

President's Corner

*Bev Koser, Total Research,
Chapter President*

Why did you join the Minnesota/Upper Midwest Chapter of the Marketing Research Association? I initially volunteered for a committee to have an opportunity to get to know other marketing research professionals. Those first hours spent on the steering committee launching this chapter led to continuing activities with a group of, as we say in Minnesota, "nice" people who have become more than just people I see at meetings, they have become friends. One of the best benefits for me in my MRA activities is the continuing opportunity to network. Knowing that others have similar challenges and experiences is helpful. Having friends in the industry that I am comfortable turning to for suggestions or just that "has this ever happened to you?" question makes each day easier. No matter what the issue is, it is likely that one of us also has faced it and can offer helpful words.

Belonging to and participating in the MRA offers numerous networking opportunities. Our chapter's membership directory and the Blue Book, our national membership directory, provide a way to identify and reach other marketing researchers.

Our chapter is working with Quirks to promote an on-line forum to facilitate professional communications. This idea originated as a way to better link our chapter's members who live outside the Minneapolis and St. Paul metropolitan areas, but has developed into a resource to enhance communications for all of us. Look for additional details in the Verbatim and other chapter communications.

Our chapter meetings provide opportunities to meet members and guests. Our chapter's next event is "Wild Networking," an opportunity to join other MRA Minnesota Wild hockey fans at the November 13 game. Our lives need a balance; we need to have fun too!

2001/2002 Upcoming Events

November 13 Minnesota Wild Networking Event

January 2002 Education Workshop:
Legal Research Hints

(Watch your mailbox for details)

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President's Corner

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Participating in a chapter committee offers a way to meet and work with other marketing researchers over an ongoing period of time in ways that create opportunities to become better acquainted.

As we deal with the many changes the September 11 tragedy has brought to our professional and personal lives, we need to continue to be the very best at what we do. We all are evaluating our priorities as we go forward trying to make our world a better place. We hope our MRA chapter will continue to be a source of professional friendship and support for you.



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

Tools For Personal Success:

How Toastmasters Can Help You

Your success in business is based on how effective you are. Through participation in the Toastmasters Communication and Leadership program, people from all backgrounds learn to effectively speak, conduct a meeting, manage a department or business, lead, delegate, and motivate.

How Toastmasters works.

- ◆ As your improved communication skills become obvious within the workplace, increased visibility, recognition and promotion will follow.
- ◆ Your improved presentation skills will win you the respect and admiration of your colleagues and employees - and make them wonder what you did to change!
- ◆ Leadership skills acquired through participation in Toastmasters will increase your management potential.
- ◆ As a Toastmaster you will acquire an increased ability to motivate and persuade, making you more effective as a supervisor or manager.
- ◆ Members of Toastmaster Clubs have access to a wide range of educational materials, including books, audio and videotapes, and seminar programs available at reduced cost through the Toastmasters International Supply Catalog.

How Toastmasters Meets Your Needs

- ◆ Established in 1924, Toastmasters International uses time-tested programs that are continually updated to meet participants needs.
- ◆ Self-paced programs allow you to progress as rapidly or gradually as your needs dictate.
- ◆ The hands-on Communication and Leadership program provides the "how-to" and the practical experience so critical to progress.
- ◆ Toastmasters Clubs meet at various locations in the morning, at noon and in the evening. You'll be sure to find a Club that fits your needs.
- ◆ The Toastmasters program is cost effective, especially when compared to seminars charging hundreds of dollars per day. There is a \$16 new member fee, and \$18 dues every six month. Clubs may also assess local dues to cover local expenses.
- ◆ An atmosphere of professional camaraderie makes your Toastmasters Club a unique learning environment — informal, yet dedicated to learning.
- ◆ The Toastmasters program can be tailored to meet your personal objectives. Whether you desire improvement in prepared or impromptu speaking, greater skill in the use of visual aids, experience and knowledge is to be gained in the areas that most interest you.

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Tools (continued)

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How The Program Works

The Toastmasters program exposes each participant to a wide range of communication experiences.

