

President's Corner

*Bev Koser, Total Research,
Chapter President*

Enthusiastic is the best way to describe the start of our Minnesota/Upper Midwest Chapter of the Marketing Research Association's new year. The 2001-2002 Board of Directors was installed in May and promptly held a planning session that included all our committee chairpersons. "Skills for Success" is our programming theme for the year. We want to provide our marketing research community with opportunities to enhance marketing research skills so we all can stay on the leading edge of our field. We'll do this through our Program and Education events, our publications (the Verbatim, our chapter's newsletter and the Alert, our national MRA newsletter and its e-mail cousin) and by facilitating networking opportunities because we all learn from our peers. Our chapter also will provide you with opportunities to strengthen your leadership skills by volunteering to work with our many tasks.

Our membership includes 140 people and our mailings reach over 450. Minnesota, of course, has the highest number of members, 102. Our Upper Midwest representation includes 14 Wisconsin, 12 Iowa, 3 North Dakota, and 1 South Dakota member plus we have members from several other states, Manitoba, and Saskatchewan. Members represent marketing research end-users, and researchers representing large, mid-size, and small companies as well as independent researchers.

Thank you for your support of the marketing research profession, and special thanks to the many people who have said "yes" when asked to accept responsibilities which will make our organization stronger. You'll find a list of our officers and committee chairpersons elsewhere in this newsletter.

Meeting more members of the marketing research community is one of the things I am looking forward to as I serve as the leader of this wonderful group of professionals. We're going to have a productive year as well as have a lot of fun!

2001 Upcoming Events

August 13th Educational Seminar:
Statistical Seminar, Neil Helgeson,
Research International.

September 20th Fall End User Panel
Discussion: Trends & Technology

(Watch your mailbox for details)

What's Inside...

National Conference	2-3
Board Members	3
Census 2000 Links	4
Attention MRA Members	4
Committee Chairs	4
MRA MN/Upper Midwest Chapter Events	5
Lifetime Achievement Award	5
Spot Light	6
Chapter Membership	7
Advertising	7-8

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.

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

Local Angle on the National Conference

By Dave Koch, Adapt, Inc.

I recently attended the MRA national convention in New York. One message heard over and over again from the people I met was “the more you give to the MRA (or any professional organization for that matter) the more you will get out of it.” In thinking about this, I realized that this has certainly played out in my own experience.

There are several good and obvious reasons why we have all joined this organization. The most common ones include:

- 1) Networking opportunities.
- 2) Educational and career development opportunities.
- 3) A forum to promote our businesses.
- 4) To keep abreast of what others are doing and what’s going on in our industry.

One important thing to remember is that the MRA is a *volunteer organization*. All of the planning, programming, promoting, and organizing is done by volunteer members. And in the MRA, like most volunteer organizations, the more the merrier. The more volunteers we have, the less time is required of each.

Yes, that is what this article is about, trying to get you to volunteer. Here are some good reasons to volunteer that you may not have thought about:

- 1) Better Networking. Most of us find it a little intimidating to walk into a room where we hardly know anyone, and start networking. Yet we all know that this type of activity enhances our ability to do our jobs, advance our careers and grow our businesses. It’s much less intimidating to attend a meeting, and work with a group of strange people (perhaps strangers would be a better choice of words) with a defined goal in mind. Low and behold, by the end of the meeting you have some new acquaintances. And next time you attend an event, the room is no longer full of a bunch of strangers; these are people you have worked with.
- 2) Develop your leadership skills. Next time you are being interviewed for that big promotion, it doesn’t hurt to have some real life leadership and teamwork experiences to discuss.
- 3) We do get some feedback from people that this program or that seminar did not pertain to them or did not cover what they needed. By participating in MRA committees, you can play a critical role in deciding how association resources are spent, and that programs are made available that meet the needs of you and your company.
- 4) It is an active way to promote our industry, and the Minnesota/Upper Midwest research community.

Continued on page 3

Continued from page 2

There are several ways that you can help.

- 1) **Volunteer yourself.** You can choose your level of involvement. We are always looking for committee members. People who participate on the committees that plan, organize and staff group events are always in need. Your level of participation is up to you. As long as you show up and are willing to pitch in whenever you can, you can definitely do some good. If you become more interested, there are often openings for committee chairs, or you could even run for a board position in the next election. The key is that you can start with a very small commitment and go from there.
- 2) **Support and encourage volunteers that work for you.** Often committees will meet 3 to 4 times per year during business hours. Support your employees when they need an hour or so during the day to attend a meeting. Remember, these volunteers are out there promoting your company in the research community, and making sure your needs are represented.
- 3) **Make it part of your new employees objectives.** It is often hard to come up with professional development objectives for junior employees. Here's an easy one. Give your newer employee a way to develop their professional, leadership, and networking skills, and develop relationships with potential clients, suppliers and peers.
- 4) **Finally, if you have already volunteered in the past, and have not been active for several years, consider doing another tour of duty in a new area.** The leadership and volunteer corps of the MRA are constantly changing. Get back in there and meet the new people and once again help chart the course of your local chapter.

