

## President's Corner

*Dave Koch, ADAPT, Inc.  
Chapter President*

As we enter the New Year, one can't help but wonder what changes 2003 will bring to our industry. Some of the most prevalent trends of 2002, such as industry consolidation, and growth of Internet research seem a very likely to continue. But what else is likely to change over the coming year? The only thing we know for sure is that there will indeed be change.

What will the trend be in respondent cooperation? What new techniques and problems will Internet research spawn? What will the new, hot, technology be? How far will "Do not call list" legislation go? Will the economy go up or down? These are the questions that will affect all of us in 2003.

We all wish that we had a crystal ball, but none of us do (at least no one that I know). So the next best thing is to remain active in the MRA. Our goal for the coming year will be to keep our members informed about, and involved in, our fast changing industry.

By providing topical, pertinent programming, industry advocacy, and networking opportunities, the MRA is your opportunity to stay in touch and up to date. Make 2003 the year you commit to being more involved in your industry through the MRA.

Get involved by attending programs, or volunteering to participate in one of our committees. Your active involvement in the MRA will give you an advantage over a competitor that is holed up in their office with their head in the sand.

### 2003 Upcoming Events

*February 25, Marketing Research,  
Science Museum Style*

*April Event: End Users*

**(Watch your mailbox for details)**

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## MN/Upper Midwest MRA Board Elections

By Lisa Morse, *President-Elect*

Mn/Upper Midwest MRA Board Elections are just around the corner. The Board you elect works to ensure that the Chapter is best meeting the needs of members and the research community.

Guided by our Chapter's mission, Board members determine the goals and strategies for the Chapter and serve as liaisons to one of the standing committees.

In filling positions on the Board, we look for individuals possessing good communication and task management skills, the ability to delegate and lead others, and the ability to think strategically and plan for the future.

The President-Elect chairs the Nominating Committee, which puts together the slate of candidates for the election and oversees the election process. This year, the committee is comprised of the following individuals:

- ◆ Lisa Morse (Questar), President-Elect
- ◆ Dave Koch (Adapt), President
- ◆ Bev Koser (Harris Interactive), Past President
- ◆ Ann Buchen (Harris Interactive), Membership Committee Chair
- ◆ Martie Needham (Maritz Research), Chapter Member

Members are welcome to submit additional nominations to any member of the Nominating Committee by February 25. Our Bylaws require a "...petition signed by at least fifteen percent of the members who are in good standing at the time of the nominations," which equates to signatures from approximately 20 members.

Please remember to vote when you receive your ballots in March!

### Chapter Mission

To create value by serving as a resource for information and expertise through continuing education of members on research design, implementation, project management and research applications. We will provide industry leadership through the promotion of professionalism and quality, and serve as a voice for research in business, government and public environments.

## 2002/2003 MRA MN/Upper Midwest Chapter Board Members

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## CMOR Newsflash re: FTC Do-Not-Call Registry

### **FTC Telemarketing Sales Rule**

Yesterday, the Federal Trade Commission (FTC) announced its changes to the Telemarketing Sales Rule (TSR). As you know, CMOR has been diligently monitoring the FTC's activities and has met with the FTC, twice in 2002 alone, regarding this (and other privacy issues). As CMOR expected, the changes to the Telemarketing Sales Rule concern *telemarketing activities* (including charitable solicitations). *Survey Research activities remain exempt, albeit implicitly, from the amended Rule (i.e. outside the scope of the Rules).*

### What Are the Changes to the Rule?

Establishment of a national *telemarketing* do-not-call registry

- ◆ Amends the Rule to include *charitable solicitations* in the definition of telemarketing (per the US Patriot Act) and includes certain restrictions for such calls (see below for further details)
- ◆ Amends the Rules to require telemarketers to transmit their telephone number to a consumer's Caller-ID service and if the telemarketer's carrier makes it possible to transmit the telemarketer's name, the telemarketer must also transmit that information. (On a similar note, CMOR is working with the industry to create a survey research industry identifier for legitimate survey research that will help distinguish survey research from sales-related activities.)
- ◆ Adds a provision to prohibit "call abandonment" *by telemarketers*, with some caveats (a call is considered "abandoned" by the TSR if a person answers the call and the telemarketer does not connect the call to a sales representative within 2 seconds of the person's completed greeting.)

