



# The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA

Winter 2010

Volume 13 Issue 1

## President's Corner

Gayle Belkengren

The other day, I got a call from Ed Sugar, Vice President, OLC Global. He has served on the MRA national board of directors, and called me a couple of weeks before a presentation he was giving to the Board regarding recruiting speakers and developing topics for programming for chapter leaders. He wanted to know if I had any specific questions about lining up speakers, or anything else about educational programming. When I told him what this chapter had already done just this year and had lined up for the rest of the year, he was absolutely flabbergasted! He wanted to know if I'd be on the call to contribute ideas. Apparently, many chapters have a lot of "meet & greet" events, but have trouble programming an educational event. (I told him that Michele Hanson, our programming chair, was the one he should ask.) But I also told him that our chapter has always supported the educational programs-and, in fact, our chapter has always thought that offering PRC credits at a reasonable cost, close to home, with minimal travel was one of the reasons we existed. I recently discovered that the national MRA only requires that each chapter offer **TWO** educational offerings per year. The MN/Upper Midwest MRA chapter is definitely overachieving! Here's a recap of the **TEN** educational opportunities that your chapter has provided this year, which runs from May 2009 to May 2010.

August 2009	Jewish Delis and You! Factor Analysis as a Bridge
September 2009	Are You Sure About That? Letting Respondents Change Their Answers
October 2009	35 Years of Experience = 35 Lessons Learned
November 2009	The Essentials of Ethnography
January 2010	Basic Stats (Webinar)
February 2010	Social Media's Impact (web and live)

## 2010 Upcoming Events

**Annual Meeting and Views from the Top with Jim Donoho, Kenexa, May 4, 2010**

**Conference Event – Full Day September 16 – watch for details!**

**Leadership Breakfast Series: Views from the Top 3 more Sessions Oct-Dec 2010**

*Keep checking the calendar and home page on [www.mnmra.org](http://www.mnmra.org)!!*

### What's Inside...

Notes from Editor	2
How American's spend money	3
New Member Welcome	3
Basic Stats Event Review	4-5
MN House Comm Testimony	4-5
Impact of Social Media	5-6
PowerPoint Tip	7
Member Survey	8
AMA Burke Event	9
VFT - General Mills	10
VFT – Maritz	11
Spotlight on Readex	12
Programming Event Costs	13
Sponsorship	14

February 2010 “Views from the Top”: Gayle Fuguitt, VP  
Consumer Insights, General Mills  
March 2010 Strategic Name Development  
March 2010 “Views from the Top”: Matt Kinney, VP  
Research Operations, Maritz  
May 2010 “Views from the Top”: Jim Donoho,  
Practice Leader, Kenexa and Annual  
Meeting

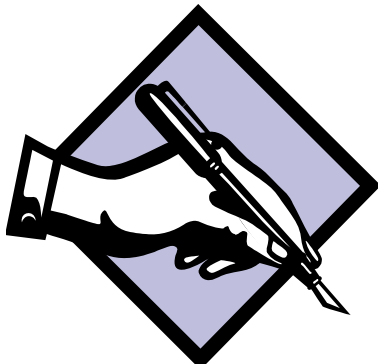
In addition to all of that, three more “Views from the Top” have already been scheduled for 2011, and planning is full-steam-ahead for our full-day conference scheduled for September 16<sup>th</sup>. There really is no excuse to not continue your MR education/experience or for PRCs to miss credit requirements. We all owe our programming committee volunteers a huge debt of gratitude and a big **THANK YOU!** So take advantage of the superior and abundant programming that this Chapter offers, by attending an event. See you there!

## Notes from the Editor

I hope you are enjoying this “Education” themed *Verbatim* newsletter! Our next newsletter—scheduled for May—has a theme of Communication. I’m looking for guest writers on that theme, as it pertains to our industry. Please inquire or send your submissions to me at [Tammie.Frost-Norton@frost.com](mailto:Tammie.Frost-Norton@frost.com). Give your company some industry level recognition within our community!

I am also looking for interesting websites to share with our readers. Please submit your favorite websites that you think will be of interest to our fellow MR readers, and get recognized for your link! Submit to same email address above. Some submissions may also become part of our Chapter Webpage of links (<http://www.mnmra.org/Links.htm>), which is currently under revision.

We are always looking for Event Review writers. If you are interested, please contact me!



