

President's Corner

*Dave Koch, ADAPT, Inc.
Chapter President*

May represents the end of the board year for our Chapter, and, as such, one of my last duties as president is to present the annual report to membership.

Beginning in June 2002, the current board identified 5 strategic goals to accomplish for the chapter. I have outlined each of these goals below along with the progress we have made towards each.

Goal 1: Improve volunteer opportunities and experience.

I believe we have had great success here. We combined the education and programming committee into a single group and likewise combined the Hospitality and Membership committees. The end result was larger committees that have more members. We also instituted a minimum requirement of one meeting per quarter for all active committees. These changes resulted in better networking opportunities, as well as a more focused effort. We were also able to increase the number of volunteers on our committees through aggressive recruiting. If you would be interested in taking advantage of one of these volunteer opportunities, please contact me at (952) 939-0538.

Goal 2: Continue to provide top-notch chapter programming (events).

We have had an excellent programming year starting with a very successful annual conference in September that drew over 110 attendees. Other highlights included a student outreach event in February that drew 31 students from local undergraduate and MBA programs and an End-User event in April that focused exclusively on the unique problems faced by this group of members. Overall our programming committee put on 6 events this year.

2003 Upcoming Events

May 13, Annual Meeting, Advanced CRM - How to get the most out of your Customer Data.

(Watch your mailbox for details)

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Election Results Are In!

By Lisa Morse, President-Elect

We are pleased to announce the Minnesota / Upper Midwest MRA Chapter 2003/04 Officers and Board of Directors:

President	Lisa Morse, Director – Client Research Services, Questar
Past-President	Dave Koch, Vice President, ADAPT Inc.
President-Elect	Robert McGarry, President, Information Specialists Group, Inc.
Secretary	Ann Potter, President, Ann Potter and Associates
Treasurer	Jeff Cook, Senior Project Director, Cook Research & Consulting
Director at Large	Linda Daniel, Associate Research Director, Harris Interactive
Director at Large	Doug Skipper, Vice President Operations, The Market Solutions Group
Director at Large	Kathleen Fischbach, Branch Manager, Delve

The willingness of each of these individuals to serve our chapter in these roles is greatly appreciated. We value their desire to move our chapter forward and welcome their creative contributions in the coming year.

A fine slate of candidates does not just magically come together. Rather, it is the result of time and effort on the part of the Nominating Committee. Once again, the Committee did a great job and we thank the following individuals for their involvement in this process:

- Lisa Morse, Questar
- Dave Koch, Adapt
- Bev Koser, Harris Interactive
- Ann Buchen, Harris Interactive
- Martie Needham, Maritz Research

These elections wouldn't have an official stamp of approval without the ballot counting assistance our Chapter so generously receives from Dennis Patrick at the law firm of Thomsen & Nybeck. And, of course, there would be no election without the participation of our membership. Many thanks, Dennis, and to all of you took the time to return your ballots.

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2002/2003 MRA MN/Upper Midwest Chapter Board Members

President

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Past-President

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Secretary

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Director-At-Large

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Director-At-Large

Lori Kruse
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Director-At-Large

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President's Corner (continued)

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Goal 3: Focus on continued professional diversity of our chapter.

This year we implemented a program-planning calendar that clearly outlined different constituencies of our membership and a schedule of events focused directly to them. Examples of this include the February Student outreach and the April End User event. Additional events this summer and fall will focus on 1) Professionals new to this industry, 2) Qualitative skills, and 3) Quantitative skills. The calendar also includes four general interest sessions.

Goal 4: Promote industry advocacy function of the MRA.

The MRA does a lot of advocacy work for our industry. Through articles in the Verbatim and announcements at our meetings, we keep our membership updated on the associations' advocacy efforts.

Goal 5: Promote the professional image for the chapter.

You may have noticed that we have updated the Verbatim's format to a glossy, more professional appearance. We have also been very careful about selecting high quality locations for our events. And finally we have forged alliances with several other associations to insure that our members receive the greatest benefit possible from their MRA membership.

Other highlights of the past year included a review and update of our by-laws by the Past Presidents committee, formation of a group of researcher's who have volunteered to visit local college classrooms to promote careers in our industry, and finally the election of two of our members to the National MRA board (Tammie Frost-Norton of Research International and Lori Kruse of Land-O-Lakes).