On another favorable note, there is a provision in the amended Rule that directly benefits survey research. Currently under the Rule telemarketers are effectively prohibited from selling under the guise of research or "sugging" by making it an abusive telemarketing practice for a telemarketer to fail to promptly disclose that the purpose of their call is to *sell goods or services*. The amended Rule has created a similar disclosure requirement for **charitable solicitations** - *thereby prohibiting fundraising under the guise of research or so-called "frugging."*

The FTC press release about the amended Rule can be found at - <http://www.ftc.gov/opa/2002/12/donotcall.htm>  
New FTC website section devoted to the do-not-call registry - <http://www.ftc.gov/bcp/online/edcams/donotcall/index.html>

## MRA MN/Upper Midwest Chapter Committee Chairs

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### **FCC Telephone Consumer Protection Act**

On a related matter, on behalf of the survey research industry, CMOR recently made a filing to the Federal Communications Commission (FCC), regarding the FCC Telephone Consumer Protection Act (TCPA) Rule review. We will continue our work on the FCC review of the TCPA Rules to protect the interests of survey research. Further details about our efforts can be found on the CMOR site at [www.cmor.org](http://www.cmor.org).

## From Loud and Clear at Work

*An Article by Kim Komando*

Sometimes, people are looking for help with their computers. Some of it is fan mail. Other folks are mad about something I said or wrote. Add to this the barrage of press releases and an occasional blast from the past when a former classmate or ex-boss drops me a note. After facing this tidal wave of electronic words for several years as well as owning my own business, I've developed some strong opinions about e-mail and correspondents. Here are some easily avoidable mistakes you should know about to keep your image and inbox in tip-top shape.

### **Failing to follow e-mail etiquette.**

I believe in the old adage, "You catch more flies with honey than with vinegar." There's no point in belaboring the etiquette issue. We all know we should be polite. But here are a few points to consider:

- ◆ Don't write when you're angry. Wait 24 hours. Calm down. Be reasonable. Have someone else edit your e-mail.
- ◆ Don't use sarcasm. You may think you're clever, but the recipient will be put off.
- ◆ DON'T USE ALL UPPERCASE! That's the e-mail equivalent of yelling. Your recipient won't be appreciative. Go easy on the exclamation marks, too. Overuse dulls their effectiveness.
- ◆ Use clear subject lines. That will help people decide whether to read the e-mail now or later. We're all busy. Your correspondent will appreciate your thoughtfulness.
- ◆ Keep it short. If your e-mail is more than two paragraphs, maybe you should use the telephone.
- ◆ Change the subject line if you change the topic of a thread.
- ◆ Unless the recipient has previously agreed, don't forward poems, jokes, virus warnings and other things. You're just wasting valuable time and bandwidth.

### **Sending e-mail to the wrong person.**

Today's e-mail programs want to make it easy to send e-mail. This means that when you start typing the address of a recipient to whom you have previously sent mail, the "To:" field may already be populated. Be careful. Always double-check the recipient is the intended one.

In addition, if you're writing something ugly about Joe Smith, you'll have Joe's name on your mind. Don't send it to him. I once knew an intern at a newspaper who did just that. He didn't like his supervisor and said so in graphic terms in an e-mail. Then he accidentally sent the e-mail to his supervisor. (The intern kept his position, but the atmosphere was cold, to say the least. And there was no job offer at summer's end.)

### **Clicking "Send" too fast.**

Reread every e-mail before you send it! I actually get e-mails from job applicants with misspellings and missing words. They all go to the same place: the garbage. This is a pet peeve. I'm not going to hire someone who is careless. Even if you're not looking for a job, you want to be careful. People will judge you subconsciously on mistakes. None of us is perfect. But you can catch 99% of these problems by rereading the text. And don't depend on the spell-checker. It will catch misspellings. But if you use "four" instead of "for," or "your" for "you're," it won't tell you. It also is not likely to catch any missing words in a sentence that you inadvertently failed to include. So take a minute and reread your text. Don't look like an ignoramus.

### **Forgetting the attachment.**

This seems obvious, but I can't tell you how many times I've received an e-mail with a missing attachment. Since we all do it occasionally, it shouldn't be a huge deal. However, if you consistently make this mistake, people (perhaps important people) may think you're losing your marbles. They might even hesitate to do business with you in the future. When you get ready to send your e-mail, think: "What am I forgetting?"

### **E-mail is almost like talking.**

We use it so much that we don't really think about it. But there are rules and courtesies, just as there are with talking. And there are other considerations involved in communicating by written word only. Giving them some additional thought could make your e-mail experience more satisfying and your recipients much happier.

