



PHILADELPHIA CHAPTER
Marketing Research Association

Our mission is to educate opinion & marketing researchers by offering opportunities to share and develop their research and business skills as well as promote the growth and reputation of the marketing research profession.

Summer 2006 Newsletter

Michael Skinner- Editor and Dusten Lorenz- Asst Editor

Email: miskinner@reckner.com

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Dear Members and Friends:

Happy May Everybody!

Three cheers to the “*BACK TO BASICS - the Foundations of Domestic and Global Market Research*” conference co-chairs and all of the volunteers. We couldn’t have done it without you.

Our volunteers came out in full force again this year. Just when I thought last year’s number of volunteers was a record breaker, we had even more this year!! We had a record number of bag stuffers again this year – 23 in total and even though Kim arrived late with the bags, we were able to turn around the process in less than 30 minutes.

A special thanks goes out to all of the committee chairs for pulling together another successful conference: *conference co-chairs*: Dusten Lorenz, Biovid Research and Lance Hoffman, Opinion Access Corp, *raffle committee co-chairs*: Jacki Spear, Harris Interactive Service Bureau and Todd Costello, Eastern Research Services, *sponsorship co-chairs* Mark McHugh, SPSS and Brendan Sammon, Q Research, *program committee co-chairs*: Bette Anne Champion Gfk – Strategic Marketing and Janet Baldi, Rti-Dfd, *registration chair*: Terry Salat, Adelphi Research by Design, *publication chair*: Liz Bloom, Schlesinger Associates, *AV equipment Chair*: Tim Antoniewicz, M-S-G, *hotel liaison*: Mary Wang, SPSS and *speaker/conference gifts Chair*: Kimberly White, Eastern Research Services. Again this year, it wasn’t just the Philadelphia board that noticed all of the hard work and volunteers’ hours that went in to another successful conference. See Tim Antoniewicz’s article on pages 3-4 for additional positive remarks from attendees. Also see page 5 for Beth Dworkin of Maximum Research review. Thanks Tim and Beth for submitting articles.



PHILADELPHIA CHAPTER
Marketing Research Association

**2005-2006 Philadelphia Chapter MRA
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We would like to encourage all of our members to submit articles for our newsletters. As we have mentioned in past newsletters, our chapter is always looking for volunteers to get involved in all aspects of the chapter. We have jobs for those of you that want a one time volunteer spot as well as ones that end up being a year-long committee. One time options are things ranging from stuffing registration bags to manning the registration desk at not only our 2-day joint conference but also at our other evening events through out the year. As for the longer commitment opportunities, we are always looking for volunteers to get involved in designing our programs as well as soliciting speakers and articles for our newsletter. When it comes to our programs, the role of the committee members include suggesting and recruiting potential speakers as well as topics of discussion plus select the revenue in which we are going to have the event. Finally, if are interested in getting involved in the board, please let any of the current board members know as positions open up annually. **We can't stress how important it is to get as many of our members involved in chapter events and on board activities as possible.** If any of these opportunities interest you, please contact one of the board members. All of our contact information can be found at:

<http://www.mra-net.org/chapters/philadelphia.htm#bm>

All members in good standing should have just received a copy of this year's ballot via email. If you have not received it, please let Kim White at Kimberly@easternresearch.com or via phone at 610-543-0575 ext 357 know as it might have gotten caught in your spam filter. If you have received it, please submit your vote ASAP.

Finally **SAVE THE DATE**; our Officer Installation/ End of Year Cocktail Party will be on Thursday June 22nd at the Manayunk Brew Pub from 6 – 9 PM. Like last year, it will be **FREE** to all Philadelphia Chapter Members and only \$ 20.00 to non-members. It should be a great night and we are looking forward to welcoming all of the new board members on to the 2006 – 2007 Philadelphia Board of Directors. Please keep your eyes open for more details in future e-blasts!

Sincerely,

The 2005 – 2006 Board of Directors
Philadelphia Chapter of the MRA



PHILADELPHIA CHAPTER
Marketing Research Association

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Committee Members**

Scholarship Liaison

Kean Spencer
Eastern Research Services

Student Liaison

Bill Madway
Madway Business Marketing, LLC

Webmaster

Brian Anderson
Private Consultant

Mark your Calendar!