Our local membership currently stands at 135, and our financial balance has remained flat over the year at \$13,323. Revenues are generated by member dues and income from programming events. Our goal is for our assets to remain relatively flat at this level by providing a level of services to our members where the cost is equal to our revenues.

All of these accomplishments are due to the hard work and dedication of those who support our industry by volunteering for the MRA. This includes our current board, committee chairs, and committee members. Thank you to all of our volunteers for your fine work during the past year.

MRA MN/Upper Midwest Chapter Committee Chairs

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Membership-Co

Julie Heise
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"Undergoing Search"
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Election Results Are In! (continued)

Continued from page 2

The swearing-in of this year's Officers and Board of Directors will occur during our May Chapter Event/Annual Meeting on Tuesday, May 13, at the St. Paul Hotel. For more information on this event, email Clark Kristensen at info@mnmra.org.

Selling to Big Companies

Event Recap by Tammie Frost-Norton

March 25, 2003

The first co-hosted event has been called a success!

With 44 attendees, this event jointly sponsored by the MRA Minnesota Upper Midwest Chapter, and the AMA Minnesota Chapter, held at the Airport Marriott on March 25th went beyond expectations!

Jill Konrath, President of LEAPFROG-Strategies, pointed out the difficulty of reaching today's decision-makers. Quotes like "I'm swamped and spend all day putting out fires – don't waste my precious time" to "don't call me unless you have something new to say" met with nodding heads at this luncheon event. Jill also noted that most often we come into the picture just before a decision is made – simply submitted a reply to an RFP. She emphasized that the only way to take control of company growth is to get involved in the "buyers circle" much earlier in the game – when big companies have changed over time and perhaps haven't even recognized the need for changing their plans. The answer?

A WELL DESIGNED VALUE PROPOSITION that answers a need for big companies.

Strong value propositions talk about outcomes, not the process of what your company offers. It ties results to customer's critical business issues. Make it short and to the point. Decision-makers love to hear:

- Increased revenues
- Faster time-to-market
- Increased market share
- Increased customer loyalty, etc,

Your company must ask itself, "What problems did you solve?" "What decision did your work impact?" and "What value is your service to your customer?" You need to target companies where you believe your service would be valuable. Then do the research about that company or industry. Identify their problems, challenges, and opportunities for growth. Look for a business alignment between you and them. Put on your thinking cap, and ask "Can you make a difference",

"Have you done similar projects in the past" "What is the impact on customer's business," and of course – who do you need to contact?

Jill's real tutelage came in the closing screens, helping attendees to plan out that Big Company Customer Contact. She had stories and suggestions for getting your foot-in-the-door and a not so subtle reminder that you must keep working at it! She advised writing out your script – practicing it out loud – even leaving yourself voicemails to hear yourself as a customer. The entire effort is a campaign, not an event. In a nutshell, Jill reminded us to be proactive business developers and stop responding to RFP's. Pick your customer, find where you make a difference, come up with some good ideas, and suggest ways to use your services. Use the value proposition approach!

(For the FREE monthly eNewsletter for business-to-business sellers who want to win sales in large corporate accounts, subscribe by sending an email to: jill@SellingToBigCompanies.com)

Member on the Move

Bonnie Sargent's new company Field Research Services is open for business!

Field Research Services is a client-committed data collections/focus facility with a friendly and easy-to-work-with professional staff experienced in quantitative and qualitative methodologies. We have a diverse respondent pool allowing for a selection of any demographic criteria. We promise the best data for you to make the best decisions.

Bonnie has been in market research for 25+ years. She has a B.A. from the University of Minnesota. When asked about starting her own company, she says "This is a dream come true for me, so I thank all my former Market Research employers for helping me along the way, I couldn't have done it without them."

The Skill Market Researchers Really Need

By Linda Daniel

Playing the marketing research game requires many diverse skills. But there is one talent that is absolutely essential, whether you are an end-user, a focus group moderator, run a phone room, or work for a full-service firm. What is that skill? You might think it is the ability to communicate effectively. WRONG! It is *mind reading*.

A client or senior executive tells you exactly what he wants, even following-up with a written confirmation. You do exactly what you were told. Oops! The project is finished, the results are in, and the recipient of the report is not a happy camper. “Well, I know that’s what I **told** you I wanted, but surely you knew that I really **meant** was...” And just how were you supposed to know that? Mind reading.