We all understand that time is a very valuable commodity. And we all have to carefully choose how we spend it. One thing I can assure you is that volunteering in your local MRA chapter will pay back dividends that are well worth your investment.

To find out more about volunteer opportunities in our local chapter please contact any Board Member or Committee Chair listed in this newsletter.

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

CENSUS 2000 USEFUL LINKS

Census 2000 Release Schedule:

<http://www.census.gov/population/www/censusdata/c2kproducts.html>

Overview of Race and Hispanic Origin;

<http://www.census.gov/prod/2001pubs/c2kbr01-1.pdf>

Population Change and Distribution:

<http://census.gov/prod/2001pubs/c2kbr01-2.pdf>

American Community Survey:

<http://factfinder.census.gov/home/en/acsdata/html>

or <http://factfinder.census.gov/servlet/BasicFactsServlet>

and look for the American Community Survey link in the bottom right corner

Decennial Census:

<http://factfinder.census.gov/home/en/decennialdata.html>

Attention MRA Members!

We all know what research buyers want:

1. A perfectly designed questionnaire
2. A brilliantly executed methodology
3. An insightful, scientific interpretation of data
4. A clear, concise, detailed, colorful presentation of results
5. A magic bullet that will direct future action plans
6. A project cost of \$10,000

OK, so some items on the wish list are easier to attain than others!

On August 13, Neil Helgeson, Senior Methodologist, Research International USA-Minneapolis will give a seminar on "Effective Use of Non Parametric Statistics in Marketing Research." (See point 3.)

On September 20, MRA will offer a panel discussion on "Trends in Technology." We know research buyers will demand more and more from suppliers over the next 5 years. (See points 1, 2, 4, 5).

We tried to find someone willing to address point 6, but.....

You should have received your invitation for the August event. If not, please contact Lisa Denning at (651) 662-6805 or Lisa_M_Denning@bluecrossmn.com for more information. Details about the September panel will be sent out in August.

2001/2002 MRA MN/Upper Midwest Chapter Committee Chairs

Database

Lisa Denning
651-662-6805

Education

Rosemary Sundin
952-831-4911

Hospitality

Barb Eitel
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Membership-Co

Ann Buchen
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A Recap of the MRA MN/Upper Midwest Annual May Event

By Tammie Frost-Norton

On Wednesday May 16th the MN/Upper Midwest Chapter hosted their annual May Event, titled “A REALLY WILD EVENT: MATT MAJKA, VP, MARKETING, MINNESOTA WILD,(NOT your usual Annual Meeting!)

COMMENTS FROM ATTENDEES:

“This was a great session for two reasons. First, it was very useful to see how the Wild targeted their research resources and the issues they felt they needed answers to while controlling a limited research budget. Second, Matt was a terrific speaker. He linked the progression of the research process to the story of the Wild, and you could see how the development of the business from concept to reality drove its changing research requirements.”

—Stuart Rosen, Data Recognition Corporation

“Minnesota Wild did a great job. I expected fluff (give-a-ways and a stock speech) and instead we got information tailored specifically to our industry. Great event!”

—Anonymous

“I really enjoyed Matt’s presentation. It was informative and was about something I was interested in.”

—Anonymous

“Regarding MRA events...This was the first one I attended and I will definitely attend more - it was well done!”

—Anonymous

EVENT SATISFATION RESULTS:

We conducted a follow-up survey, which was completed by 22 of 38 respondents.

- 87% said that we did BETTER than meet their expectations in meeting the objective of providing information regarding how research is used, specifically in building a “new brand” with the Minnesota Wild. Regarding the other objectives of the May meeting,

- 91% of those responding said we met their expectations or better in honoring our Chapter Volunteers.

- 81% said we met their expectations or better during the installation process of our new 2000-2001 Chapter Board.

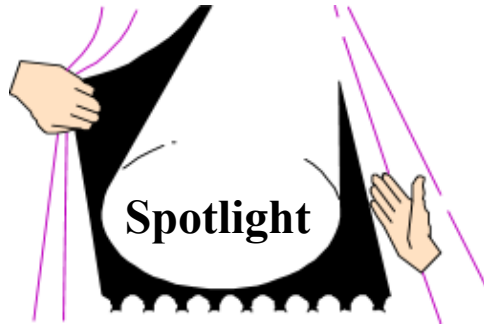
Lifetime Achievement Award

Carolyn J. Olson, owner and president of CJ Olson Market Research, was honored by the National Association of Women Business Owners at a luncheon on April 26, 2001.