AAPOR Annual Conference

May 18th -21st
Montreal, Quebec, Canada
<http://www.aapor.org>

**Greater NY Chapter MRA
End of Year Party**

June 6th
Union Square Ballroom
New York, NY

MRA National Conference

June 14th-16th
JW Marriott
Washington D.C.

Transaction Successful – Defining Our Annual Conference

By Tim Antoniewicz
Marketing Systems Group

About two weeks ago I went on-line and ordered a book. After I entered my shipping information and payment information I received the e-mail I was looking forward to getting. Your order is complete – Transaction Successful. I was really excited about receiving my new purchase. Let's fast forward to today – I still have not received the book that I ordered. Obviously, their definition of successful is much different than mine.

Well, three weeks ago the Philadelphia and Greater New York Chapters of the MRA had our annual joint conference in Philadelphia. If you were in attendance you would have seen a true definition of a successful conference. If you missed it then you missed out on something very special. And don't just take my word for it – look at some of the facts. The theme, BACK to BASICS – The foundations of Domestic and Global Market Research, really set the tone for the two days. Add in the excellent speakers with their wealth of knowledge and over 120 attendees and you could see why the conference can be called a true success.

“It ain't braggin' if you can do it”
Dizzy Dean

All of the committees associated with the conference did a phenomenal job in putting the pieces together for an excellent venue – it showed. Because of the hard work many of the attendees expressed “that it was an absolutely terrific experience”. And this expression was repeated many times over. But then I got to thinking – I wonder what the invited speakers thought of the event. So I decided to get their viewpoint and to see if they would agree that our conference transaction was a success.

Merrill Dubrow
President and CEO
M/A/R/C Research

When I was asked by my dear friend to present I thought here is a chance to give something back to the industry. I received such a positive feeling from those in attendance before my presentation and then there was quite a buzz in the room during the presentation. While I was not able to attend some of the other sessions, I did hear that the conference was well worthwhile. Based on what I heard the conference was a success – it was a solid regional conference.



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MRA Mid-Atlantic Chapter Event

June 15th
International Spy museum
Washington, D.C.

Philadelphia Chapter of MRA End of Year Installation Party

June 22nd
6:00-9:00
Manayunk Brewery
Manayunk, PA
<http://www.philadelphiamra.org/events.html>

Pictures from Joint Conference:



Schlesinger Team: Dean Brooks, Genevieve Brennan, Preeti Pathak, Kelly Skinner, Amber Jones, Trina Boudreaux, Liz Bloom, Kim Johanson, Steve Schlesinger, Mike Sullivan, Kristen Stih, Jason Horine



From Left to Right: Jan Hyatt, Shannon Sesa, Kim White, Michelle Collins, Stella Stein

Pat Galloway
Vice President
Galloway Research

It was an opportunity to promote the values of education within our association and industry. It also provided an opportunity to visit with some old friends and associates and solicit sponsorships for MRII. I really liked the theme of the conference it went well with what I was presenting. I think the same theme would help a lot in the areas of politics, foreign policy and TV programming. The conference appeared to be well received and the attendees seemed to benefit greatly by being in attendance.

Gregg Kennedy
Vice President
Marketing Systems Group

I was excited to present because the sampling issues that we discussed are very important and timely to the industry. The chapters did a great job in getting a large number of attendees to the event. During my presentation the audience seemed to be in tune and we had quite a lively question and answer session. I think the issues really struck a cord with those who were there and the message fit well with the theme. The conference was an absolute success it was a great venue, great turnout and good content. It was very impressive for a local chapter event.

Now I might not have been successful in receiving the book that I ordered but I definitely was successful in choosing to attend the 8th Annual Greater New York and Philadelphia MRA Joint Spring Conference. See you there next year.