Every semester in college I tried to sign up for Mind Reading 101. And every semester the class was full. It didn’t matter if I camped out over night to be first in the registration line, the class was full. It turns out you had to pre-register for this class, usually at a secret location during the dark of the moon. How did the students who got to take the class know the registration date and time? Mind reading.

Of course, I’ve tried to compensate for my deficiency in this necessary skill. But then I realized something. You can take careful notes, you can parrot back what you are told to do, you can even give examples of the types of results you’ll get from current instructions, but none of these work 100% of the time. No, there is only one sure-fire-never-fail solution. Mind reading.

So, I recently set out on a quest to find the best possible mind reading class, technique, book—whatever, I’m desperate.

➤ There is a book that promises to teach me a “process used by professional psychics, mind readers, fortunetellers, intuitive counselors and guides, and mentalists.” I can see it on my business card now, Linda Daniel, Associate Research Director and Mentalist. OK, maybe not.

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WELCOME!!

JANUARY NEW MEMBERS!

James Andreasen

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CMOR Newsflash!

CMOR Submits Formal Comments to the FCC to Seek Exemption for Research from Telephone Consumer Protection Act (TCPA) Rules

As CMOR has previously reported, the Federal Communications Commission (FCC) is currently seeking public comments on possible changes to the Telephone Consumer Protection Act (TCPA) Rules.

The current rules effectively prohibit certain survey research calls made using automatic telephone dialing systems, including calls to cellular telephones where the called party is charged for the call. In response and on behalf of the survey research industry, CMOR authored and submitted formal comments to the FCC to seek exemptions for survey research in the TCPA Rules. CMOR proposed that survey research calls be made exempt from the TCPA Rules in its entirety and /or that an exemption be made in the rules for research calls to cellular phone lines.

CMOR will continue our involvement in the FCC Rule review to protect the interest of survey research.

To read CMOR's submitted Comments, visit the FCC website at:
<http://gullfoss2.fcc.gov>

For additional information on the FCC's TCPA Rule review, please click on one of the links below.

http://hraunfoss.fcc.gov/edocs_public/attachmatch/DOC-226183A1.pdf

http://hraunfoss.fcc.gov/edocs_public/attachmatch/



MN/Upper Midwest MRA Chapter Annual Meeting

“Advanced CRM — How to Get the Most Out of Your Customer Data”

Presenter: Sam Richter, President, James J. Hill Reference Library

St. Paul Hotel - May 13th.

As a marketing research professional, your clients look to you to help them maximize the value they receive out of their marketing research investment. Understanding what's going on in the world that impacts their customers will better equip you to offer relevant, timely solutions to their business problems.

Sam Richter, President of the James J. Hill Reference Library, will educate you on how to get better information on your current and prospective customers. He'll direct you to *search engines* that will cut search time from hours to minutes; introduce you to the “*Invisible Web*,” the 80% of the Web hidden from search engines; point you to objective, credible *subscription services*; and help you locate *expert assistance* in finding the information that matters most. In addition, Sam will give you tips on how your organization can implement a customer research program.

With more than 18 years in the advertising, public relations and e-commerce/e-marketing industry, Sam has led, created and implemented programs for clients including Microsoft, Coca-Cola, Major League Baseball, Northwest Airlines, and Kraft/Nabisco to name a few. He has been featured in numerous publications and hosts a radio segment discussing various business topics including how to find business information online. On top of that, Sam has won more than 60 regional, national and international awards for his marketing and e-commerce work.

Join us for the 2003 May Chapter Event and Meeting - Tuesday May 13th.

10:00 a.m. - Tour of James J. Hill Library

10:45 a.m. - St. Paul Hotel, lunch, presentation, annual meeting, networking.

Marketing Research, Science Museum Style

Event Recap by Tammie Frost-Norton / Lori Kruse

Our VERY knowledgeable and entertaining speaker, Jane Eastwood, VP of Marketing, Communications and Sales, treated attendees to a lively and varied presentation. With researchers in mind, Ms Eastwood started out with fun stats:

- The Museum is 96 years old and 3 years young in their new location
- 1.2 million served
- 300,000+ served by on-site educational programs (schools, etc)
- 3-4 million see our Science Museum films and exhibits around the world

The Science Museum uses research to discover...

