

President's Corner

*Lori Laflin, C. J. Olson Market Research,
Chapter President*

In May, we welcome the new board. I know they will do a great job, and I am excited about the upcoming year. The new board has met and everyone is looking forward to a new year of opportunity.

First of all, let me introduce you again to the incoming board:

Bev Koser, Total Research, President
 Dave Koch, ADAPT, President-Elect
 Lisa Morse, Questar, Secretary
 Lisa Denning, Blue Cross Blue Shield of MN, Treasurer
 Jeff Cook, Cook Research, Director at Large
 Pat Leatherbury, Research International, Director at Large
 Tish Pasqual, Xcel Energy, Director at Large

Make sure you contact them if you have any concerns (or if you are willing to volunteer).

This President's Corner will also serve as an annual report to members, and, as such, I have a few statistics to share with you. As of February 1, we had a total of 136 members! We welcome back 120 returning members and have 16 new members this year.

In order to maintain chapter status, we have to meet the following goals set by National: maintain a minimum of 50 members, maintain at least a 60% retention rate, maintain at least a 10% recruitment rate.

Our chapter is thriving and everyone did an outstanding job this last year.

As you'll see from the Financial Report following, we made a profit of \$2,546.50 this past year. As our goal for each event is usually to manage to not lose any money, I, personally, think that's pretty good. The money is not earmarked for any particular event, but will be used

Continued on page 2

2001 Upcoming Events

May 16th A Really Wild Event

June 6 - 8 National MRA Annual Conference, New York, NY

June Educational Seminar: Information . . . Blowing Our World Apart, Beth Fischer, The TCI Group

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

(Watch your mailbox for details)

What's Inside...

Financial Report	2
From the Editor	3
Board Members	3
The RIVA Method	4
MRA MN/Upper Midwest Chapter Events	5
2000-2001 Chapter Service Awards	5
Gallup Poll	6
Advertising	7-8

Continued from page 1

to provide services and educational opportunities to members and for outreach to grow the Chapter.

I look forward to seeing all of you at upcoming events, and thanks again for a super year!

— Lori

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 Lindsay Hansen at (609) 606-3182 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 Lindsay Hansen at lhansen@princetoncom.com

FINANCIAL REPORT

MARKETING RESEARCH ASSOCIATION – MINNESOTA/UPPER MIDWEST CHAPTER

2001 Financial Report Overview

Cash Receipts for	\$19,904.00
Cash Disbursements	\$17,357.50
<i>Chapter Profit</i>	<i>\$2,546.50</i>
<u>Cash Receipts (Revenues)</u>	2000
National Headquarters of MRA '00 (Membership Dues)	\$3,430.00
Donations '00	600.00
Meeting Fees for January '00	502.00
Meeting Fees for February '00	1,062.00
Meeting Fees for March '00	1,622.00
Meeting Fees for April '00	230.00
Meeting Fees for May '00	1,112.00
Meeting Fees for August '00	1,755.00
Meeting Fees for September 14, '00	1,440.00
Meeting Fees for September 28, '00	6,051.00*
Meeting Fees for November '00	1,120.00
Verbatim advertising '00	125.00
EAPA Upper Midwest Chapter Feb. '00 (Deposited to MRA in error)	810.00
Check 1206 (Deposited in error)	45.00