## 2009/2010 MRA MN/Upper Midwest Chapter Board Members

### President

Gayle Belkengren  
612-925-3492  
gbelkengren@aol.com

### President-Elect

Danelle Gorra  
Delve  
952-858-1550  
danelle.gorra@delve.com

### Past President

Tammie Frost-Norton  
651-621-5332  
Tammie.Frost-Norton@frost.com

### Treasurer

Jeanine Hesse  
Questar  
651-688-1932  
jhesse@questarweb.com

### Secretary

Josh Holly  
Satisfaction Management Systems  
952-939-4304  
jholly@satmansys.com

### Director at Large

John Chamber  
MarketLine Research  
612-767-2584  
jschamber@mktline.com

### Director at Large

Julie Heise  
Harris Interactive  
763-541-7175  
jheise@harrisinteractive.com

### Director at Large

Rob Daves  
Daves & Associates Research  
612-822-0085  
rob@davesandassociates.com

# Find Out How American Consumers Spend Their Money

from Cheryl Russell  
Editorial Director, New Strategist Publications

Consumers are slashing their spending, making it vital to get the answers to Who buys? What do they buy? How much do they spend? And, most important, what will they cut as their incomes fall and expenses rise?

You can get accurate and reliable answers to these questions from the following just-published resources from New Strategist.

- Starting a new business? Repositioning your products? The new 14th edition of the annually updated [Household Spending: Who Spends How Much on What](#), is your exclusive guide to dollar-for-dollar answers to who is buying hundreds of products and services ranging from laundry detergent and phone cards to motorcycles, wine, and restaurant meals.
- [Best Customers: Demographics of Consumer Demand](#), 6th ed., is a unique guide to how changing demographics are reshaping the consumer marketplace. Find out who spends the most and who controls market share-often surprisingly different-for over 300 products and services.
- The 14 volumes in the [Who's Buying Series](#), which can be purchased individually or as a set, give you the big picture about consumer spending by age, income, household type, race, Hispanic origin, region of residence, and education. Each volume focuses on an individual product category, ranging from apparel and beverages to restaurants, consumer electronics, and travel.
- The new 7th edition of [American Incomes](#) is your one-stop resource for understanding the economic status of Americans. The United States is experiencing the worst economic downturn in a generation. Incomes are falling, poverty is rising, and net worth has declined. As the country adjusts to the new economic reality, it is vital to stay on top of these socioeconomic trends.

New Strategist's titles are available as searchable single- and multiple-user pdfs that are linked to spreadsheets of all the data tables in each book so you can do your own analysis and create PowerPoint presentations.

[demographics@newstrategist.com](mailto:demographics@newstrategist.com) New Strategist, P.O. Box 242, Ithaca, NY 14851

## Welcome to Our Newest Member

The MRA MN/Upper Midwest Chapter is very pleased to welcome our newest member in 2010.

Name	Company	City
Joel Kunze	Upper Iowa University	Web Service Director/Research Specialist

## Basic Statistics Event Review

*Presented by Neil Helgeson, TNS*  
**Live Webinar:** January 21, 2010

A new decade deserves a new approach. Our Chapter hosted our first live webinar!

We asked one of our more well-attended speakers from past events, Neil Helgeson of TNS, to present in a webinar format. Neil described the various types of statistics that are commonly—and not so commonly—used and misused in our industry. He also explained how to use and interpret everyday descriptive and inferential statistics.

Topics covered were:

- Common descriptive statistics
- Principles of statistical inference
- Common inferential tests such as t-tests and analysis of variance
- Interpretation of test results: what the tests do and do not tell us
- Identifying special testing situations such as equivalence testing, multiple comparisons, and other situations requiring special tests, techniques, or approaches
- Determining the appropriate sample size
- Alternatives to traditional statistical testing
- Common pitfalls and mistakes

*(Continued on Page 5)*

## Minnesota House Committee on State and Local Government Operations Reform, Technology and Elections

*Testimony in Support of H.F. 3108*  
**March 4, 2010**

*By Gayle Belkengren*  
*President of the MN/Upper Midwest chapter of the Marketing Research Association (MRA)*

Chairman Pelowski, Vice-Chair Poppe, and members of the Committee, thank you for allowing me the honor of submitting testimony for this important hearing. My association is endorsing H.F. 3108 because of important protections it would spell out in support of exit pollsters' access to voting places.