- How visitors use the museum
- Awareness of the museum, of advertising
- Satisfaction with services and products
- Positioning vis-à-vis the competition
- Title testing
- Topic and concept testing
- How well exhibits work
- New building research

They used exit interviews, focus groups, observational research, on-line research, perceptual mapping of competitors, and concept studies on potential exhibits. The Science Museum has also conducted strategic opportunity research and pre-opening research while planning to move to their new location. Research findings were used to project attendance/revenue increases for the new building (accurately!), and to create and alter exhibits, both in-house and traveling. They were used to better understand target audiences and visitor expectations, as well as member and non-member perceptions and attitudes towards science, education, and fun.

Some comments from Research Attendees:

- “Very informative speaker who discussed varying aspects of Market Research.”
- “Great interesting speaker. Nice to hear marketing research actually at work.”
- “Great examples of the variety of research available & how to apply the research.”

“I enjoyed everything and found it all very informative.”
 “Nice to see how marketing research helps out a real life situation.”

“Better than what I expected”

Student Outreach

This was a special event in that it was the first CHAPTER OUTREACH TO STUDENTS. Students were invited to attend for a nominal fee, and researchers were asked to host students. The turnout was excellent. Thirty-one students attended the event from Carlson School of Management, College of Saint Benedict, Gustavus Adolphus College, Macalester College, Saint Cloud State University and University of Saint Thomas. Students were paired up with industry professionals to learn first-hand about companies and ask questions about the profession. We received very positive feedback on this concept and hope to repeat a student event.

Some comments from Student Attendees included:

“It was interesting to find out about marketing research, to be able to network, and find out more about the market research industry and how it has changed in the Internet age.”

“As a student it was great to see how research makes a real difference to a real organization. That was very valuable. Also I appreciated the speaker’s candor about what worked and what didn’t work in research.”

“Seeing how many techniques were used to make your decisions was very interesting. As a student I am kind of new to the whole area of market research and it gave me an idea of what it was all about.”

“A wonderful experience for me and offers me much insight into marketing research. I really appreciate what you have done.”

All attendees were given passes to peruse the exhibition halls and check out first-hand what speaker Jane Eastwood had mentioned as research topics: the interactive exhibits, flow between exhibits, the number of benches for resting (!), and the integration of science, education, and fun. Many people enjoyed spending additional time viewing this fabulous facility.

Think Outside the Box to Improve Your Cube Life

By Susan Bryant

For many otherwise happy workers, the cubicle is the bane of modern work life. Although cubicles give the illusion of privacy, those little walls are easily penetrated by your cube mates' incessant sounds and conversations. Not only is a lack of cube etiquette a problem, but spending most of your workday sitting can make you feel like your muscles have seeped into your ergonomic chair.

Cube Etiquette Anyone who has resided in Cube land knows how difficult it is to work while trying to block out coworkers' conversations. Mary Risher, a photo editor and cube dweller for the last 10 years, says, "There is always someone who doesn't quite get that if he can hear me, I can hear him. I am forever overhearing domestic tiffs, weird bodily functions, etc. I've been reduced to wearing earplugs so I can concentrate. Even then, someone's voice manages to cut through the foam." These complaints are common, says Hilka Klinkenberg, founder of Etiquette International, a firm specializing in business etiquette. In a cube environment, professional etiquette must be elevated to a higher standard than in a traditional office because of the workers' close proximity. Klinkenberg gives these guidelines to making your office cube-friendly:

- Give your cube mates a sense of control over their space. (Knock on cube walls (even if this is only symbolic on a foam wall) before speaking. Ask permission to enter someone's cube, instead of barging in.)
- Don't loiter. (Your conversations free-float among people trying to make phone calls, read or write important documents and concentrate on their work.)
- Realize that odors know no boundaries. (Your lunch, although appetizing to you, may make someone else's stomach turn. If you eat at your desk, take your trash out promptly.)
- Be aware of what you say and how loudly you say it. (Assume everyone within a four-cube radius can hear you. If you need to discuss a sensitive matter discreetly, try to find an empty office or private area.)

Cube Atrophy

Another common complaint among cube dwellers is the feeling they are getting "cube body." What kind of effect does long-term sitting have on you? Mary Ann Pavlides, a registered nurse and massage therapist, says her clients have experienced these physical repercussions:

- Lower-back strain due to poor posture from being seated too long.

WELCOME (continued)

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Notice to MRA Chapter Members

The proposed bylaw revisions for our Chapter were accepted by our members in our March balloting. National MRA, however, will not allow us to change the amendment process described in Article XI-Amendments to "majority vote" from "two-thirds vote." Our bylaws must be consistent with the national organization; theirs must include "two-thirds vote" to meet legal requirements in the state of Connecticut. We were not aware of this requirement. At our local May meeting (May 13th) our members will be asked to vote on accepting a bylaw revision to reinstate the phrase "two-thirds vote."