The Minnesota chapter of NAWBO presented her with the Lifetime Achievement Award for her contributions over the years to other women business owners. “The NAWBO selection committee felt that she has been generous with her time helping the organization for many years, and serves as a role model to new women business owners,” said Pam Krank, NAWBO Awards Director. Carolyn has been a member of NAWBO since 1984, the year she founded her company.

CJ Olson Market Research is a local, independent market research firm that specializes in providing complete qualitative and quantitative research services. More than 30 years of market research experience and commitment to quality service has earned them a reputation for excellence.





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

About Us...

Adapt was started by research professionals over 17 years ago. We currently process over 4 million surveys a year for companies just like yours. We are focused exclusively on serving the Market Research professional.

Vision

Our goal at ADAPT is to make the researcher’s life easier. We accomplish this by offering a “one-stop-shop” approach for handling the labor intensive portions of a study. We leave the study design and data analysis to the highly trained research professional. Our professional staff will handle all the rest.

Focus on Market Research

We focus exclusively on serving the Market Research industry. What this means for you includes:

- ADAPT’s highly-experienced, permanent staff works exclusively on processing surveys. We are very good at what we do, and produce much higher quality than poorly trained temps, or general data entry firms.
- We speak your language and understand your needs.
- We can invest in the latest survey processing technologies, and spread the cost over many clients.
- We understand the importance of every response on a research survey, and will make sure it is recorded correctly through 100% verification.

Core Principles

Our success and growth have been the result of 3 basic principles that each and every associate at ADAPT is committed to. They are:

1. We absolutely, 100% of the time meet deadlines. We know you are operating under very tight deadlines, and require our data to meet your own due dates for research reports. Our customers know they can count on us, and this is the fundamental reason for our success.
2. Quality- The outputs we supply to our customers are the most accurate in the industry. Researchers spend incredible amounts of time and money to get a respondent to fill out a survey. They know they can count on ADAPT to capture every punch on that survey correctly. Multi-million dollar marketing decisions are made based on the data we supply. Our customers know that ADAPT supplies the most accurate data in the industry.
3. Customer Service- No matter how big or how small your request is, ADAPT will accommodate them quickly and happily. Whether is be a request to look up some respondents, or to use special keying instructions, the employees at ADAPT will take care of you.

Contact Information

For quotes or more information about ADAPT, contact: Dave Koch Phone 1-888-52-ADAPT
Email: dkoch@ADAPTdata.com

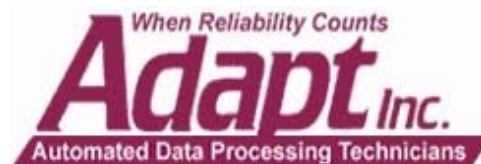
For employment information contact: Dave Schultz Email: dschultz@ADAPTdata.com

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Position advertisement/posting for local chapter of MRA

Data Recognition Corporation has over 20 years of experience with survey design, administration, processing, and analysis. Due to growth over the past several years, DRC has recruited and developed staff members with a wealth of experience. We believe, in large part, the quality and experience of the people who manage our programs guarantee their success. We are looking for a talented professional to join our Consulting Services area as a Research Consultant.

The Research Consultant manages the survey development, sampling design, special analyses, preparation of reports, and presentations for Customer Satisfaction survey research projects. A successful candidate will have six or more years of experience in project management and survey research design and delivery (customer satisfaction focus), preferably with three or more years of direct sales or sales support experience. An advanced degree (M.A. or Ph.D.) in Marketing Research, Social Science, or a related field is required. We seek a candidate with SAS or SPSS expertise; PC knowledge of Microsoft products; excellent oral and written communication skills; demonstrated client service and crisis handling skills and the ability to function within a team environment.

DRC is an equal opportunity employer who offers competitive salaries and comprehensive benefits including incentive plans, profit sharing, generous health and time-off packages, and 401(k). Our corporate headquarters is located in Maple Grove, MN. To apply contact: Sara Hausvik in Human Resources at 763/268-2151, fax 763/268-3003, or email shausvik@datarecognitioncorp.com.

MRA Chapter Membership Counts

Minnesota/Upper Midwest Chapter is looking good for a 4-year old Chapter!

New York	399
Great Lakes	332
Southwest	265
Chicago	248
Southern CA	240
Atlanta/SE	232
Northern CA/Pacific NW	232
Florida	158
Minnesota/Upper Midwest	142
New England	138
Mid-Atlantic	119
Philadelphia	117

VOLUNTEER OPPORTUNITY

Will you step forward and take charge of advertising sales for the Verbatim? Position involves soliciting ad sales, overseeing ad preparation and invoicing advertisers after ad placement.

If interested, contact:
Tammie Frost-Norton at tammie.frost-norton@research-int.com



Full Service Survey Processing

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- Return mail handling
- Survey check-in and editing
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-

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