My name is Gayle Belkengren, and I am the President of the MN/Upper Midwest chapter of the Marketing Research Association (MRA), the leading and largest association of the survey and opinion research profession. MRA promotes, advocates and protects the integrity of the research profession and the research process. I'm a lifelong Minnesota resident, with more than 35 years of experience in the market research field, and actually did some exit polling for ABC early on in my career.

MRA appreciates efforts in H.F. 3108 to promote genuine research by ensuring that exit pollsters can legally do their research near voting places in Minnesota. Current Minnesota statute doesn't allow anyone "except an election official or an individual who is waiting to register or to vote" to stand within 100 feet of the polling place building. This bill would add to that exception, "or an individual who is conducting exit polling" and define "exit polling" as "approaching voters in a predetermined pattern as they leave the polling place after they have voted and asking voters to fill out an anonymous, written questionnaire."

Exit pollsters' access to voting places and voters is essential to this kind of research. The greater the distance between a researcher and the voting place, the more likely that voters will leave without ever having an opportunity to share their opinions.

The typical exit poll questionnaire gathers 3 types of data: (1) who the research participant voted for in the day's key elections in a particular jurisdiction (a state or city); (2) a variety of attitudes held by the voter; and (3) the demographic characteristics of the voter. The latter 2 sets of information can be used to explain why they voted as they did and what kinds of people voted for each candidate. These exit poll questionnaires are relatively short (typically less than 25 questions) and take less than 5 minutes to complete.

Most people think of election night projections on TV when they think of exit polls. However, this research is just as important for the information gathered about the voters' demographics and attitudinal predispositions towards the candidates and the campaign issues as it is for making the projections reported by news organizations on Election Night. It is this data that provides powerful explanations, to be examined in election postmortems and by academics and researchers forever after, for why people voted the way they did-telling us which key demographic groups voted for which candidates or which propositions and why. An exit poll is the only kind of poll that can affirmatively assume that its participants actually voted. Finally, exit polls do something pre-election polls cannot do: capture the voting intent of last minute deciders. In 2004, 5% of voters made up their minds on whom to vote for on Election Day, according to exit polls. Eleven percent decided whom to vote for in the last week before the election.

It is also important to note that a majority of such research is actually conducted by survey and opinion research organizations and companies, not just TV news organizations. MRA appreciates that you have included all bona fide exit polling in your legislation.

On behalf of MRA and the entire survey and opinion research profession, thank you again for holding this hearing and your efforts on H.F. 3108, and thank you for letting me submit testimony. I, and the entire national organization, look forward to assisting in whatever capacity you may require in pursuit of its passage.

## **Basic Statistics Event Review (cont'd)**

*(Continued from Page 4)*

Another unique aspect to trying a webinar format is that we were able to tell all invitees to feel free to invite others from their company to view along with them. **There was no limit to how many from a company joined the webinar using one registration!**

While we discovered some difficult things about webinars-for example a webinar needs to be more interactive than an in-person event, to keep participants engaged, and some technical learnings were discovered as well (thanks to attendees for their patience when the web page didn't keep up with the speaker a few times!)-we still love the idea that our entire 5-state area can participate in our educational events this way. Look for more opportunities with this venue!

## **The Impact of Social Media on Brand Decision Making & Product Development – An Event Recap**

*Presented by Tom Malkin, President of GeeYee Luncheon Event and Webinar: February 18, 2010*

Three topics were covered in the presentation:

1. Why the impact of social media on consumer purchase behavior is driving the need for firms to gain insights from it.
2. Case studies on leading smart phones and pharma to demonstrate how social media, when quantified and visualized at a more granular topic-based level (e.g. product feature or issue), can provide unique, directional insights on entire product categories in a story-telling fashion.
3. How social media research can grow your business.

Nearly one in five consumers mentions they have posted social media in the past year. As is the case in use of social media, posting of social media is significantly higher among consumers in the greater consumption age groups. However, younger consumers are more likely to post on a complaint site.

*(Continued on Page 6)*

## **The Impact of Social Media on Brand Decision Making & Product Development – An Event Recap (cont'd)**

*(Continued from Page 5)*

Trailing only word of mouth and consumer/industry reports, consumer generated media is the third most influential source of information for consumers when making a purchase decision. Nearly one-third of consumers say that social media is extremely/very influential when making decisions.