Total Cash Receipts for '00 \$19,904.00*
* Activities not complete

Cash Disbursements (Expenses) **2000**

January '00 Meeting	\$0.00
February '00 Meeting	654.15
March '00 Meeting	2,537.23
April '00 Meeting	421.57
May '00 Meeting	1,577.83
August '00 Meeting	422.88
September 14, '00 Meeting	399.67
September 28, '00 Meeting	6,019.45*
November '00 Meeting	873.76
January Volunteer Party	841.04
Board Meeting/Luncheon June '00	185.00
Board Meeting/Luncheon October '00	74.57
Board Meeting/Luncheon November '00	52.19
Programming Meeting/Luncheon Sept. '00	116.47
Publicity Meeting/Luncheon Dec. '00	77.82
August '00 Gifts for Volunteers	141.41
Bank Charges (July thru December \$2/month check return charge)	15.40
Verbatim Spring '00 (Setup, Printing, Postage and Mailing)	316.45
Verbatim Summer '00 (Setup, Printing, Postage and Mailing)	327.90
Verbatim Fall '00 (Setup, Printing, Postage and Mailing)	300.64
Verbatim Winter '00 (Setup, Printing, Postage and Mailing)	300.51
Chapter Election March '00	207.67
Chapter Stationary '00 (Printing, Postage and Nametags)	469.60
Chapter Membership '00 (Printing and Mailing)	214.29
EAPA Upper Midwest Chapter Feb. '00 (deposited to MRA in error)	810.00

Total for Cash Disbursements '00 \$17,357.50*

Total Chapter Profit for '00 *\$2,546.50**
* Activities not complete

From the Editor!

Happy Spring to everyone! Flowers are blooming out here and I am already used to a milder climate. Last I heard, there was April snow in Minneapolis.

Although I am not envious of that, I do miss some of the cultural events in the Twin Cities. The U Film Society is in the midst of its annual international film festival, so I hope you each take in a film from a different country.

See inside for updated financials for the chapter, as well as an article and information from H. Grace Fuller.

Also, don't forget that anyone can write an article...or be the editor! Although I am happy to keep this connection to the Twin Cities, I will gladly hand my duties over to a local.

Best wishes for a prosperous spring and see you in the next issue!

Lindsay Hansen, Princeton eCom, Princeton, New Jersey

Mystery Shopping Court Case Against HomeTown Shopper Scam Still being Investigated by the US Postal Inspector

March 2001 Update:

HomeTown Shoppers, who have been scamming consumers for years, is still under investigation by the US Postal Service. They may still be producing bogus lists and advertising promises of Mystery Shopping opportunities for purchase by the consumer for \$26 - 29.

MRA and MSPA members have helped greatly sending applications from unknowingly scammed consumers who applied for mystery shopping jobs. This case could not have been more supported and noted by the USPS without it. The Postal Service states "our members are certainly conscientious in providing assistance."

As of today:

- A number of subjects have been recruited for follow-up of various Mystery Shopping materials to be purchased.
- USPS is focusing on 5-10 phony providers that may be aliases of HomeTown Shoppers and copycats.
- Omaha HomeTown Shoppers original operators have not surfaced to their knowledge.

2001/2002 MRA 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

The RIVA Method: An Approach to Qualitative Research

By H. Grace Fuller

“Be a broken Russian blender trying to make pancake batter on a rainy Sunday morning,” my theatre professor exhorted, using the renowned Russian teacher, Stanislavski’s “la Methode,” an approach to acting training. His teaching techniques have set the standards of training for generations of serious theater students.

RIVA Training Institute is considered by many as setting the standard for training qualitative research practitioners. The process taught to focus group moderators at the RIVA Training Institute is known to many as “The RIVA Method,” a phrase coined by RIVA students.

The RIVA Method incorporates a philosophy that commands demonstrating and modeling respect for respondents. As Stanislavski taught his students to put themselves in the place of their characters, RIVA maintains that good moderators are those who are able to empathize with and respect the respondents. Good moderating is not about performing for the clients; it’s about truly wanting to learn what the world looks like from the respondents’ view. Respect for respondents is at the heart of The RIVA Method.

A prepared moderator is also clear when he enters the room that he knows what information his clients need and he is committed to getting the data to support those needs. Clarity starts with the moderator defining a purpose statement in a single sentence that summarizes what will be done to gather which data and who can best provide that information. The purpose statement is simple enough for the moderator to remember while conducting a group and general enough to allow open exploration of unexpected, serendipitous findings that emerge in the room.