## Getting Minorities Involved

*By Craig Swager, Comprehensive Research Group*

During the past two decades here in Minnesota, when someone said “minorities” we just laughed and said “not in this market.” This has changed. We need to get on the move to get minorities’ opinions heard. By the year 2020 some people say that the Caucasian race will no longer be the majority. Our industry will be playing a major role in making this transition happen for our clients and our industry. We will be the pioneers breaking down the cultural and ethnic divisions in order to build trust with all of the culturally diverse groups in our market.

We recently recruited respondents for Spanish-speaking and Hmong-speaking focus groups. Finding interpreters to concurrently translate what was happening in the respondent room to the English-speaking clients in viewing room was a project in itself. We were faced with many different issues, not only that evening, but during the whole recruiting process as well. I thank our client for their leap of faith that we could accomplish this task. The groups came together and the clients were delighted with the new insights into these two markets.

The most difficult task was to get non-English speaking respondents to trust that they would be paid for just telling us their opinions. There are also cultural differences regarding who is recruited, having to do with the many levels of male dominance in both the Hispanic and Hmong cultures. We worked very hard to achieve agreements with husbands to let the wives share their opinions. The Hmong groups could not be videotaped. No one wanted pictures of himself or herself making statements of any kind. If we insisted on videotaping the group, everyone said that they would leave.

From this experience we have a foot in the door...but building a minority database will take lots of work to gain their trust. We are visiting community centers and sponsoring social events. It is a beginning of ethnic and cultural growth for us and we are taking baby steps and learning how to trust and how to be trusted. After all, isn't that how we initiate change—by trusting in something new or different?

Good luck to all of you as you begin to face the ethnic and cultural issues in your future.

## WELCOME!!

*OUR NEWEST MEMBERS OF THE MRA  
AND MINNESOTA UPPER MIDWEST  
CHAPTER*

### ***October:***

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## MN/Upper Midwest MRA Chapter Reaches Out to Students

In an effort to increase interest in the marketing research industry among students and to reach out to those already interested in research careers, we have begun a new initiative to reach out to local campuses. The first step in this initiative is a joint student and member event at the Science Museum in February.

We will be inviting students from the marketing programs at many local college campuses to join us at this event to hear how marketing research is used in real world situations. Each student attendee will be assigned an industry sponsor. Sponsors will be asked to pay an extra \$25 to offset the cost of the student's meal and will sit with the students during lunch (and hopefully impart many bits of wisdom to the young potential researcher).

If you are interested in sponsoring a student at this event, please mark the appropriate box on your invitation or contact Dave Koch at 952.939.0538. Even if you cannot commit to being a sponsor, be sure to attend the event so you can meet the future of our industry.

## Connecting Member's Comments To Action

One request from Members came through loud and clear, on a repeated basis. KEEP US UPDATED ON LEGISLATIVE HAPPENINGS. Much of this information comes from CMOR (Council for Marketing and Opinion Research) and MRA National, of course, but our issues of the *Verbatim* can single out important occurrences and highlight articles that you may have missed in the original newsletters/email e-news. In this edition you will find information regarding the most recent Do Not Call Legislation article, from CMOR, as well as an article of interesting insights on possible 2003-2004 privacy legislation that could potentially affect our industry, from DIRECT.

We would love to hear your reactions to these articles, or your ideas for other legislative updates! Please feel free to contact the *Verbatim* Editor or any member of the Chapter Board to submit your ideas/opinions.

## Local News from MRA National Fall Education Conference 2002

The First Marketing Research Tournament, Scottsdale AZ

Whether you've been in this profession for a number of years or you're a relative newcomer, you would have enjoyed this spirited educational session. Specially selected contestants competed in a marketing research tournament to determine a champion. Competitors were recruited for their wit, charm and, of course, knowledge of marketing research. They fielded questions about various aspects of marketing research submitted by such sources as the Board of Directors, Past Presidents, Chapter representatives and others. Questions included marketing research knowledge about such as MRA history, ethics and best practices, various methodologies and more. The first MRA Champion was crowned. Prizes were awarded to the top-level contestants!

The group was made up of 12 panelists, including Minnesota Upper Midwest Chapter's own Past President, Judy Opstad. As anyone might agree, being selected for this "honor" was not Judy's first choice! Nothing like being spotlighted in front of the entire conference attendance while being quizzed on your research knowledge! Our Chapter sweetened the pot with a small gift (ok, bribe) to convince Judy to represent us. With Judy's background of over 20 years in the industry, forming her own company, and diving into the new technologies in qualitative research, we knew she was the right choice! After receiving her Martini Gift Basket, Judy agreed she was up to the challenge!