Think Outside the Box (continued)

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■ Upper-back strain from scrunching your neck and shoulder together while talking on the phone. Shortened pectoral muscles from leaning into a desk to type on a computer. Sluggish circulation in legs from prolonged inactivity.

Fortunately, combating these problems is easy. Pavlides recommends the following exercises for relief:

■ Get up and walk every half hour. This keeps your circulation going, gives your eyes a break from your monitor and lets your whole body move.

■ Stretch your arms back over your head and arch your body into a “C.” This helps reverse the hunched-over posture you may sit in.

■ Stand up and roll back and forth on your heels and toes. This stretches leg muscles that cramp from too much sitting.

■ Find a doorway and place your forearms against the frame. Lean into the doorway to stretch your pec muscles. Don’t hold this position too long, though, or you might strain yourself.

Mumbo Jumbo

Good business writing is clear, concise and to the point. But, if you can’t beat them, confuse them. See if you can figure out the everyday items described below. Good luck! (The number of letters in the answers are provided in parenthesis.)

Example: Plaque removal aid (9): Toothpick

1. Multifaceted coiffeur arranger (4)
2. Perforated epistolary expediter (5)
3. Tubular beverage conduit (5)
4. Cupreous presidential engraving (5)
5. Circular sartorial fastening device (6)
6. Bilateral elongated abrading apparatus (4, 4)
7. Rose-colored graphite eliminator (6)
8. Pack of handheld lined oratorical aids (5,5)
9. Combination embroidery tool/ direction locator (6)
10. Instant metallic security device disabler (3)

Answers on page 11

The Skill Market Researchers Really Need (continued)

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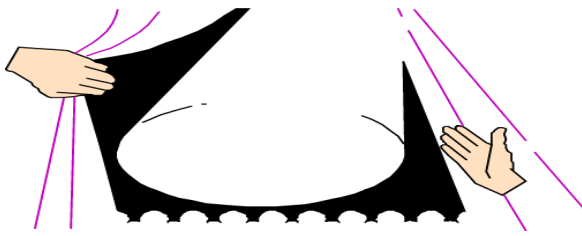
➤ Or what about crystal balls? They look kind of classy and could be color-coordinated to match my outfit, but I have a feeling carrying one into a business meeting wouldn’t exactly inspire confidence.

➤ Then I found The Magic Swami Mind Reading Test. I’m serious! It’s actually out there on the Internet. I was too chicken to take the test, however, so I can’t really give you any details.

Right now I’m investigating a seminar to be held on the island of Atlantis. They even give you a diploma.

You could put it on your office wall and prove that you are a Class One Mind Reader. Just think of the benefits. No more redoing reports... always knowing what’s expected of you...being “one” with your clients. The price looks good (robes and wands included), but airlines don’t seem to go there anymore. I’ll have to get back to you on this one. Hey, if I can work out travel plans and if the Atlantis Center for Mind Expansion offers a group rate, are you interested in joining me? We could do it as an Educational Event. Maybe in the fall? I hear Atlantis is really nice in the fall.

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



Spotlight



SPOTLIGHT on

Harris Interactive is a worldwide market research and consulting firm, best known for *The Harris Poll*[®] and for its pioneering use of the Internet to conduct scientifically accurate market research. The company combines the power of unique methodologies and technology with international expertise in predictive, custom and strategic research. Headquartered in Rochester, New York, Harris Interactive conducts international research through wholly owned subsidiaries—London-based HI Europe and Tokyo-based Harris Interactive Japan—as well as through the Harris Interactive Global Network of local market and opinion research firms. Total Research Corporation became a part of Harris Interactive in November 2001.