Younger consumers are significantly more likely to mention that Social media is extremely/very influential when making a purchasing decision. Conversely, older consumers rely more on word of mouth and consumer/industrial reports.

Specific to the case studies presented: Insights into product development, brand perception, and emerging trends were visualized. Additional analysis from a marketing research firm was provided. Unfortunately, there is not room in this review to summarize the case studies.

Critical differences between social media and traditional research center around the process of listening versus asking.

### **Contrasting Consumer Generated Content and Surveys**

Robust learning process requires listening and asking. Listening is essential to telling the whole story or even finding the story. It captures consumer passion and lifestyle connection points in a holistic, historical perspective.

Some form of “asking” is required to measure magnitude. This is the discovery-to understand what is being said and *how* consumers are talking about issues or product features already in mind and/or discover new issues and features that haven’t been thought of or simply not imagined.

- Monitoring beyond the subject at a granular product feature or issue-based level makes alerts to any significant variations more meaningful and actionable.
- Monitoring on filtered and relevant content maximizes alerts.
- In forums, blogs, and social utility sites such as MySpace, people communicate using more idiomatic expressions. They also rarely mention the subjects they are talking about in their often lengthy posts.
- Monitoring needs to account for context-dependent opinions, implicit subjects, and implicit product features/issues.
- Monitoring must include all relevant social media data crawled. “We can’t identify who is speaking in social media and if they are representative; hence the need to combine social media research with traditional research methodologies.”

Social media has become more influential on consumer purchasing decisions than traditional advertising thus driving the need for firms to obtain insights from it.

By quantifying social media beyond buzz at a more granular, topic-based level (e.g. product feature or issue), firms can understand more effectively entire product categories and obtain strategic-based insights that drive essential business decisions. They can also detect more quickly and comprehend more readily emerging trends.

In summary, social media can grow your market research business: Listening + Surveys + Discovery + Monitoring = **ACTION**

## PowerPoint Tip: Keyboard Shortcuts When Editing Slides

In past issues on the newsletter, I've shared some tips on keyboard shortcuts you can use when in Slide Show mode. If you missed some of the past issues or want to remind yourself of those tips, [click here](http://www.thinkoutsidetheslide.com/newsletter/cutnov112008.htm) (if this link does not work, copy and paste the full link as follows into your browser: <http://www.thinkoutsidetheslide.com/newsletter/cutnov112008.htm>). Today I'll share a few keyboard shortcuts to use when creating and editing your slides.

One of the tips I share in my workshops that most people tell me is new information to them, is how to break a line at a specific word when writing a headline (or any text). Just press Shift+Enter (i.e., hold the Shift key down and press Enter). This is different than simply pressing the Enter key, which gives you a new paragraph. The Shift+Enter key combination breaks the line and uses the line spacing instead of the paragraph spacing. It may look pretty darn similar on your screen, but line spacing is smaller than paragraph spacing and that difference will appear much larger when projected to a big screen in a boardroom.

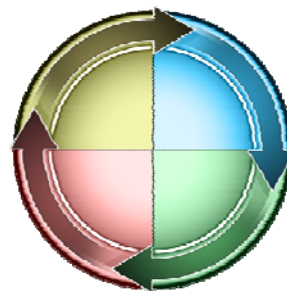
Another tip I share in my workshops is to use the Ctrl+arrow keys to do fine positioning of objects on a slide. You probably know that you can move objects, such as shapes or text boxes, by clicking on them and dragging them with your mouse. You can also click on the object and move it using your arrow keys. But you may have noticed that even when using the arrow keys, you sometimes can't line up objects exactly where you need them to be. Here's where you need the fine positioning that you get when holding the Control key down and using your arrow keys. This moves the object one pixel at a time, the smallest movement you can make. This will allow you to get exact positioning when you need it.

The final tip is one that will allow you to locate and edit objects that may be hidden behind other objects or to locate objects that are on the slide but not visible. You may have objects that are completely behind other objects due to the way you need to build your slide to have the maximum impact from that slide. You may also inherit other slides that have empty objects on them that are causing problems. How do you select these hidden objects so that you can edit them or delete them without having to move other objects and mess up your overall slide appearance? Select a visible object and then press the Tab key to cycle through all the objects on the slide. Once you have selected the object you want, you can format it by right-clicking on one of the boundary handles. You can delete it by pressing the Delete key.