Conference Complete – Transaction Successful



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From Left to Right: Scott Toro, Kim White, Conal Murray, Lynn Gutstein, Brian Carson, Katrina Clancy



From Left to Right: Janet Baldi, Jackie Spear, Nicole Cicogna, Janet Savoie, Nancy Kemmeries



From Bottom Left to Right: Jens Schleuter, Ravi Raina, Stella Myers, Scott Toro, Kim White, Lynn Gutstein, Katrina Clancy, Mark McHugh, Conal Murray, Mary Jo Emery

Recap of Thursday's events

By Beth Dworkin
Maximum Research

Thursday, April 6th was a jammed packed first day at the Phila/NY joint conference this year. Every speaker brought a wealth of information with them beginning with the always funny and interactive Merrill Dubrow, who spoke about how to be a leader in your business. Thanks, Merrill, for the wonderful prizes you gave away during your presentation. We couldn't help but scream out answers to all his questions so we could receive one of his awesome gifts!

Gregg Kennedy of MSG gave a very informative presentation regarding sampling and how much it can affect your research projects results. He went back to the 1930's through the present and upcoming future issues related to sampling bias, legal issues, do-not-call issues, cell phone numbers and much more to help us understand the importance of the most appropriate sample.

Lunch as always at the Hyatt was delicious but the special beverage of the day was the presentation by Ken Gilbert about Snapple. We certainly understand how marketing and advertising play that all-important role in positioning and making a product succeed or fail. We loved watching old Snapple commercials!

Pat Galloway's session regarding employee hiring, training and supervising certainly hit home. He had so many great pointers for us all to incorporate into our hiring and training procedures. I am very excited to implement some of these great ideas and see how they work.

Of course the day would not have been complete without the most important part, the Cocktail party! What a fun way to mingle and network with our peers. I hope everyone enjoyed the first day of the conference as much as I did.





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The Professional Researcher Certification Program

The Professional Researcher Certification Program (PRC) is designed to recognize the unique qualifications and expertise of marketing and opinion research professionals. It was developed in part as a result of increased legislative regulations and marketplace pressures. The goal of PRC is to encourage high standards within the profession in order to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage professional development.

PRC is open to all marketing and opinion researchers. It encompasses all segments of the profession - from End User to Interviewer. Grandfathering into PRC is available via application from February 28, 2005 to February 28, 2007. To learn more about the grandfathering process, click here! <http://www.mranet.org/certification/index.cfm>

The 2005 – 2006 Board of Directors acknowledge the following as certified members of Philadelphia PRC

**Merle Holman
Robin Kaplan
Dusten Lorenz
Lindita Mezani
Kathy Paoletti
Margaret Roth
Kristen Stih
Mayumi Yanosov**

End of Year Cocktail Party

Come join us to celebrate another wonderful year and to welcome in the new 2006-2007 board.

Thursday June 22nd, 2006 (6pm –8pm)

Manayunk Brewery
4120 Main Street, Phila PA 19127
215-482-8220

<http://www.manayunkbrewery.com>

Please Contact Dusten Lorenz at (610) 270-9655 X 307 or email at dlorenz@biovid.com to register





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Call for Articles

We would like to invite you to share with us any interesting articles you have written or read for our future newsletters please contact:

Michael Skinner
J. Reckner Associates
215-981-0120
miskinner@reckner.com

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For further information please contact Dusten Lorenz @ (609) 750-1400 ext 307

Volunteers Welcome!

Contact any of our board members if you would like to get involved in 2006-2007! Please see pages 2 & 3 for contact information

Group Dynamics In Focus
Is looking forward to celebrating the
“End of the Year” Party on June 22nd

See you all there!!!!

Robin *Tracy*
Merle *Helen*
Kathy *Cathy*
Margaret *Jennifer*



555 E. City Avenue
6^h Floor
Bala Cynwyd, PA 19004
610-668-8535
866-221-2038

MRA IS TURNING 50.....

And we would like for you to share your experiences by submitting any stories or pictures that you have gathered over the years. Please contact Merle Holman @ 866-221-2038 mholman@groupdynamics.com





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From Left to Right: Tim Antoniewicz, Scott Toro, Jonathan Tice, Tom Champion



From Left to Right: Nancy Anne Canaletich, Vincent DeRobertis, Terry Salat, Lynda Manning



Upfront: Ileen Branderbit, From left to right: John Zabierek, Shawn Gore, Janis Wagman-Fallows; Jamie Katzenstein; Ellen Klein; Kelly Williams

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