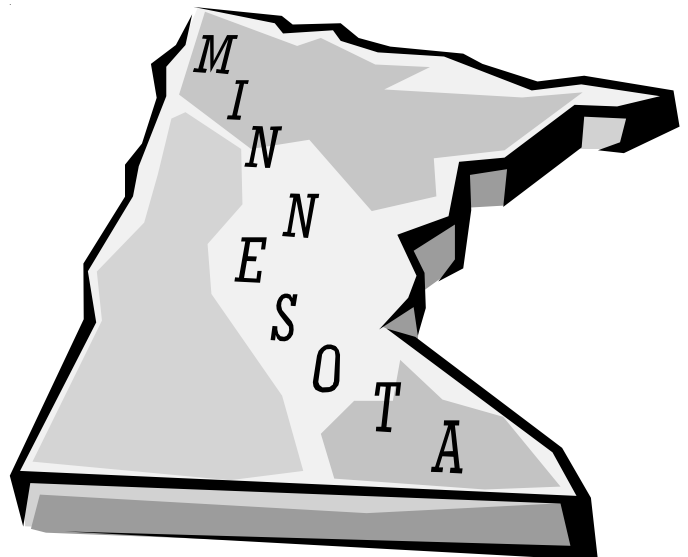
Building on a legacy of integrity, reliability, and accuracy dating back more than four decades to the founding of Louis Harris and Associates[™] and *The Harris Poll*[®], Harris Interactive has established itself as the world leader in Internet-based market research. The company has invested over \$35 million, and continues to invest, in a technology infrastructure that provides the research community with a complete suite of unique technology solutions. The scope and flexibility of this integrated platform enables clients to achieve much more with their research budgets, while simultaneously realizing significant productivity gains within their own work environments.

Historically, Harris Interactive has provided market research services exclusively through traditional methodologies, including direct mail, telephone surveys, mall intercepts, focus groups and in-person interviews. As the company moves forward using Internet-based research methods, perhaps Gordon Black states it best:

“Harnessing the interactive power of the Internet to gather market intelligence and opinions that organizations need is not only necessary for competing and surviving in the new economy, but it is a move that will forever change the dynamics of data collection and analysis for the market research industry. By using the Internet as a vehicle for conducting surveys, we can gather opinions from more people, from more places in the world than ever before—and more often.”

Minnesota is on Board!

For the **VERY FIRST TIME**, representatives from the Minnesota Upper Midwest Chapter will be on the National MRA Board of Directors. Both Lori Kruse from Land O Lakes and Tammie Frost-Norton from Research International were elected to the National MRA Board as Directors at Large. Lori will be representing End User Members and Tammie will be representing Full Service Supplier Members. They will be installed at the June 2003 Conference in San Francisco. Each appointment is a two year term. This is a “first” for our Minnesota Upper Midwest Chapter, and we are proud to be participating in shaping the future of MRA.



Membership Perk!

If you are an MRA member, you can soon look forward to your own electronic copy of the Minnesota Upper Midwest Chapter Membership Roster. The Roster includes listings alphabetically by member name, and also by company name.

You can print off your own copy if you prefer a hard copy for a quick reference at your fingertips.

Another perk, for Members only, is the national "Connector," a roster of national membership. The Connector can be accessed via National's web site www.mra-net.org and click on Research Resources. You must input your member number to access this portion of the web site.

Much like the National Roster, the Chapter Roster information was voluntarily provided by members and represents all data submitted to us. The Marketing Research Association does not assume any responsibility for errors or omissions. This database is intended solely for use by MRA members and may not be used as a source for promotional e-mail or mailing lists.

MRA members may purchase a one-time mailing label list. For a National List, please call Helen Pelletier at MRA Headquarters at (860) 257-4008 for details. For information on using the Chapter List for a mailing, please contact a member of the Board (see page 3 of this newsletter).

Answers!

1. Comb
2. Stamp
3. Straw
4. Penny
5. Button
6. Nail File
7. Eraser
8. Index Cards
9. Needle
10. Key

Scoring:

- 4: "I says what I means and I means what I says."
7. A novice in the game of obfuscation.
10. A true master. Now maybe you can explain these tax forms?

The Puzzlemaster Presents by
Will Shortz
Random House Puzzles &
Games, copyright 1996

Advertise in *The Verbatim*

Interested in advertising in *The Verbatim*? As an additional benefit to the members of the MRA the chapter has decided to make advertising space available. There are four different sizes and rates for you to select from.

Business card size \$25 (members) / \$50 (non-members)
Double business card size \$50 (members) / \$75 (non-members)
Half-page \$75 (members) / \$100 (non-members)
Classified Ads \$25 (members) / \$35 (non-members)

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



Full Service Survey Processing

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

Services include:

Survey printing and mail distribution

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

Comment coding (hardcopy and on-line)

- Open-end transcription and editing
- Data Entry
- State-of-the-art Character Recognition Image scanning
- Tabulation

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