



The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA

Summer 2007

Volume 10 Issue 3

President's Corner

*Bonnie Sargent, Field Research Services
Chapter President*

Greetings Upper Midwest Chapter

In June Denice Duncan (Secretary), Danelle Gorra (Treasurer), and Tammie Frost-Norton (President-Elect) and I met at the Fiftieth Anniversary MRA Conference in San Francisco. The conference was an extravaganza, but more than entertaining, it was also an opportunity to renew friendships and acquaintances among colleagues and clients, to participate in informative seminars on both cutting edge and tried-and-true methodologies for market research, and to network and brainstorm all around.

We want to match that in our Upper Midwest Fall Conference. Along with your new officers and board, I am excited to tell you about some of the plans for the Fall Conference, where we intend to offer the same opportunities to our members to socialize, to learn, and to establish new relationships that will invigorate all of us. This year's conference, *Recipes for Success in Market Research*, promises to be a one of a kind. Your Program Committee has worked very hard to line up some terrific sessions, including Keynote speaker Jim Poole from James J Hill on "How to Find the Business Information You Need" and Patrick Glaser from CMOR on "Respondent Cooperation". Don't forget the evening before at Spill the Wine in downtown Minneapolis which will be a promised opportunity to eat, drink, and be merry. Mark the dates: September 12 & 13, at Spill the Wine and the Earl Brown Center, and please sign up early.

I want to give many thanks to Linda Daniel for her commitment as president this last year and for the guidance she gave me as President Elect. I feel that with the mentorship from Linda, Doug Skipper, and all of you, we're in for a fun and productive year, our twelfth as a regional

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2007 Upcoming Events

*September 12-13 MN/Upper
Midwest Annual Fall Conference*

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chapter. We have a lot to live up to: our chapter won the Education award from national, we have had above average membership growth, and we sponsor more MRA events than any other chapter. But, it takes everyone in our community to achieve the kinds of successes we've enjoyed in the past, and I personally invite everyone to join in making this our best year ever!

Because I feel communication is at the core of our business and association, I want to personally invite you to email me directly with your ideas, feedback, concerns, and thoughts about our chapter and events, anytime! < bonnie@fieldresearchservices.com >

Thanks,
Bonnie Sargent



2007/2008 MRA MN/Upper Midwest Chapter Board Members

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Volunteers to be Honored

Each year, the Minnesota/Upper Midwest Chapter of the Marketing Research Association honors those who have volunteered through the year at its Fall Conference.

The Chapter leadership extends it thanks to those who served as volunteers in 2006-2007:

Membership Committee:

Julie Heise, *Chair*
Valerie Hanson
Deb Connelly
Carol Duling

Publicity Committee:

Linda Daniel, *Co-Chair*
Jeanine Hesse, *Co-Chair*
Sarah Mundy
Christy Gunnerud

Programming Committee:

Jeanine Hesse, *Chair*
Allan Floyd
Bob McGarry
Danelle Gorra
Dave Koch
Denice Duncan-Foldery
Doug Skipper
Lori Laflin
Michelle Hanson
Randi Luoto
Stefan Hartmann
Verle E. Polglase

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Doug Skipper, *Chair*
Bob McGarry
Lisa Morse
Dave Koch
Bev Koser
Tammie Frost-Norton
Lori Laflin
Darlo Martin-Rogge
Judy Opstad

Thanks to all the volunteers!

Greetings,

Thanks for taking time to look for the Summer 2007 Verbatim, the newsletter of the Minnesota/Upper Midwest Chapter of the Marketing Research Association.

This newsletter is a joint effort of Sarah Mundy, who has served as editor for the past couple of years, and me, and I want to take the opportunity to thank Sarah for everything she has done.

Over the past two plus years, Sarah has volunteered a great deal of time and done an excellent job as editor of the Verbatim. During the transition period, she has been a great help, walking me through the process, and helping out at every turn. I do very much appreciate her efforts.

Sarah was on the I35W Bridge when it collapsed on August 1st, and suffered cuts and bruises. We're thankful that it wasn't worse, and our thoughts and prayers are with Sarah and all of those who were involved and their families.

Thanks also to Lisa Morse, who has served as a proofreader for the Verbatim, and to Lisa Denning, who has performed layout and published the newsletter.

A couple of other notes... best wishes to Rob Daves. The former director of the Minnesota Poll and president of the American Association of Public Opinion Research has started his own market research firm, Rob Daves & Associates... best wishes to new Chapter President Bonnie Sargent, President Elect Tammie Frost-Norton, Past President Linda Daniel and the rest of the board of director's for 2007-2008,... I look forward to seeing all of you at the Chapter's Annual Fall Conference, September 12-13th,

Doug Skipper



Annual Fall Conference is Getting Closer!