- ◆ Each new Toastmaster receives a New Member Kit. The kit features a copy of the basic Communication and Leadership manual, general orientation materials and information regarding skill improvement in areas such as speech evaluation and the use of gestures.
- ◆ The initial prepared speeches, as outlined in the basic Communication and Leadership program manual, are designed with the new Toastmaster in mind.
- ◆ A variety of assigned speeches help the participant develop competency in areas such as organization, voice inflection and persuasiveness.
- ◆ During the meeting's Table Topics session, members learn to think on their feet by delivering short impromptu speeches, lasting one to two minutes.
- ◆ After giving a prepared speech, each Toastmaster receives a constructive speech evaluation. This process recognizes speakers for their strengths and provides valuable insight into problem areas.
- ◆ Upon completion of the basic Communication and Leadership program, Toastmasters may participate in the Advanced Communication and Leadership program. Participants may choose from specific business oriented topics such as Speeches by Management and Technical Presentations.
- ◆ Workshop style Success/Leadership programs are also available, offering opportunities for further skill development in areas such as leadership, public speaking and conducting business meetings. These programs are especially effective as in-house training and can be tailored to meet the needs of your company.

For more Information go to: www.toastmasters.com.

Web Sites of Interest

www.airsecurity.com

Varied information, including current news and press releases

www.airsecurity.com/hotspots.htm

For International travelers, with a concise summary and analysis of current security, aviation and international travel-related news from around the world

2001/2002 MRA MN/Upper Midwest Chapter Board Members

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952-541-7177

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Deceptive and Misleading Activities: Under the Disguise of Market Research

Have you experienced or seen what appeared to be deceptive and misleading activities under the disguise of market research? If you have, there is now an outlet for reporting these type of activities. Our Minnesota UpperMidwest Chapter of the MRA has established a Watchdog Committee to report these activities to the Council for Marketing and Opinion Research (CMOR).

CMOR has worked to combat such abuses of the research process in all mediums, including working with lawmakers to outlaw such deceptive and misleading activities since their inception. In recent years, CMOR has collaborated with the United States Postal Service to indict a Colorado company that was abusing the research process via mail. Most recently, CMOR has joined forces with law enforcement agencies in combating fraud by becoming a member of the Consumer Sentinel Program. The Program allows organizations to provide information regarding fraudulent activities (whether conducted via telephone, mail, newspaper or the internet) into a nationwide law enforcement database for investigation and prosecution.

Although not all abuses of the research process are necessarily illegal, through CMOR's involvement with this Program, those activities that are in violation of state and federal law will be dealt with by the appropriate authorities. In addition, CMOR will continue to contact the alleged offenders directly to alert them to detrimental affect such activities have on research and of their possible violation of state and/or federal law.

If you see or experience any activities you think are deceptive and misleading, that information can be sent to Pat Leatherberry at the address listed below. You must provide as much detailed information as possible such as copies of letters/fliers received in the mail, date and source of newspaper advertising, caller's name and company for telephone solicitation, etc. If you have any questions, contact:

Pat Leatherberry
Research International
8040 Old Cedar Ave. S
Minneapolis, MN 55425
952.853.9441 (voice)
952.853.9403 (fax)

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Notes from MRA Panel Presentation

September 20, 2001

Ramada Airport Inn, Bloomington

“Trends in Technology”

1. George Creel, Periscope, Vice President of Account Planning at Periscope, a \$120 million dollar company (in annual billings).

a) Trends

➤ George noted that the major trend in marketing research is a “tremendous move” toward electronic data collection. His company is already making a lot of use of paid panels available via the Internet because it can obtain needed information from people whom the company knows are qualified to address the subject under study.

➤ Another trend George cited is a decrease in the number of multi-discipline marketing research firms who try to do it all. Firms will become specialists—not necessarily in one field, but they will be very strong in those fields they cite as their specialty.

□ During the question and answer session, George indicated that he chose the methodology expertise over any particular supplier when looking for vendors. George also commented in response to another follow-up question that his firm would be looking for firms who specialized in Internet research and in reaching hard-to-find respondents.

2. Karen Malecha, Blue Cross/Blue Shield of Minnesota, Marketing Research Consultant

a) Trends

➤ The healthcare industry is changing very fast, and much of what it does is very high profile.

➤ Internally, the functions of the BC/BS marketing research department are shifting. Previously, the department did most of the work in a project, and only used outside vendors to gather and process data. Now, the internal marketing research department is working to influence the decisions that are made as a result of marketing research. Therefore, the department has a need to “partner” with outside marketing research vendors to have them perform the functions previously done internally (preparing questionnaires, writing the report, etc.).

3. Siri Gawrisch, Dow Chemical Company, Market Research Subject Matter Expert

a) Trends

➤ Siri’s work with Dow is different from that described by the previous two presenters. All of her work is business-to-business research, which deals with a finite population that already gets surveyed a lot. The members of this population are primarily executives who have limited time to spend answering research questions.