The more efficient you get at creating your slides in PowerPoint, the more productive you will be and the more time you will have to rehearse your presentation so it goes as well as it can.

*Source: Dave Paradi's PowerPoint Tip Newsletter - Issue #188, June 30, 2009*

*Published & Copyright by Dave Paradi of ThinkOutsideTheSlide.com. Circulation over 8,100*



# The MN MRA Annual Member Survey

The Minnesota/Upper Midwest Chapter of the Market Research Association offers local trainings, events, volunteering opportunities, the chapter web site, and many other services. The member survey is conducted every three years to better ascertain member needs. Thank you to those who completed the survey! Active and inactive, members from inside and outside the metro area all gave input that is valuable to us as an organization. It's critical we get a well-rounded perspective, so thank you to everyone who responded.

## **Thanks to Volunteers**

- The survey, written by Josh Holly of Satisfaction Management Systems, along with the MN MRA Board & Past Presidents
- The data collection, including hosting and calling by Information Specialists Group
- The report, prepared by Nathan Haar of Information Specialists Group

## **2009 Survey Revisions**

Note that significant revisions were made to the survey this year, including adding in bellwether metrics related to satisfaction so that these can be tracked over time.

## **Method**

An email was sent to all MN MRA members on 6-8-09 to participate in this online study and a reminder was sent on 6-26-09. To increase participation base, respondents were called to complete the survey over the phone from 7-7-09 through 8-18-09. The survey closed with 52 total respondents to the survey.

**Findings:** Our chapter is vibrant and strong. The results are valuable; the board is working on an action plan to address key issues identified through the survey.

## **Satisfied Members**

Overall, participants were satisfied with their membership, with 89% somewhat or very satisfied and 75% somewhat or very likely to recommend to a peer to join the MN MRA. Similarly, 84% are somewhat or very likely to renew their membership, and 90% thought our MN MRA chapter was the same or better than other organizations to which they belong.

## **Priorities: Training and Networking**

In addition, members report high satisfaction with what they consider most important-the training and networking. This is important in that these two areas were also reported the most valuable parts of the MN MRA to employers, who fund the memberships for 81% of respondents.

## **Least Important Areas**

Members reported the least important chapter offerings to them are volunteering opportunities, the website and the monthly bait box email. If priorities must be set, less effort could be spent in these areas.

## **Just "Somewhat Satisfied"**

Nevertheless, just over half of members report they are only "somewhat satisfied" overall, and 63% are only "somewhat satisfied" with the programming. This highlights a pattern of a number of somewhat-satisfied members. Additional recommendations for areas that could be improved were made to the current Board of Directors, who then brainstormed specific action items to improve our chapter. You will hear more on this throughout the next year!

## Burke Research Seminar – A New Age in Qualitative Research: Using Social Media Research and Other Technology Solutions to Generate Insights

Brought to you by the Minnesota Chapter of the American Marketing Association  
 Co-sponsored by General Mills & The Research Edge  
 Thursday, April 29, 2010 8:30 a.m. – 5:00 p.m.

Qualitative research has evolved based on the emergence of many new online platforms and technologies. Social media is exploding, and researchers need to understand the impact of new ways of listening to and engaging with customers. Participants will learn about innovative approaches now being used by marketing researchers and how the research process and knowledge gained differ from traditional methods. Save money and travel costs for this one-day session.

This seminar is designed for **marketing professionals** – market researchers as well as market managers and others who want to understand how research is being used in this new age. See the second page for more details. **What you'll learn:**

- ✓ What is social media research, and why is it important for marketing researchers to understand what this new information source offers?
- ✓ What are the pitfalls in using of some of these progressive online information sources?
- ✓ For what research purposes are organizations using social media and other online platforms?
- ✓ What is the process for social media research, and what companies are providing which services?
- ✓ What are some examples of how online social media research has been used successfully?
- ✓ How does social media research and analysis align with different business objectives and information needs?

### **About the Burke Institute:**

For the past 30 years, the Burke Institute has trained more than 70,000 marketing research practitioners from around the world, through both public and in-house customized marketing research seminars. Burke presents an unbiased look at various research practices, not just the proprietary viewpoints of a specific supplier. Take advantage of the AMA and the Burke Institute collaboration to save you travel cost, time, and effort by attending this seminar in the Twin Cities. Please visit [www.burkeinstitute.com](http://www.burkeinstitute.com) for more information.