“Food for Thought: Recipes for Success in Market Research”

Thursday, September 13, 2007

By Dr. Linda Daniel

Mark your calendars now for your Chapter’s Annual Fall Conference. We’ll kick off the Conference with a networking event at Spill the Wine on the evening of Wednesday, September 12 (5:30-7:30 pm). Those of you who attended last year will remember the great food Joe’s Garage served. I haven’t seen this year’s menu yet for Spill the Wine, but, based on past experience, I plan to fast for a couple days in advance so that I can take full advantage of whatever they serve us!

Also back by popular demand, is the Earle Brown Center. It is the perfect venue for our Fall Conference. Several board members have suggested that we sign a contract with them that would run through September of 2025. It’s not too big...not too small...as Goldilocks would say, “It’s just right.” We’ll start with breakfast and registration at 7:30 am and end the day around 3:30 pm. We’re still working on the details, but here are some of the speakers and topics we’ve lined up.

- Morning Keynote: "How to Find the Business Information You Need" by Jim Poole - The James J. Hill Library
- Afternoon Keynote: "Respondent Cooperation: Science, Politics, & Conservation Efforts in the Twenty-First Century" by Patrick Glaser - CMOR
- "Minnesota Data Practices Act – What Does It Mean for Market Research" by Barbara Forsland - Mn/DOT
- "Mail Survey Research:...How it Compares to Other Methods and How to Get 40%+ Response Rates" by Jack Semler - Readex
- Panel Discussion - "Latest Developments in Qualitative Research" by Jean Nordgren, Market Works, Inc., John Cashmore, Market Resource Associates, and Dick Krueger, University of Minnesota
- "Max Diff: What’s the Story?" by Jay Schaefer - ISG
- “Going Wireless—Wireless Panels for Online Surveys” by Frank Hayden - Greenfield Online
- “Mindfulness-Based Stress Reduction” by Jean W. Haley, University of Minnesota
- “Boomer Reality Check” by Marlene Straszewski, General Mills
- "Advanced Excel For Market Researchers" by New Horizons of Minnesota

[Busy on September 13? Well, if you absolutely can’t make it—you’re out saving the world instead—then why not at least come for the networking event Wednesday evening? Even Superheroes get a night off now and then.](#)

Call for volunteers for the Publicity Committee!

The Publicity Committee has the following openings:

Chair: Be the “traffic cop” who keeps the Publicity Committee on schedule.

Website Manager: Update and maintain our Chapter Website.

Proofreaders: Help proof the quarterly Newsletter and monthly Bait Box **Newsletter Contributors:** Write original articles or search for “free” articles that relate to the theme of the Newsletters.

The Publicity Committee is a valuable part of our Chapter and we would welcome any assistance you can provide...even if you don't want to be the Chair or Website Manager. Please contact Linda Daniel at ldaniel@harrisinteractive.com if you are interested.



MN/UMW Chapter of the MRA Upcoming Events

Upcoming MN/UMW Chapter Events

Wednesday, September 12, 2007, 5:30-7:30pm: Fall Conference Networking Event at Spill the Wine, 1101 Washington Avenue South, Minneapolis, MN 55415

Thursday, September 13, 2007, 7:30 am to 3:30pm: Chapter Fall Conference,
“Food for Thought: Recipes for Success in Market Research” at the Earle Brown Heritage Center, 6155 Earle Brown Drive, Brooklyn Center, MN.

Other Upcoming Events

October 24-26: MRA's 2007 National Fall Conference and RIF at the Hyatt Regency – Atlanta. Check the National website for details.

MRA Webinars: Check the National website for full information on upcoming events, but be sure not to miss: **9/28 Managing Employee Performance**

October 22-24, 2007: CMOR's 6th Annual Respondent Cooperation Workshop, “Real Solutions,” at the Hyatt Regency – Atlanta

Change at the Top for RI

MrWeb, www.mrweb.com/drno/

Mark Cranmer, who replaced Roger Banks as Global CEO of Research International only last year, will himself be leaving the post by the end of 2007. Bob Meyers, currently completing his term as CEO of Millward Brown, will replace him.

Cranmer is a veteran of ad agencies including BBH, Publicis and Starcom. At the time his appointment to RI was announced, in February '06, Kantar CEO Eric Salama described him as 'passionate about developing talent within his businesses and intolerant of average work'.

His short time in charge at RI has been controversial, and included a major restructuring exercise in November in which a number of UK-based directors were made redundant.

