your way into the Minnesota/Upper Midwest page, no doubt you left rather unimpressed? especially if you happened to sneak a peak at what other chapters had to offer at the end of a mouse click or two.

The Board is looking to jazz up our Chapter's web page. We can sure use some help and guidance. Are you skilled at graphic design, web programming? Are you one of those people who stay up until the wee hours of the morning tweaking your own personal website? Do you have lots of opinions about navigating on a web page? Are you good at marketing or helping others organize information? If you can say "yes" to any of these, we'd appreciate your involvement in this project.

Please contact Lisa Morse at 651-688-1975 or lmorse@questarweb.com if you can volunteer some time to giving us a much needed new look.

"You are the only person on this earth who can use your ability."
Anonymous

Tournament of Researchers



Hear ye...hear ye.

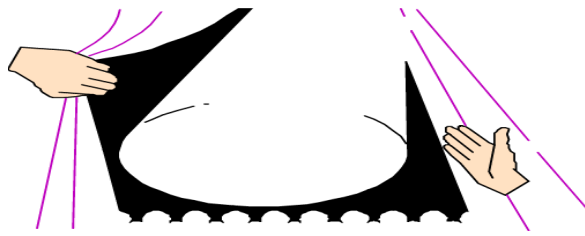
This is the official call for a **CHAMPION** to represent the MN/Upper Midwest chapter of MRA in the 2003 Tournament of Researchers. We are looking for someone who is bright, funny, competitive, knowledgeable about marketing research, and, dare we say, ruthless. We want someone who can take on the champions of all other chapters and emerge victorious. We want someone who isn't shy about blurting out answers to obscure questions.

We want someone who looks great in armor and can ride a horse. OK, maybe we can negotiate about the horse, but I'm holding out for the armor!

Why would you want to volunteer? Yes, we do mean you.

- You have extensive knowledge about our industry
- You always wanted to be on Jeopardy, but never made it to the tryouts
- It will look great on your resume
- Your favorite movie is Camelot and this is your chance to be a "Knight of the 10,000 lakes"
- You look great in silver (Remember? Armor?)
- You want to see Dave Koch in a cheerleader skirt (this isn't definite, but he's considering it if we let him be at the top of the pyramid)
- Did we mention that the competition is in Orlando?
- Some other chapters are using a boxing theme and everyone knows that a knight on horseback can beat a boxer any day
- If you volunteer to be champion, you won't have to help come up with cheers
- We'll give you your own lance to carry at future chapter meetings and events
- All other members of the MN/Upper Midwest chapter will thank you

Now that we've got your attention, contact Lisa Morse at lmorse@questarweb.com for more details. Just be sure to call early, since we're sure to have a couple hundred volunteers for the job. We also have openings for cheerleaders, rooting sections, and court jesters.



Spotlight

The Market Solutions Group, Inc. is a youthful and dynamic marketing research house, but the organization is built on a solid foundation of market research excellence.

MSG is a product of the 1998 merger of *tk associates* of Minneapolis, Inc. and N. K. Friedrichs & Associates, Inc. Both of these companies were founded in 1984 as marketing research firms offering a wide variety of customized research services. From the outset, *tk associates* and N. K. Friedrichs earned reputations for high-quality research design, excellent implementation, and thorough data analysis, traditions that MSG has carried forward.

The Market Solutions Group, Inc. is a full service organization that provides clients high quality, ethical, cost effective services that aid in better business decision making, and provides a work environment that encourages integrity, innovation, and a commitment to high quality results for its clients. MSG strives to gather information in ways that encourage cooperation and future participation.

The organization maintains close ties with the Minnesota/Upper Midwest Chapter of the Marketing Research Association. Darlo Martin, a project manager at MSG, is one of three people (along with Kathy Dumas and Caroline Ruble), responsible for forming the MN/UMW Chapter of the MRA seven years ago, and served as chapter president for a year. Currently, Darlo serves on the past presidents committee. Doug Skipper, vice president of operations and a partner at MSG, is in his first year as at-large member of the chapter's board of directors, and his second as a member of the chapter's programming committee.

The Market Solutions Group, Inc., is located at its new offices in downtown Minneapolis, at 701 4th South Avenue, Suite 1800. The offices include MSG's project management team, a data processing center, and a 48-station data collection center.

National Conference

By Lisa Morse

The National Marketing Research Association's **45th Annual Conference and Symposium** was held in San Francisco this past June. The Minnesota/Upper Midwest Chapter member attendance was the best ever! Thank you to the following individuals for representing us at this year's conference:

Dave Koch, Adapt
Jack Semler, Readex
Jane Cook, Frank N. Magid Associates
Lisa Morse, Questar
Lori Kruse, Land O'Lakes
Tammie Frost-Norton, Research International
Theresa Cabak, Readex

Mark your calendars! The MRA's **Fall Education and Technology Conference** will be held November 12 - 14, 2003 in Orlando. The **46th Annual Conference** will be held June 9 - 11, 2004 in Boston.

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

SPOTLIGHT on

The **Market Solutions Group** Inc.

On-Line Communications Adds 100 Station Contact Center in Richmond, VA

On-Line Communications
6/13/2003

On-Line Communications, Inc. recently announced the acquisition of a 100-station contact center in Richmond, VA. The Company, which provides telephony and Internet-based market research, marketing and value added data services, made the announcement following negotiations between On-Line Communications and the Southeastern Institute of Research, Inc. (SIR). On-Line Communications will retain the current staff and could ultimately employ up to 200 people. According to CEO Tom O'Connor, "the acquisition is part of a strategic plan to add capacity in order to support the growth of the Company's tracking research and data services. This now gives us 220 available stations.

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Affiliated with the Marketing Research Association, the American Marketing Association

"Those who want to do good are not selfish. They are not in a hurry. They know that to impregnate people with good requires a long time. But evil has wings. To build a house takes time. Its destruction takes none."
Mahatma Ghandi

Short Poems About Volunteerism

"What is success?"

By Ralph Waldo Emerson

To laugh often and much;
To win the respect of intelligent people and the affection of children;
To earn the appreciation of honest critics and endure the betrayal of false friends;
To appreciate beauty;
To find the best in others;
To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition;
To know even one life has breathed easier because you have lived;
That is to have succeeded."

Poem

By Joseph Epstein

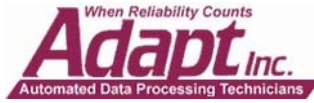
We do not choose to be born.
We do not choose our parents,
or our times or country of birth,
or the circumstances of our upbringing.
We do not—most of us—choose to die,
but within all this realm of choicelessness.
We do choose how we shall live—
courageously or in cowardice,
honorably or dishonorably,
with purpose or adrift.
We decide what is important and what is trivial
What makes us significant is what we do,
or refuse to do.
We decide and we choose and so we give definition
to ourselves.

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)

Please call Tammie Frost-Norton at **952-853-9440** for more information.



Full Service Survey Processing

Let us handle the labor-intensive portions of your next study. Put 25 years of experience to work for you. We specialize in Market Research Survey processing so we speak your language. We are fast, accurate, and for most projects can have closed-end data to you within 24 hours of closing returns.

Services include:

Survey printing and mail distribution

- Returns management for follow-up mailing to non-responders
- Return mail handling
- Survey check-in and editing
- Audio Tape Transcription

Comment coding (hardcopy and on-line)

- Open-end transcription and editing
- 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