### **About the Speaker:**

Jamie Baker-Prewitt, PhD is Senior Vice President, Director of Decision Sciences at Burke, Inc. Her group provides consultation on topics related to research design and data analysis, interpreting research findings to assist client organizations in making critical marketing and organizational decisions. Jamie's experience as a research consultant spans a wide variety industries and a broad range of business issues for Fortune 500 companies. Jamie is also a seminar leader for the Burke Institute and a frequent speaker at industry conferences, including events sponsored by CASRO, AMA, SPSS, IIR, and ASQ. Jamie has published papers in Quirk's Marketing Research Review and the CASRO Journal. Jamie holds PhD and MS degrees in social psychology from the University of Kentucky, and a BA in psychology from Ohio University.

**Register early-limited to 30 people. Deadline: April 15, 2010**

Payment is required in advance. **No refunds will be given after April 15.**

### **Cost:**

AMA/MRA Member (before April 1)	\$495	AMA/MRA Member (after April 1)	\$595
Guest (before April 1)	\$595	Guest (after April 1)	\$695

Check out our Web site at: [www.mnama.org](http://www.mnama.org)

## **“Views from the Top”**

**Gayle Fuguitt, VP Consumer Insights, General Mills**

**An Event “Replay” of Three Interview Questions**

*February 2, 2010, Ridgedale Regional Library*

*Interviewer: Lori Laflin*

*Notes: Cathy Jensen*

Gayle believes market research is on the front line of helping with career paths; it’s what she likes most about her job.

### **What is your leadership style?**

I strongly believe in diversity. I was the only woman for 15 years. I am highly collaborative. As a leader, people expect you to lead. I provide the guard rails; I set the direction and give clear criteria for the path. I am always stating the values we work under. I always let the boss know before I call one of their staff to the table. I create the table and invite people to participate by creating the space. It is an opportunity. I am actually an introvert, but I don’t say that to my staff. I sometimes have to dial it up. I am always looking for ways to engage large numbers of people.

People will talk about you as the leader of a group, so give them something positive to talk about. I use stories a lot. I am a mom and would use my son in my stories. Like the time we went through a major change as a department, renamed ourselves Consumer Insights. People liked it at first, but they became uncomfortable with the real change. They wanted to go back to the comfortable old way of doing things. I used the example of my son’s hair cut. He really liked it all weekend but on Monday was very unhappy with it. We told him it will be OK, it will grow out, he’ll get through it. Likewise, my group just had to go through the discomfort of change, and we all got through it together.

Change can be uncomfortable, and the arc of change may be shortening. Remember when email was new? The internet? Now it’s social media that we need to get used to and use.

### **What other leaders do you admire?**

Those with values that I aspire to. You have to be authentic, love life, love your job and tell the truth, no matter how uncomfortable. As they say, tell the truth and shame the devil. You take a job and start to learn how to do it. No one actually knows how to do a new job. I can present people with the opportunity of a job; that is a gift. Our function in Customer Insights is to tell the truth. I know that mistakes will happen and they must be rectified. I have created an atmosphere where people feel they can come forward and let me know if there is a mistake. The boss has to say “thank you for telling me” or future mistakes will not be reported.

### **From your perspective, where are we going as an industry?**

We are going digital. This leads to the democratization of insights from a wider range of the public. I believe that in the future these are the skills that will be highly prized: The ability to synthesize. The ability to look at the data and tell a story. The ability to take a stand about what the data says—don’t waffle or you will not be invited back. The ability to be agile, skate to where the puck is. When you are talking about the data; don’t talk about data quality; few people will care. Talk about solutions and what insights the data gives you. I have told my group that we need to learn about social media because it is a very powerful way to get to special groups and to focus on consumer expression of their wants and needs. I see three trends: social media will be huge, analytics and the ability to turn them into insights, and the international market.

*Thank you, Gayle, for sharing your insights and experience!*

# “Views from the Top” Review

**Matt Kinney, Division VP, Research Operations**

*Notes: Dave Koch, Adapt*


I just wanted to write a quick note to thank Lori Laflin and the Programming Committee for putting together the “Views from the Top” series and to encourage everyone to attend these sessions.