Meyers announced back in April (DRNO www.mrweb.com/drno/news6658.htm) that he would be relinquishing his CEO role at Millward Brown (MB) to Eileen Campbell but at the time said he was likely to take another role within Kantar – Salama described him as 'a superb CEO and as good a colleague as you could hope to find.' Meyers led MB for a decade, having joined it in 1986 when the US company Ad Factors, which he ran for 11 years, became part of the MB Group.

On 1 October Campbell will assume sole charge of Millward Brown and Meyers will take up the RI role, based in Chicago. Cranmer will leave the company at the end of the year after a period of transition.

Salama says RI has 'changed for the better' over the past 18 months, becoming 'more client-centric, more entrepreneurial' and delivering more consistently to its clients; and that the process will now accelerate. 'Bob has demonstrated his leadership skills and ability in all of these areas as he steered Millward Brown to being one of the most successful companies in the industry and has the added benefit of being based in the US where RI's business and brand are not as strong as they deserve to be.'

Meyers comments: 'I am delighted to become a part of one of the world's great research brands and look forward to working with a superb team to the benefit of RI clients.'

RI is online at www.research-int.com and Kantar at www.kantargroup.com .

This article was taken from MrWeb, a portal site with news, jobs and directories for market research professionals worldwide, established in 1998 and with more than 12,000 regular users. For daily market research news, visit www.drno.org.

The MN/Upper Midwest MRA Chapter
invites you to its annual Fall Conference...



Food for Thought: Recipes for Success in Market Research

Thursday, September 13, 2007
Earl Browne Heritage Center • Minneapolis, Minnesota

INGREDIENTS

- 8 education sessions
- 2 keynote speakers
- 100+ MRA members (estimated)
- 500 guests (desired)
- 1,000 sponsors/exhibitors (the Board will wear party hats and cheer!)

Bring the Earl Browne Heritage Center to optimal temperature—not too hot, not too cold. Divide the education sessions evenly across 8 comfortable meeting rooms. Serve the MRA members and guests a tasty breakfast and officially open the Conference with our first keynote speaker. After everyone is fed, sprinkle the first two education sessions with members and guests. Next, give members and guests a chance to stretch their legs, grab a snack, and spend time visiting the sponsors/exhibitors. Redistribute members and guests and hold the next two education sessions. Now, blend the members and guests for a great luncheon event, where they'll hear another outstanding keynote speaker and see our Committee Volunteers recognized. Gently remove the members and guests from the luncheon and send them off to the next two education sessions. Repeat the stretch, snack, and visit sponsors/exhibitors step, and then hold the final two education sessions. Lastly, gather all members and guests for the closing of the Conference.



The MN/UMW Chapter of the MRA thanks the following sponsors and exhibitors
for their support of the 2006 Fall Conference:



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THERE IS STILL TIME TO BECOME A SPONSOR OF THIS EVENT!

For details on all benefits of becoming a sponsor, please contact:
Danelle Gorra, Delve, 952.858.1550, danelle.gorra@delve.com

General Information

Who Should Attend?

- Client Services Account Managers
- Data Collectors
- Field Directors/Managers
- Full Service Research Suppliers
- Moderators
- Online Marketing Researchers
- Project Directors/Managers
- Qualitative Research Consultants
- Research Analysts
- Research Buyers

Conference Venue

Earle Brown Heritage Center
6155 Earle Brown Drive
Minneapolis, MN 55430
www.earlebrown.com



Earle Brown Heritage Center's beginnings date back to the early 1900s when this pioneer farm first became the home of Earle Brown, a noted farmer, horse breeder and civic leader. Today, fully restored and operating as a premier facility for meetings and events, the Earle Brown Heritage Center stands as a remarkable monument to civic pride and the respect of a community for its roots.

Driving Directions

From the West

(Plymouth, Maple Grove and St. Cloud)...

Take I-94 East and I-694 East to Shingle Creek Parkway exit, follow cloverleaf around, turn left onto Shingle Creek Parkway, left at stoplight (Summit Drive North), left again one block at Earle Brown Drive (first turn), follow around to the main entrance on your right.

From the East

(Minneapolis & St. Paul)...

Take I-94 West and I-694 West to Shingle Creek Parkway exit, follow cloverleaf around, turn right onto Shingle Creek, left at second stoplight (Summit Drive North), left again one block at Earle Brown Drive, follow around to the main entrance on your right.

From the South

(Airport, Bloomington, Richfield)...

Take I-494 West to Hwy. 100 North, exit at John Martin Drive. At top of exit, cross through intersection 57th Avenue North to John Martin Drive, turn left, continue to first stop sign, turn right onto Earle Brown Drive, continue through next stop sign, watch for main entrance on your left.