While preparation and respect for respondents is the heart of The RIVA Method, its soul is a marriage of a good moderator’s winsome, approachable personality with honed, practical skills. This is the union of the art and science of moderating. A good moderator-researcher is one who uses the art of her or his interpersonal skills to create an environment that fosters willingness on the part of respondents to risk revealing their deeply held feelings and attitudes. The skilled moderator gets underneath the surface of the data, traveling from mere description of behavior to the underlying POBAs.*

The science of good qualitative work is an approach that is unbiased, with no expectation of outcomes. The procedure involves asking good

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**H. Grace Fuller,
Executive Director**

The MRA MN/Upper Midwest Chapter Event

The MRA MN/Upper Midwest Chapter would like to invite you to the following event:

WEDNESDAY, MAY 16th, 2001 - A Really Wild Event: Matt Majka, VP, Marketing, Minnesota Wild, (NOT your usual Annual Meeting!)

Below are descriptions of the event. If you are interested in attending any event, you can:

1. Wait for your invitation in the mail
2. E-mail Lisa Denning at Lisa_M_Denning@bluecrossmn.com

A Really Wild Event:

Matt Majka VP, Marketing
Minnesota Wild (NOT your usual Annual Meeting!)
Wednesday, May 16, 2001
7:30 AM to 9:30 AM
Ramada Inn Airport
Bloomington

Top 10 Reasons For Attending The May Event

10. You're just wild about attending meetings of any sort, for any reason, at any time
9. To make those who can't attend wild with envy
8. You can wear wild clothes and we won't laugh at you (unlike your co-workers)
7. It's as close to "being wild" as you can get these days
6. You can truthfully (for a change) tell co-workers you attended a really wild event
5. You feel like going wild over a Bodacious Breakfast Buffet
4. You're absolutely wild to see the new MRA officers installed
3. You won't have to make up a wild excuse when Bev Koser asks why you didn't come
2. You want a chance to win 2 Minnesota Wild tickets for a game next year
1. You want to meet Minnesota Wild's Matt Majka

You'll enjoy our speaker, Matt Majka, who wears as many hats as those of us in market research wear. As the Vice President of Marketing for the Minnesota Wild, he oversees all brand development and

2000-2001 CHAPTER SERVICE AWARD

Judy Opstad will be given the Chapter award for the MN/Upper Midwest Chapter.

Chapter Support

- Quality of Contributions such as positions held, committee chaired, and other efforts given to chapter.
- Time and Energy
- Results Achieved

Candidate's contributions –

“Our chapter is honoring Judy for her tremendous Contribution in creating the Minnesota Upper Midwest Chapter. Judy was instrumental in helping us get the Chapter started. She volunteered her time, money, gifts, and her staff to help fund and support chapter events.

After we became an official chapter, she did her best to stay involved while continuing to run a business in Minneapolis, and at the same time starting and running a successful business in Phoenix. Then to top that off, she agreed to take on the responsibility of Chapter President. She has served as President-Elect, President, Past President, and was the co-chair of the Core Committee dedicated (for years) to creating a Chapter in the Minnesota Upper Midwest.

She's Superwoman! We salute her commitment, through the years.



Continued on page 6

Gallup highlights: POLL INSIGHTS

Quick take on public opinion in the news

Gallup Poll Vault

In 1965, just 9% of Americans said they thought there was police brutality in their area. That number was 32% last fall. [Apr. 2-7, 1965/Aug. 29-Sep. 5, 2000]

The Gender Gap

30% of women surveyed in January 2000 said that they get paid less than a man would in their same job, while 70% said that was not the case. When men were asked about the issue, 13% said that women in their workplace get paid less than men who do the same job, while 78% did not think that was the case. [Jan. 25-26, 2000]

The Racial Divide

36% of Americans say they believe a black person will be elected President within the next 10 years, and 43% believe it will happen within the next 25 years, while 2% say it will take 100 years or longer and 8% say it will never happen. [Jan. 15-16, 2001]

Americans' Lifestyles

Just 4% of Americans say that golf is their "favorite sport to watch." Compared to other sports, that ranks golf behind football (28%), basketball (16%), baseball (12%), and auto racing (6%), and ties it with figure skating (4%). [Mar. 26-28, 2001]

The MRA MN/Upper Midwest Chapter Event (continued)

Continued from page 5

presentation, fan development, consumer research, events and promotion, the organization's grass roots marketing initiative, game presentation, merchandising and the club's radio network.