□ This means that Dow has to gather information using one questionnaire that can be used for segmentation, positioning, and customer satisfaction research.

b) Dow’s vendor requirements

➤ Dow requires that its research vendors be able to work with all of the types of data the company have. This includes data mining. (During the question and answer period, Siri noted that Dow has developed a linkage model that can demonstrate how research affects its bottom line. This simulator can identify what drives loyalty, what contributes to customer retention, and what

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Notes from MRA Panel Presentation, (continued)

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can be done to get customers to buy more.) The financial impact of research findings is determined internally; the financial information is confidential.

4. Mark Filipi, Metro Council, Project Manager for the 2000 Behavior Inventory

a) Background

➤ Mark noted that, while he is engaged in developing computer modeling of traffic patterns around the Twin Cities, his organization conducts extensive marketing research to obtain input for this modeling effort. This research also garners information that is useful to others (e.g., information containing about the demographics of persons who travel certain routes for shopping and commuting to work can be useful to developers and other persons responsible for choosing retail sites).

b) Trends

➤ Certain recent changes have affected the way the Met Council collects data.

- For example, Mark is concerned about declining response rates for telephone interviews, because his organization conducts telephone interviews with people in the 20-county Twin Cities metro area on traffic patterns. The Met Council tries to contact 0.5% of all households in this area, and they reach a lot of non-voice telephone numbers before reaching a live voice. Moreover, this survey telephone survey is so extensive that it can require 2-3 calls to each household that agrees to participate to gather all of the needed data.

c) Future needs

➤ The Council needs to speed up the interviewing process and obtain higher response rates. It spends a lot of time geo-coding all of its data (i.e., finding the exact locations involved in respondents' travel patterns.)

Trends in Technology Panel – Event Satisfaction Results

A “Zoomerang*” was sent to all 55 attendees of the Trends in Technology Panel held on September 20th. Recipients were reminded that the objectives of our September Event were to provide information about what end users expect in the future, and what they expect from suppliers. Other objectives included providing networking opportunities for attendees, as well as providing information on upcoming events and new initiatives in the Chapter. 29 people responded to the survey.

Overall 86% of those responding indicated the meeting accomplished what they expected, “very well” or “fairly well.” 55% responded “very well” and 31% responded “fairly well.”

89% felt the Networking opportunities were good or excellent

82% indicated we provided information about new initiatives in the Chapter

89% said we provided information about upcoming events

Of the responders, 66% were research suppliers, 17% were research user/buyers, 10% were Consultants/Moderators/Field Managers, and 7% were self-classified as other.

(* Zoomerang is a Web survey service offering free collection of opinions for business, school, clubs, social life – for more information go to www.zoomerang.com)

Submitted by Allan Floyd, Data Recognition Corporation

Tools to Cope with our World Situation

Sue Morem, a Twin Cities consultant, writes “Taking Care of Business” a column in the Minneapolis Star Tribune that addresses our familiar workplace concerns.

In her September 18th column she, like all of us, wonders how to go on with business as usual after the events of September 11 when our lives are anything but usual. What Sue discovered a she lead a workshop, and what we all are discovering, is that we are united in our desire for a safe environment in which to live and work.

Too often we get so caught up in our day-to-day activities that we lose sight of what’s really important.

Look at the people who surround you. Who are the people that you see every day? Have you taken the time to get to know them?

We can’t do much about the events taking place in this world, but we can do something about our own worlds:

- √ We can be less critical and more tolerant
- √ We can be less demanding and more appreciative
- √ We can vow never to take for granted the people we see every day, the people we work with, who surround us and provide us a sense of comfort
- √ We must go forward and do our best at the things we can do

Let’s begin now by getting better acquainted with the people who surround us here.

Submitted by Bev Koser, Total Research Corporation

“Business Reading for Success”

Business Bestsellers

(From: Amazon.com)

1. Jack: Straight from the Gut by Jack Welch, John A. Bryne Our Price: \$17.97 You Save: \$11.98 (40%)
2. Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson, Kenneth H. Blanchard Our Price: \$11.97 You Save: \$7.98 (40%)
3. Good to Great: Why Some Companies Make the Leap... And Others Don’t by James C. Collins, Jim Collins Our Price: \$18.00 You Save: \$12.00 (40%)