From the North

(Duluth, Forest Lake)...

Take I-35 South to I-694 West, then to Shingle Creek Parkway exit, follow cloverleaf around, turn right onto Shingle Creek, left at second stoplight (Summit Drive North), left again one block at Earle Brown Drive, follow around to the main entrance on your right.

Parking at the Conference

Parking is provided in a convenient off-street site. Please enter the building through door H.

Conference Attire

Conference attire is business casual. Meeting rooms may be cool so you may wish to bring a light sweater or jacket to the sessions.

Hotel Recommendation (For reservations, contact the hotel directly)

Country Inn & Suites
2550 Freeway Blvd.
Brooklyn Center, MN 55430
(763) 561-0900

Crowne Plaza Minneapolis North
2200 Freeway Blvd.
Brooklyn Center, MN 55430
(763) 566-8000

AmericInn Motel & Suites
2050 Freeway Blvd.
Brooklyn Center, MN 55430
(763) 566-7500

Conference Cancellation Policy

Registration may not be shared by two or more individuals. Space is limited and on-site or late registration is not guaranteed. Cancellations received prior to September 7 will receive a full refund. Cancellations received after September 7 and prior to September 21 will receive a refund minus a \$50 cancellation fee. There will be no refunds issued on or after September 21. All requests for cancellation must be received in writing.

Professional Researcher Certification Program (PRC)



The Professional Researcher Certification* (PRC) program is designed to recognize the unique qualifications and expertise of those professionals engaged in marketing research. This Certification provides distinction in today’s economic climate and affords the opportunity to confirm your expertise in areas that are critical to the research process.

The PRC was established by the Marketing Research Association as an objective measure of an individual’s knowledge and competence in the field of marketing research and to encourage continued professional development. It is a way to obtain contemporary specialized knowledge and develop the skills and abilities that are valued by successful businesses. It also provides a distinct path to those who are interested in pursuing marketing research as a long-term career goal.

In order to maintain the PRC, continuing education contact hours in education related to your specialty area are needed and can be accrued by attending industry Conferences such as this one. Certified individuals may also accrue education contact hours by attending events hosted by other industry associations or in a variety of formats such as online. Courses must be approved by MRA in order to qualify.

To apply for certification so that you may take advantage of the credits available through this conference, go to www.mra-net.org/certification for application information.

** The PRC is a certification program for professional researchers that demonstrate an individual’s efforts to maintain professional skills. Certification is not a guarantee of service nor is it a device that supersedes a company’s human resource policies or company procedures.*

**Marketing Research Association
Minnesota/Upper Midwest Chapter 2007 Fall Conference Registration Form**

Register now! Email us at info@mmra.org, or fill out the below information and fax it to 651-688-0546 or send to:

MRA MN/Upper Midwest Chapter
Carol Duling, Registrar
Questar
2905 West Service Road
Eagan, MN 55121

*You must be registered by September 6
to be included on the Attendee List.*

Please indicate the presentation you plan on attending in each Breakout Session.

Session 1: (select only one)

- Minnesota Data Practices Act...
 TBD

Session 2: (select only one)

- Boomer Reality Check
 Using Excel for Market Research

Session 3 (select only one)

- Cell Phone Research
 Mail Survey Research... How it Compares to Other Methods

Session 4 (select only one)

- Latest Developments In Qualitative Research
 Max Diff: What's the Story?

Full Conference includes Wednesday Evening Networking Reception, Thursday Breakfast and Lunch, Keynote and Educational sessions.

	MRA, AMA & JJ Hill Member Rate	Guest Rate
Early Bird Registration (on or before 8/31)	\$120	\$150
Additional Attendees From Same Company (on or before 8/31)*	\$110	\$140
Registration (after 8/31)	\$160	\$190
Additional Attendees From Same Company (after 8/31)*	\$160	\$190
Wednesday Evening Networking Reception Only	\$35	\$45

**Please include name and email of additional attendees on a separate piece of paper.*

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Email (required for confirmation): _____

Total Due \$ _____ (Payment must accompany your registration form. Only U.S. checks accepted.)

Payment submitted: Enclosed check # _____

Pay Pal credit card transaction

Pay Pal: You can now use a credit card to pay for events by using PayPal on the Internet. Simply login to your PayPal account and send your payment to this email address → treasurer@mmra.org - it's that easy! If there are any questions about using PayPal, please contact our Chapter Treasurer, Danelle Gora at 952-858-1550.





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www.adaptdata.com



The Verbatim

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Harris Interactive

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