This morning, we listened to Matt Kinney from Maritz—who runs one of the largest research offices in town for the 10<sup>th</sup> largest research company in the country—talking about the following:

1. How he develops and manages the corporate culture of his office.
2. His process for working with new employees to identify career preferences and goals.
3. Things he does to improve the work environment within the office (how to make the office more fun).
4. The biggest problems he comes across running a large organization of researchers and how he deals with those problems.
5. The key factors that have contributed to his success running a large research organization.
6. Key techniques he has learned from his mentors and other managers within his organization.
7. His and Maritz’s views on what changes will take place in the research industry over the next few years.

These types of subjects are interesting to junior staff, but the real value is for people that are running departments and companies, or anyone that wants to run them some day.

I really see this as an opportunity for senior people in the local research community to get together and learn from one another.



**Mail Surveys Work!**

**No Filters. No Gatekeepers. No Monkey Business.**

Whether it's a straight mail survey, mail-to-web, phone-to-mail, or an offline component to an online project, Readex Research is your one-stop resource for mail survey support.

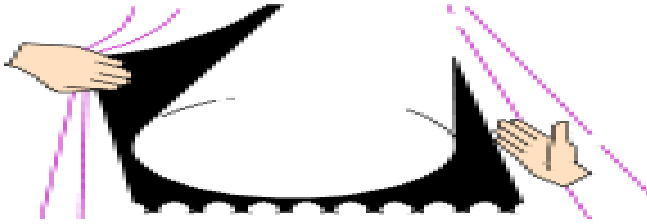
Visit our website [www.readexresearch.com](http://www.readexresearch.com) or contact us by phone 800.873.2339 or email [info@readexresearch.com](mailto:info@readexresearch.com) to discuss your project.

**ReadexResearch**  
RESEARCH. TRUST. INSPIRE.

## Notice to Members

Please watch the mail for your ballot for the election of the 2010-2011 Chapter Board.

**We need your vote!**



# Spotlight on...

SMS is all about opening doors to new business opportunities through *Voice of the Customer* research and analytics.

Our customers frequently tell us so...

"I would definitely put SMS in the class of companies we consider strategic partners. The work we do with SMS to understand our customers, their insights and how we put those insights to use here at Toro, helps us bring better, more innovative solutions to our customers."  
*Managing Director, Commercial Business*



"I've had great success with Kano-conjoint pairing from SMS over the years. In fact the product resulting from the very first project you did for us launched recently. The product manager told me that 'customers and patients love it' and that they can not meet demand right now out of the plant – a nice problem to have."  
*VP Global Product Development*



Vince and Josh:  
 "The revised State Government Report is exactly what I was seeking in robustness of information; it's sharp, direct, and clear.  
 THANK YOU THANK YOU THANK YOU Great job!"  
*Director of Strategic Marketing, Employer Healthcare Market*



## MEDICAL & HEALTH CARE



## MANUFACTURING & INDUSTRIAL



## RETAIL & CONSUMER



## TECHNOLOGY



## BUSINESS SERVICES, FINANCIAL & EDUCATION



We take pride in long term client relationships based on trust and integrity.

## Some of You Have Asked...

By the Programming Committee



Some of you have asked about how we price our events, and what our costs are. In these economic times, every \$50 or \$60 expense, business or personal, has to make sense to you! So we are happy to share our price versus cost for our usual one-hour live speaker events, our most common chapter offering.

Typically, the facility cost is between \$1100 and \$1300 (occasionally some are much lower at \$500, and some can be higher-like \$1600). The cost of food is waived when the room minimum is hit. We expect 30 to show per event, which at \$1100 would be \$36.60 per person.

In addition a mailing goes with each, and the cost of this is roughly \$264 (we mail to 600). Cutting the mailing for email options in order to cut costs has been used; however, we found a lower response rate overall. So we still do mailings, although we are trying postcards right now. A speaker gift is also given, and the value of that has varied over the years but is at \$25 currently. Often we have AV equipment rental for things like a microphone and/or standing screen. We provide our own projector and laptop through volunteers. AV can be about \$50 for an event. So the \$339 extra (divided by 30) adds another \$11 to the per participant target of 30 people.