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

Site

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

Out-State Members

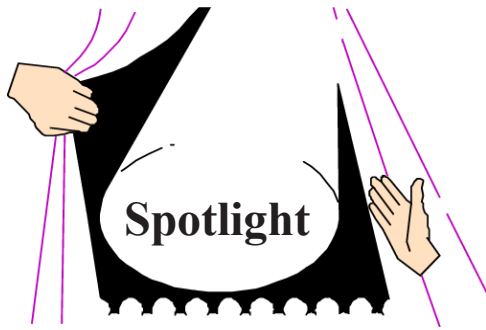
Ken Landgaard
Robinson, Muenster &
Associates, Inc.
320-834-3485



Business Top Ten

(From: BarnesandNoble.com)

1. Jack: Straight from the Gut
2. Who Moved My Cheese?
3. Rich Dad, Poor Dad
4. Fish!
5. Do What You Are
6. The Road to Wealth
7. Getting Things Done
8. First, Break All the Rules
9. The One Minute Manager
10. Getting to Yes



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

CJ OLSON MARKET RESEARCH, Inc.
IT STARTS WITH MARKET RESEARCH

CJ Olson Market Research, Inc. is a full service market research firm providing complete qualitative and quantitative research services to local, national and international clients since 1984. More than 30 years of market research experience and commitment to quality service has earned Carolyn Olson and her associates a reputation for excellence.

CJ Olson is dedicated to providing valuable information services to help clients succeed. CJ Olson’s offices are conveniently located near downtown Minneapolis, with facilities for focus groups, data collection, and data processing.

CJ Olson’s advanced project design improves results and controls costs by precisely defining problems, needs, and critical issues; identifying target audiences; determining decisions to be made; developing study design and relevant data; pre-testing questionnaires; scientifically selecting sample groups; and defining appropriate subgroups. Their expertise in data collection ensures reliable data from the desired number of respondents.

CJ Olson’s in house data processing/analysis uses SPSS software, and assures clients of precise results, thorough analysis, cost-effectiveness and fast turnaround. Once data collection has been completed, the project results are compiled in the data processing department. Open-ended questions are coded and all data are entered into a database. The data is cleaned to ensure the accuracy of the multivariate data tables. Appropriate statistical analyses are performed, results are analyzed and a report is written detailing the findings. Clients may choose between an executive summary and a full report. An oral presentation of the project results may be scheduled at the client’s convenience.

Tailored reports translate numbers and responses into easily understood language allowing more knowledgeable planning and action. Reports include complete cross tabulated data tables, meaningful analysis with a summary of findings, conclusions and recommendations. Formal presentations utilize color graphs, overhead projection transparencies, audio and/ or video tapes.

CJ Olson also has a fully functional on-site focus group facility. The conference room is 21 feet long by 16 feet wide and comfortably seats ten to twelve respondents around the table. The room can also be set up to accommodate up to 35 in a classroom-style setting to view ad concepts and commercial prototypes. There is a one way mirror for viewing groups in progress, and four strategically placed microphones for maximum audio pick-up.

CJ Olson takes pride in their work by helping our clients succeed. They incorporate research methods that are honest and ethical and provide a positive, close working relationship with our clients and employees. They believe in doing things right the first time and paying attention to the small details. They place importance on completing projects in a timely and cost effective way for our clients while maintaining profitability for the company. They can provide any market research service needed from design to final presentation of results and anything in between.

Contact us in any one of the following ways:

Telephone: 612.378.5040

Fax: 612.378.5401

Toll free: 1.800.788.0085

E-Mail information@cjolson.com

Postal: CJ Olson Market Research, Inc. 2125 East Hennepin Ave, Suite 100 Minneapolis, MN 55413 USA

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GO TO: <http://www.ed2go.com/normandale/>

Dare to be Wild!

Join other members and guests of the Minnesota/Upper Midwest Chapter of the MRA at a Minnesota Wild game as they meet the Atlanta Thrashers on November 13, 2001 at 7:00 pm. at the beautiful Xcel Energy Center in St. Paul, MN.

Be among the elite who are able to view a Wild game from Club Level. See your association's name in lights.

Ticket price is \$65 per seat . If you are interested, contact
Lisa_M_Denning@bluecrossmn.com or
Ryan Frazee at 612-436-4230 or
ryan.frazee@mraonline.com

Again, tickets are only \$65 per person for the November 13 game against the Atlanta Thrashers. This is a great opportunity to, not only, see the Wild in action, but meet and greet members and non-members of the MRA, their guests and clients. This is the perfect opportunity to reward an excellent employee, offer an incentive program with the tickets as the prize, or take a client along to thank them for their business. This is a no pressure, fun event and a unique opportunity with the MRA.

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.



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