Judy's personal, live at-the-show comments: "Patrick Galloway (Galloway Research, San Antonio, TX) won the title, the crown, the scepter, and the glory and deserved it. I went out with 3 wrong and 3 correct answers... it was tough because there were questions about "bell curves!" Sharon Mutter (Sharon Mutter Field Services, Inc, Indiana) won a palm pilot by literally guessing the right answer to a technical question...everything was Multiple-choice. Ed Sugars (Triton Technologies) did a bang-up job as the MC."

## “Marketing Research, Science Museum Style”

By Jane Eastwood, VP, Marketing, Communications, and Sales at the Science Museum of Minnesota  
**February 25, 2003**

Wow! The Science Museum of Minnesota. Dinosaurs....a mummy....the Bloodstream Superhighway...a 3D laser show *WITH 3D GLASSES!!!!* Oh, right. Calm down.

Questions:

- ◆ How did this magnificent, marvelous, fun place end up in St. Paul?
- ◆ How did they decide to have a 3D laser show *WITH 3D GLASSES?* (Sorry, I lost it again for a minute.)
- ◆ How do they know what visitors want and need?

There’s one answer to all of these questions—marketing research. Please join us on **Tuesday, February 25**, for a chance to see the techniques and methodologies of our industry applied in a “real world” setting.

Jane Eastwood (a Phi Beta Kappa graduate of Macalester College) is the VP of Marketing, Communications, and Sales for the Science Museum of Minnesota. Ms. Eastwood has been with the Science Museum for more than 12 years and had significant responsibilities for planning and promoting the museum’s new facility that opened in 1999. She’ll tell us about the objectives behind the various marketing research projects done by the Science Museum, as well as the kinds of decisions made on the research results. Conducting marketing research in a museum setting can be challenging, but Ms. Eastwood will tell us about the methods that have worked best.

This is a not-to-be-missed event. Register early, as seating is limited. You’ll get food. You’ll get free parking. You can ask questions. You get a free admission to the Science Museum after the presentation so you can see the Viking exhibit, as well as any of the permanent exhibits.

Students from local colleges in Market Research classes have been invited to attend this event, but we

need your help! You can subsidize \$25 of their fee, then share your experiences and wisdom with them over lunch. When you send in your reservation, just let us know that you’ll be sponsoring a student. What a great plan!



## MRA National Fall Education Conference (continued)

Continued from page 6

The Chapter would like to thank, thank, thank Judy Opstad for her Bravery, Excellent Performance, Accumulated MR Knowledge, and for saying YES!! We appreciate Judy’s good humor and willingness to participate in this first ever National Conference Tournament. And our thanks to the Minneapolis and Scottsdale offices of Focus Market Research (the Official Research Provider to the U.S. Olympic Committee) for loaning Judy to us for this unprecedented event.

## Legislation Lurks - Top 10 List

By Marty Abrams, Direct, September 15, 2002

Is there a wolf outside the door? While predictions of significant privacy legislation have been lurking for years, some believe it's all just "huffing and puffing." Yet somehow, that wolf has managed to gobble up significant data elements like age and vehicle information. Even if you believe the wolf is locked out, I predict the next Congress will blow the house down. After discussing the reality of those big, sharp teeth, my colleague Fred Cate and I identified the top 10 reasons passage of privacy legislation by the next Congress is no fairy tale.

**10.** The 2003-2004 Congress will be the third consecutive edition to make a run at online privacy legislation. Typically, the third Congress to take an active interest in a consumer issue is the one that passes laws.

**9.** Mission "Creep Around Homeland Security" will begin to irritate the civil liberties nerve receptors that reside in all Americans. The lack of real checks and balances in government will lead to hearings on how to create those balances within the executive branch. And this process could easily be merged with online and offline legislation.

**8.** Increasing European enforcement of their national data protection laws - including expanding that enforcement to Internet applications based outside of the European Union - will fuel the myth that privacy matters in Europe but not in the United States. Privacy might not be better protected in Europe, but it certainly feels that way.

**7.** Business will lose confidence that being rescued by the courts is probable. While each court case lost over the past five years is explainable, the trend is to give deference on privacy to the states, Congress and the agencies. This means companies will increasingly look to cutting their own legislative deals to protect narrow interests, making the enactment of legislation more likely.

**6.** Federal Trade Commission Chairman Tim Muris has empowered his agency to look for and pursue enforcement actions, and has increased his staff to meet those goals. Greater enforcement creates the impression there are more problems that need Congress' attention. Furthermore, the staff approach encourages business to seek legislated solutions they see as more moderate.

**5.** We have more and more state do-not-call lists and a new federal one as well, but consumers are still being bothered at dinner time. The friction between a highly effective marketing medium and huge consumer angst will continue to create a legislative catalyst.

## WELCOME (continued)

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*OUR NEWEST MEMBERS OF THE  
MRA AND MINNESOTA UPPER  
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## Legislation Lurks - Top 10 List (continued)

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**4.** Regulation begets regulation. Gramm-Leach-Bliley Act examinations, Fair Credit Reporting Act rules, new focus on the FCRA by the FTC and FCRA examinations will all lead to greater knowledge by regulators about how information is used in this marketplace. Fraud prevention, fulfillment, underwriting, market research and selling all require robust use of information. The sheer information-use volume will surprise regulators. This will lead to a greater sense that information collection and use is out of control and needs to be fixed.

**3.** ID theft continues to be a volatile - if misguided - public issue. ID theft creates consumer radicals. Everyone knows a victim and knows how much time it takes to clean up the mess. The fraud costs rest with the victimized lender, yet the angst resides with the victimized consumer. And, of course, the sympathy resides with the consumer.

**2.** A CEO angel - a man running a successful online lender - has put up \$1 million in seed funds for a California privacy ballot initiative, and issued a challenge for the California legislature: Give me a law in 2003 or I will give you an initiative in 2004. He believes this is the best approach for his business. This ups the odds that California will pass privacy legislation covering 20% of the U.S. economy. Recently, voters in North Dakota passed a referendum demonstrating that better than 70% of the American public doesn't understand why opt-in is a bad idea, and wants more personal control. As we can see, that message wasn't lost on the politically astute outside of North Dakota.

**1.** And our No. 1 reason is the Jan. 1, 2004, expiration of the affiliate-sharing pre-emption of the FCRA. Why? There's a deadline for legislation. Deadlines create the need for deals. While FCRA covers only a portion of industry, it will spur the momentum for broader legislation.

Folks, there's a common theme here. Whether it's FCRA, California legislation or bad court decisions, the push by businesses for the best privacy deals will

be the final legislative catalyst. Rather than resisting bad legislation, responsible users of information are now going to Congress seeking legislation. Beyond stirring up momentum for legislation, this runs two risks. It could (a) become a Christmas tree with ornaments for every regulator or advocacy organization, or (b) become a special-interest bill that meets the needs of one powerful industry, while selling out the interests of a market that uses information and technology to solve business problems. This rarely works for companies or their customers.

**MARTY ABRAMS** is executive director of the Center for Information Policy Leadership at Hunton & Williams, Atlanta.

### Challenging You!

As a whole, market researchers love puzzles. So, here's something fun. Use the numbers and letters below to make some well known phrases. The letters are the first letter in each word.

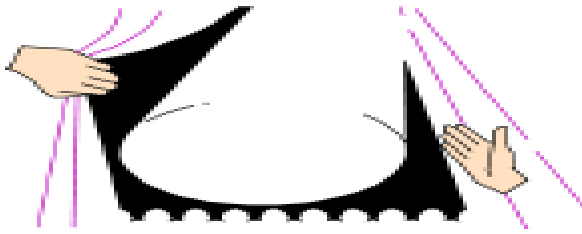
- |                 |                          |
|-----------------|--------------------------|
| A. 12 S O T Z   | G. 24 H I A D            |
| B. 12 M O T Y   | H. 3 B M                 |
| C. 16 O I A P   | I. 8 A O A O             |
| D. 26 L I T A   | J. A B A T 40 T          |
| E. A T W I 80 D | BONUS: 'K 3 T' B T O A D |
| F. 12 I I A F   | Answers on page 11       |

### JOB POSTING

#### Survey Sales Consultant

A great opportunity with a Minnesota-based full service market survey organization. This individual will be responsible for sales of customer satisfaction surveys, 360\* feedback programs, and employee opinion surveys to Fortune 500 clients across the United States. Work strategically with Fortune 500 clients to develop systems that meet their business needs. Requires 8-10 years experience in consultative sales, including sales involving surveys. Highly competitive salary with uncapped commission potential. Respond with resume to [marylee@abelnmag.com](mailto:marylee@abelnmag.com).

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



## Spotlight



### rtech laboratories, from Land O’ Lakes

You are no doubt familiar with Land O’ Lakes (#1 brand of Butter, Indian Maiden). But have you heard of rtech laboratories? Rtech laboratories is a business unit of Land O’ Lakes, and they do contract research in the areas of Sensory Evaluation/Market Research, Microbiology and Chemistry testing, Library Research and Custom Processing services.

#### **Sensory Evaluation/Market Research:**

The Sensory Evaluation services provided through rtech laboratories are the same as those available to the Land O’ Lakes Research and Development area. They include **taste tests** conducted with employees, which can be used to gauge acceptability of products before going to large-scale consumer testing. **In-home usage tests** can also be conducted with this group of respondents. Another service that is available is **descriptive analysis**. Descriptive analysis is conducted by a trained group of food evaluators, and they are used to describe and quantify attributes of the product. Descriptive analysis information may be used in conjunction with consumer acceptance testing to help understand which product attributes relate to consumer preference. Sensory Evaluation is a useful tool for testing reformulated products, or competitive benchmarking.

#### **Microbiology and Chemistry Testing:**

Our ISO 9002 and ISO 17025 laboratory is staffed with highly trained professionals and incorporates the latest approved methodology from AOAC, AOCS, AACC, USDA, and FDA. This area of rtech laboratories can assist you with Nutrition Labeling, Validation Studies, Shelf-Stability Studies, Challenge Studies and Method Development Studies.

#### **Pilot Plant/Custom Processing:**

Our pilot plant is staffed by experienced professionals skilled at producing small batch sizes. Our capabilities cover a wide spectrum of processing conditions and product categories. We can help design your process, assist with the production and offer recommendations for further processing.

#### **Library Research Services:**

Services include patent and scientific literature searching, document delivery, current awareness updates and news alerts. The library services team has over 12 years of experience in technical and scientific libraries.

**To speak with one of our staff regarding any of the above services, please call Customer Services at (800) 328-9687. Or visit our website at [www.rtechlabs.com](http://www.rtechlabs.com)**

## INFORM Presentation

By Bob McGarry, Information Specialists Group, Inc.

Those of us who braved the cold on the Thursday morning before Thanksgiving were treated to a very valuable and informative presentation by Ted Hathaway on the services available from INFORM, a resource of the Minneapolis Public Library. The event was held at the Blue Cross Blue Shield offices in Eagan and was attended by 25 Chapter members and guests.

Ted Hathaway is the Manager of INFORM Research Services and the InterLibrary Loan Department at the Minneapolis Public Library since 2000. Prior to that he work as a reference librarian at the Library for 13 years. He is also the creator and director of The Baseball Index (<http://www.baseballindex.org>), which is a catalog of baseball literature created for the Society for American Baseball Research.

Mr. Hathaway's presentation outlined the needs for good, reliable information in business for reasons such as making informed decisions and identifying your competition. He admitted that a lot of information is available these days at no charge on the Internet but told the attendees what information was only available through hard copy resources and what pitfalls you should avoid when relying solely on information gathered on the Internet.

Although INFORM is a fee-based, not for profit service, Ted pointed out other resources where you can get the information you need, some at no cost. A lot of these resources involved various libraries, including public, private, academic and institutional. He also pointed out the reasons most of their customers use their services. He stated that they usually don't know where to go, don't have the time themselves, don't know how to access or need a confidential third party to obtain the information.

The presentation received high marks from the attendees who filled out the evaluation form at the conclusion of the presentation. Ted received high marks for providing value and meeting expectations for those who attended. Everyone raved at how nice the facilities were and the hospitality we were treated to by our hosts from Blue Cross Blue Shield. Another successful event brought to us by our local MRA Chapter.

### ANSWERS:

- A. 12 SIGNS OF THE ZODIAC
  - B. 12 MONTHS OF THE YEAR
  - C. 16 OUNCES IN A POUND
  - D. 26 LETTERS IN THE ALPHABET
  - E. AROUND THE WORLD IN 80 DAYS
  - F. 12 INCHES IN A FOOT
  - G. 24 HOURS IN A DAY
  - H. 3 BLIND MICE
  - I. 8 ARMS ON AN OCTOPUS
  - J. ALI BABA AND THE 40 THIEVES
- BONUS: 'KNOCK 3 TIMES' BY TONY ORLANDO AND DAWN

### SCORING:

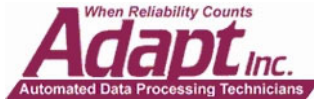
- 1 - 4: BACK TO SCHOOL
- 5 - 8: KEEP TRYING!
- 8 - 10: STAR PERFORMER - ASK YOUR BOSS FOR A RAISE!

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