So you can see the total cost is \$47.90 (\$36.60 plus \$11.30). Our member prices are typically \$40 with Guests at \$50. Of course, when less than 30 attend, it can change to a bit of a loss, and when we hit 40 or 50 we can come out a bit ahead. That is all averaged out over the year. When we do have a low facility cost, or a volunteer offers a free facility at their place of work, it allows us some budget to pay occasional speaker fees. Speaker fees can vary, and we always ask for a non-profit association discount.

Thanks for asking!! And we encourage everyone to consider joining the Programming Committee! You can influence cost choices, topics, and speaker choices! Contact Michele Hanson from Readex Research.



Judy Opstad - **PRC**

President

Focus Market Research - Scottsdale  
"A First Choice Facility"  
6710 East Camelback Road, Suite 130  
Scottsdale, AZ 85251  
P: 480-874-2714  
F: 480-874-1714  
[www.FocusMarketResearch.com](http://www.FocusMarketResearch.com)  
[Phoenix@FocusMarketResearch.com](mailto:Phoenix@FocusMarketResearch.com)

Ask about discounts in "First Choice Facilities":

Atlanta, Baltimore, Boston/Framingham,  
Chicago/Oak Park, Dallas, Los  
Angeles/Orange County, Miami, Milwaukee,  
Minneapolis, New York, Philadelphia,  
Phoenix, Portland, San Francisco, Seattle, St.  
Louis, Tampa and Washington D.C.

ASK ABOUT OUR  
MULTI-CITY DISCOUNT PLAN



## Minnesota/Upper Midwest MRA Sponsorships

As a non-profit professional organization, member support via sponsorships is crucial in order to maintain high quality events for our members within a very limited budget. Sponsorship opportunities are always available and include:

### **Platinum Sponsorship - \$1,200/year**

- Corporate logo appears on Chapter website and is linked to sponsor's website
- Corporate logo appears in each quarterly Verbatim newsletter
- Quarter-page ad in each of the quarterly Verbatim newsletters
- Free attendance for one individual to six (non-conference) MN/Upper Midwest events
- Table display space at all MN/Upper Midwest MRA (non-conference) luncheons or breakfasts
- Mention of sponsorship at all MN/Upper Midwest MRA (non-conference) events
- Inclusion of corporate gifts in attendee complimentary bags at conference

### **Gold Sponsorship - \$1,000/year**

- Business card ad in each quarterly Verbatim newsletter
- Free attendance for one individual to three (non-conference) MN/Upper Midwest events
- Table display space at all MN/Upper Midwest MRA (non-conference) luncheons or breakfasts
- Mention of sponsorship at all MN/Upper Midwest MRA (non-conference) events
- Inclusion of corporate gifts in attendee complimentary bags at conference

### **Silver Sponsorship - \$750/year**

- Business card ad in quarterly Verbatim newsletter
- Mention of sponsorship at all MN/Upper Midwest MRA (non-conference) events
- Inclusion of corporate gifts in attendee complimentary bags at conference

### **Bronze Sponsorship - \$300/year**

- Two-line ad in quarterly Verbatim newsletter
- Mention of sponsorship at all events.

### **Event Sponsorships**

Sponsorships for individual events and our conference are also available. Please [contact us](#) for more information.

### **Individual Sponsorships - \$50/year**

There are certain situations where individuals may wish to be a sponsor of the chapter as a way to show support. No company name used.

- Mention of sponsorship in quarterly Verbatim newsletter.
- Event attendance at member rates



# Think **Virtual** Fieldwork

*"Your online data collection partner."*



## Think Fast, Think Smart, Think Virtual Fieldwork

*We are experienced in conducting marketing research online. Our staff is passionate about online...all we do is Think Virtual Fieldwork!*

For more information or for a custom quote, please email Ray Benack at [ray@thinkvirtualfieldwork.com](mailto:ray@thinkvirtualfieldwork.com) or call 203-354-4544 ext 190.

- ◆ Multiple panel solutions
- ◆ Access to over 15 million panelists worldwide
- ◆ "300 or more panel profile dimensions"
- ◆ Flexible and fast programming capabilities
- ◆ Real time reporting capability
- ◆ Data files delivered in a variety of formats
- ◆ Complete data processing services



## 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 online)
  - 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](mailto:dkoch@adaptdata.com)

[www.adaptdata.com](http://www.adaptdata.com)



## The Verbatim

*Robin McDougal*  
*Maritz Research*  
*7701 France Ave S # 300*  
*Minneapolis, MN 55435-5295*