Remember to register early. This is one event you don't want to miss!

Date of Event: Wednesday, May 16th, from 7:30 a.m. until 10 a.m.

Food: Breakfast buffet will be provided.
Cost: \$32 members, \$40 non-members.

National MRA Annual Conference

June 6 - 8, 2001

Marriott Marquis, New York, NY

For information on New York City: www.nycvisit.com

Headquarters Hotel: Marriott Marquis

1535 Broadway

New York, NY 10036

Phone: 1-212-398-1900

Reservations: 1-800-843-4898

Special room rate for MRA Conference Attendees: \$225 single or \$245 double occupancy per night

Cut-off date for reservations: May 4, 2001 (unless room block sells out earlier)

Conference Programs and Registration

The conference program will offer over 25 sessions on a variety of research topics. The Annual Conference offers multiple networking opportunities, including:

- President's Reception - Wednesday
- Dinner Cruise - Optional Chapter Event - Thursday
- Closing Cocktail Party - Friday

Exchange information and ideas with colleagues, old friends and new acquaintances in casual, social settings. Be sure to attend every one of these events! Where are we now? Join us Friday June 8 at 8:30 AM to learn about the progress MRA's leadership has made on key initiatives and hear reports on major issues and insights disclosed in Wednesday's Research Industry Forums.

Continued on page 7



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National MRA Annual Conference

Continued from page 6

Where are we going? Participate in a dialogue to help set new directions. You'll have an opportunity to discuss matters of importance to you, in a roundtable format. Your opinions, concerns and needs do count! A summary of the roundtable discussions will be prepared and disseminated to all attendees after the conference.

Annual Industry Forums

Research Industry Forums were introduced at the 2000 Annual Conference. Attendees were enthusiastic to gather and share ideas as they focused on a single issue: "What Do You See As The Vision of Our Future?" The compiled information was valuable to MRA leadership in establishing the short and long term objectives of our Association.

Feedback from last year's sessions told us you want to meet with your peers and discuss issues of common concern. This is your opportunity. For 2001, YOU will decide what direction the forum discussions will take. Using a new format with no pre-arranged agenda, the discussion topics will be based on the interests of those in attendance. A "market-place" of issues will be created, and discussion groups will be formed and disbanded throughout the session as interests change or topics are resolved or exhausted. There will be a facilitator in place to explain the process, then ask individuals to identify the issues they would like to discuss. Findings from these sessions will be shared with conference attendees on Friday at the Membership Forum.

There will be simultaneous sessions for four business segments: data collection companies, research companies, research users, and related service providers. We encourage you to attend the session that applies to your company. Discover the concerns and conversation topics of you peers. Hopefully, you will walk away with ideas that will help you improve your business.

The RIVA Method: An Approach to Qualitative Research (Continued)

Continued from page 4

questions that will elicit the most and best data to answer the research question presented in the purpose statement. And so The RIVA Method comes full circle!

H. Grace Fuller is the Executive Director of the RIVA Training Institute.

Minneapolis will host its first Fundamentals of Moderating class July 30-August 1, 2001.

Contact RIVA Registrar, Melba Luria, Training@RIVAinc.com, 301-652-3632, Ext. 107, to enroll. Check www.RIVAinc.com for a description of the course and full schedule of classes.

*POBAs are perceptions, opinions, beliefs and attitudes.



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The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA
