



The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA

Summer 2012

Volume 15 Issue 1

President's Corner

Scott Weinberg, uSamp, 2012 – 2013 Chapter President

Greetings Chapter! I look forward to serving as your Chapter President for the upcoming 2012-13 event season. We have several exciting developments and ideas coming up. And do keep your eye on www.mnmra.org for the latest and greatest chapter information.

Our new President-Elect Jean Fasching and I attended Chapter training in San Diego in June. We received training with the incoming Presidents, several President-Elects, and met with the national Board.

We have hosted an excellent series of Chapter events already this year:

- May event on '**Simulated Conversations**' by our very own President-Elect Jean Fasching, we also installed our new Board
- April event with Toby Madden of the Mpls Federal Reserve on **Economic Forecast Modeling**
- February event on **Social Media** led by Patrick Furey of Consumersphere (with record attendance!)

Following are some upcoming goals and items of interest:

- Our biggest event in two years is **Thursday, September 20**, and we have a fantastic roster of speakers. Our **bi-annual Fall Conference** will be held in Bloomington. Please save the date!
- We are supporting the **Alphabet Bash**, <http://alphabetbash.com/>, held on **Thursday, August 9**, in the evening in downtown Mpls. This is a big event with amazing networking opportunities with agencies and firms around the Twin Cities. Hundreds attend.
- We are increasing visibility on various social media channels: LinkedIn, Twitter, our own Google Group, and more frequent website updates. Our new Publicity Chair Darren Alick of ISG brings energy and enthusiasm to spreading the good word of our MRA chapter using these various avenues. Keep an eye on our website for accessing these various outlets.

2012 Upcoming Events

Keep checking the calendar and home page on mnmra.org

September 5, 2012

Behavior Science and the Future of Market Research (online webinar)

September 20, 2012

MN/Upper Midwest MRA Fall Conference

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2012 – 2013 MRA MN/Upper Midwest Chapter Board Members

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- I'm interested in hosting a chapter event in downtown Mpls as well as in WI. We feel our typical events in suburban Twin Cities are indeed convenient for metro residents, except for our downtown members. We are mindful of the challenge of coming in and out of downtown twice to attend an event, and want to bring our event to you! Similarly our formal title is 'MN / Upper Midwest' and we are mindful of our 5-state member area as well. The WI event will be held in the spring, in either Madison or Milwaukee. If you have a preference, do let us know. WI members: we would love to hear from you on this topic.
- I've been actively working with the President of the MN AMA chapter in cross-promoting our various events. At their annual conference in May I counted 7 MRA members there. And at our February social media event I counted 12 AMA members. The local AMA chapter hosts great events on a variety of topics; keep your eye on their site for event info.
- The Board and various committee chairs are always interested in hearing from you. Our contact info is inside this newsletter and always on our site.

Thank you for the privilege in serving as your President and I look forward to meeting as many of you as I can.

2012 Upcoming Events

Check the calendar and home page at mnmra.org to view current events.

September 5, 2012

Behavior Science and the Future of Market Research (online webinar)

September 20, 2012

MN/Upper Midwest MRA Fall Conference

- ❖ Keynote speakers include:
 - Gayle Fuguitt, General Mills
 - Big Leadership vs. Big data... being the indispensable voice of the consumer
 - Ed Dobbles, H&R Block
 - Balancing Big Data with Little Insights at H&R Block (and beyond)
- ❖ Planned topics include:
 - 3M's perspective on DIY/insourcing
 - Best Buy's customer loyalty program
 - Big Data
 - Generating sales from CSAT results
 - Facial Coding
 - New ways to apply Max-Diff scaling

Upcoming lunch programs-save these dates!

- October 11, 2012
- November 1, 2012

Social Media from the Business Intel Perspective

Danelle Gorra

Event Recap: Thursday, February 16, 2012
Ridgedale Library, Minnetonka, Lunch Seminar
"Social Media Intelligence"

With over 60 in attendance on 2/16, Patrick Furey, President and Founder of Consumersphere spoke to the MRA Minnesota Upper Midwest Chapter group about the responsible use of social media data. Specifically, the use of “big data” for gathering business intelligence through understanding what it is and what it can provide. Patrick argued that there a lot of insights to be had on both a qualitative scale and a quantitative scale, and that studies show this type of social media research is as valid as traditional methods.

Patrick uses software to pull the data from interactive social media sites (such as Facebook, Twitter, Foursquare, Pinterest, LinkedIn and more) but he noted the value is in the human factor of the analysis. While there is software out there that says it can take data through full analysis, he felt it did a poor job of creating anything useful. The right tools can get the information into sorted chunks of like data, and then it is up to a person to drill down to demonstrate meaning. He likened running the software without a human expert to make sense of it to a “plane without a pilot.”

He gave some examples of his social media research. He showed the pre-merger United Airlines, who instead of having a core group of loyal followers had a large group of displeased customers speaking up. It was easy to see the usefulness of the United data as compared to their competitors and where they wanted to aim for customer satisfaction (closer to Frontier, Jet Blue and Sun Country). In another example, he showed how one could compare data in different locations: In one study of a major retailer the client wanted to see why the L.A. store was performing poorly. Patrick reviewed social media data from Minneapolis, Philadelphia and L.A. to look more closely at differences between stores by location and then dug down into the larger pie of negative comments in L.A. Patrick showed how with this type of information gathering clients can not only review their brand against competitors but can also review it longitudinally, over time, against itself, by location, and by different segments (i.e. buyer lifestyle).

There is no sampling in this type of research course, but according to Patrick’s data males and females both use social media fairly equally. The age is only slight skewed younger (less so every day) and each site represents hundreds of millions of people. While Patrick said he would not assert that the insight gained from social media comments is more valid because it is unstructured (not in response to a question), but you could tell he wanted to (wink wink).

Patrick encouraged researchers to see social media data as a something with at least equal weight, saying “It is what it is” (self-generated, unprompted opinions); and while he warns against drawing conclusions from it and using this type of business intelligence in the absence of other methods he clearly showed that it has a place in the lineup, an opportunity to listen-in on the largest, most important conversations being conducted about brands.

Energize Your Market Research Career

***At the Live MN/Upper Midwest
MRA Fall Conference***

September 20, 2012
Park Plaza Hotel
Bloomington, MN



Planned Topics at the Fall Conference Include:

3M's perspective on DIY/insourcing
Best Buy's customer loyalty program
Gamification
Generating sales from CSAT results
Emerging trends
And more!

PLUS keynotes from:

Gayle Fugitt, General Mills
Ed Dobbles, H&R Block

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PROFESSIONAL
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Become a part of the synergy that ignites when professionals meet in one room.

You'll benefit from expert insights at the live sessions that cover today's hottest market research topics.

Take home tips you can immediately put to use to energize your workflow and give your career an edge.

Save the Date: September 20, 2012!

Seize your chance to attend this live, regionally-located conference dedicated to helping you energize your career.



**Minnesota
Upper Midwest**

View updates at www.mnmra.org/events.htm, or request more information from info@mnmra.org.

Sponsorship info: 1-651-644-6006

2011-2012 PRESIDENT'S GOODBYE

Jeanine Hesse, Questar

Happy Summer 2012! Hopefully you all enjoyed the mild winter this year. I myself wouldn't have minded a big snowstorm but I know I am in the minority there.

If you were not able to attend our February event you missed out on something special! It was a huge success with over 60 attendees, and I want to thank everyone who helped make that possible. Some key points:

- Event was offered in person and by webinar
- We reduced the price to \$20 per person
- We has over 60 people attend the event via in person and webinar
- We had an overall rating score of 4.3 (out of 5); both in-person and by webinar. We are hopeful to continue the webinar option making events better accessible for our non-metro members.
- To read more about the event go to page 3.

Chapter Update

- The Succession Committee did a great job with the 2012-2013 election for new board members. Look for announcements on page 2.
- New Logo?? If you have noticed the MRA changed our national logo last year and chapters are starting to jump on board to create a logo of similar look. We are in the process of considering this. Look forward to an update as we progress.
- Fall Conference 2012: MR Hot Topics: Emerging Techniques and Cutting-Edge Tools. The Programming Committee is in full swing planning the big event. September 20th is the finalized "save the date" and an announcement will go out shortly. Keep an eye on our website for ongoing updates! (www.mnmra.org). I have no doubt it will be another great event.

The above are just the highlights of the many things that are taking place behind the scenes to make this the best chapter possible. Thank you for your support. If you have any questions, comments or concerns to share with the board don't hesitate to reach out to any of us. We are here to listen and do what we can to help.

I've enjoyed being your President for the 2011-2012 Chapter year, and look forward to continuing to serve you as Past President through 2013.

2011-2012 Year-End Report to Members

Income

Event Income	3,404.00
Dues Income	2,076.00
Interest	37.09
Total Income	5,517.09

Expenses

Bank/Paypal fees	10.82
Board expenses	67
Newsletter expenses	1,475.10
Event expenses	3,669.46
Professional services	546.20
Total Expenses	5,768.58

Net Income **-251.49**

MRA Minnesota/Upper Midwest chapter had a small net loss for the period June 2011 – May 2012. The chapter's financial position is strong, with \$18,687 in assets. Any questions regarding this year-end report should be directed to our 2011-12 Treasurer, Cheryl Powers or Past President Jeanine Hesse (see Board Member page for contact information.)

Economic Forecast Modeling

Paul Burnett

Event Recap: Thursday, April 26, 2012
Park Plaza Hotel, Bloomington, Lunch Seminar

"A Regional Economic Outlook and the Difference Between Statistical Modeling and Survey's"

Our April event was launched by inviting back a very interactive Toby Madden, Regional Economist with the Federal Reserve Bank of Minneapolis. This was Toby's second visit to the MNMRA chapter and a very engaging one at that, taking Toby off-script multiple times to clarify points and answer questions. That audience interaction created a great atmosphere in the discussion titled, *A Regional Economic Outlook and the Difference Between Statistical Modeling and Surveys*.

The discussion included the difference between "surveys" and predictive models – both used widely by the Federal Reserve Board. Attendees learned about various aspects of national and regional economic drivers leading to the economic climate that businesses and consumers are now facing:

- Housing/delinquency & home building rates (Generally slow rates of improvement, but upper Midwest delinquency rates better than rest of nation)
- Un/employment (Modest improvements)
- Business expansion prospects and business optimism (Business leaders generally are optimistic and businesses expect wage as well as price increases)

If you missed this meeting, keep an eye out for the next one! We'd love attendee recaps of events for our newsletter as well. Stay tuned for more hands-on developments and interactions in upcoming MNMRA events and meetings.

The Power of Simulated Conversations

Event Recap: Wednesday, May 16, 2012
Ridgedale Library, Minnetonka, Lunch Seminar

On May 16th, Jean Fasching of JFK Market Research presented a powerful and rarely used qualitative dyad technique called Simulated Conversations.

It is useful in industries that rely heavily on intermediaries (sales people) to describe and close a sale by conveying product, price and messaging information to potential customers.

Traditional dyads may include a mother and daughter talking about shopping or a husband and wife discussing the purchase of an insurance policy. Whereas a Simulated Conversations brings two unique roles together -- an actual intermediary – at any point in the value chain - and a customer (with a need for the product), along with an experienced moderator to test sales and marketing processes, materials, price changes or messages.

It lets a client know whether intermediaries are communicating messages, benefits, and features in an effective way and if not, formulate changes before they are launched.

For more information, contact Jean, our new Chapter President-Elect! (See Board listing for contact information).

WELCOME NEW MEMBERS: SINCE 2011 to Present!

Name	Company	City
Michael Aistrup	UnitedHealthcare	Minneapolis, MN
Brenda Armson, PRC		Minneapolis, MN
Marie Becker	Wells Fargo	Minneapolis, MN
Amy Bigot	Food Perspectives	Plymouth, MN
Erin Bishop	Strategic Marketing Services	Cedar Falls, IA
Leah Blix		Maple Plain, MN
Randy Boomgaarden	Beck Ag, Inc.	Golden Valley, MN
Mike Burns	Cummins	Fridley, MN
William Calice	US Bank	Minneapolis, MN
Eddie Chien	Procter & Gamble	Cincinnati, OH
Jason Christopherson	Royal Credit Union	Eau Claire, WI
Brent Cutler	Long John Silver's	Louisville, KY
Jean Fasching	CMI Research	Atlanta, GA
Laura Fingerson	Capella University	Minneapolis, MN
Colleen Fink, PRC	J.J. Keller & Associates, Inc.	Neenah, WI
Angela Flood	Cummins	Fridley, MN
Erica Green	Wells Fargo	Minneapolis, MN
Adam Hale	Bemis Manufacturing	Sheboygan Falls, WI
Adrienne Hartman	J.J. Keller & Associates, Inc.	Neenah, WI
Bill Hedahl	Expedite! Direct Mail & Fulfillment	Arden Hills, MN
Mitch Henderson	Clear Seas Research	Troy, MI
Holly Hess, PRC	SNG Research Corporation	Rochester, MN
Lauren Hougas	Jostens	Minneapolis, MN
Jean Ann Kruell	Food Perspectives	Plymouth, MN
Derek Pearson	MarketResponse International USA, Inc.	Minneapolis, MN
Jon Pennington	University of Minnesota	Minneapolis, MN
Olga Pince	Wells Fargo	Minneapolis, MN
Melanie Rivera	County College of Morris	Randolph, NJ
Greta Rose	Blue Cross and Blue Shield of Minnesota	Eagan, MN
Chris Schmidt	Bethel University	Minneapolis, MN
Doug Smith	Epley Research & Consulting	North Liberty, IA
Beth Surowiec	Clear Seas Research	Troy, MI
Christopher Tucker	Delve	Bloomington, MN
Lauren Wallace	Wells Enterprises, Inc	Le Mars, IA
Valerie Wilcox Esqueda	CultrDig	Minneapolis, MN



The Verbatim

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