

## Marketing Research Association

### 2002-2003 LEADERSHIP STRUCTURE

Each Work Group oversees the coordination and management of all planned activities. They are responsible for the achievement of our annual goals.

| Work Group                           | Focus  | Members   | Committees  | Task Forces  |
|--------------------------------------|--|---|---|--|
| <b>Information Resources Council</b> | Delivery of indispensable information sources and resources desired by our members, the research community and the public.   | <ul style="list-style-type: none"> <li>Chair: Linda Brazel, Galloway Research Service</li> <li>Vice-Chair: Karen Flannery, Interviewing Services of America</li> <li>Christine Farber, Eagle Research</li> <li>Jessica Prestegaard, Survey Sampling, Inc.</li> <li>Vic Walsh, The Analytical Group, Inc.</li> <li>Board Liaison: Terri Turley, The Procter &amp; Gamble Co.</li> <li>Paul Melillo, MRA Information Resources</li> <li>Laura Cole, MRA Sr. Directories Coordinator</li> <li>Elyse Gammer, MRA Advisory Director</li> </ul> | <ul style="list-style-type: none"> <li><i>Alert!</i> Editorial</li> <li>Blue Book Advisors</li> </ul> | <ul style="list-style-type: none"> <li>Online Policies and Guidelines</li> <li>Blue Book E-commerce</li> <li>PEP Advisors</li> </ul> |
| <b>Technology Council</b>            | <p>Oversee Web site. Make MRA programs and services efficient and effective by offering advice to other Councils and Staff.</p> <p>Provide a working model of technology to our membership.</p> <p>Educate our members about technology applications for their businesses.</p> | <ul style="list-style-type: none"> <li>Chair: Keith Price, Greenfield Online</li> <li>Vice-Chair: Mary Wang, SPSS MR</li> <li>Robert Costantini, FocusVision Worldwide, Inc.</li> <li>Terrence McCarron, Research Data Design, Inc.</li> <li>Board Liaison: Steve Schlesinger, Schlesinger Associates, Inc.</li> <li>Paul Melillo, MRA Technology</li> <li>Stacie Turner, MRA Webmaster</li> <li>Elyse Gammer, MRA Advisory Director</li> </ul>   |   |  |
| <b>Professional Development</b>      | Provide high-quality, world-class marketing research   | <ul style="list-style-type: none"> <li>Chair: Jon Last, The Golf Digest Companies</li> </ul>  | <ul style="list-style-type: none"> <li>Chapter Advisory Team</li> </ul>                               | <ul style="list-style-type: none"> <li>2002 Fall Education</li> </ul>  |

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| <b>Council</b>                                | <p>skill enhancement opportunities.</p> <p>Develop programs and materials to meet members' current and anticipated future educational needs.</p> <p>Develop programs and materials to meet the educational needs of targeted interest groups (nonmembers, special interest groups, chapters, etc.).</p> <p>Provide training and resources to chapter leaders to maintain and expand chapter viability.</p> | <ul style="list-style-type: none"> <li>• Vice-Chair: Elisa Galloway, Galloway Research Service</li> <li>• Pam Bracken, University of Georgia</li> <li>• Jill Donahue, Payless ShoeSource</li> <li>• Angela Lorinchak, Metro Research services</li> <li>• Jude Olinger, The Olinger Group, Inc.</li> <li>• Ed Sugar, Irwin Research Services</li> <li>• Board Liaison: Jane Rosen, Nichols Research, Inc.</li> <li>• Elyse Gammer, MRA Advisory Director</li> <li>• Linda Schoenborn, MRA Training Coordinator</li> </ul> | <ul style="list-style-type: none"> <li>• 2002 Conference Program Committee</li> <li>• Technology Forum Committee</li> </ul>   | <p>Conference – Onsite</p> <ul style="list-style-type: none"> <li>• 2003 Annual Conference – Onsite</li> </ul>  |
| <b>Marketing and Public Relations (Staff)</b> | <p>Market the Association and its programs and services to increasingly attract membership, commitment and participation of the Opinion and Marketing Research Industry.</p>   | <ul style="list-style-type: none"> <li>• Helen Pelletier, MRA Membership Specialist</li> <li>• Cathy Putney, MRA Membership Services Representative</li> <li>• Chuck Sherman, MRA Advisory Director</li> <li>• Board Liaison: Stephen Gerzovich, Ziment</li> </ul>   |   |   |
| <b>Association Relations (Board)</b>          | <p>Formation of collaborative and complementary relationships with other Industry organizations to strengthen the Opinion and Marketing Research Industry.</p> <p>Provide resources to appropriate other Industry organizations.</p>   | <ul style="list-style-type: none"> <li>• Betsy Peterson, MRA Executive Director</li> </ul>   | <ul style="list-style-type: none"> <li>• Capital Network</li> <li>• Industry Representatives</li> <li>• Professional Standards Committee</li> <li>• MRA-QRCA Joint Committee</li> </ul> | <ul style="list-style-type: none"> <li>• MRA-QRCA Alliance Task Force</li> </ul>  |
| <b>Leadership (Board and Staff)</b>           | <p>Governance of the Association.</p> <p>Determine and monitor outcomes.</p> <p>Monitor necessary resources and finances.</p> <p>Envision the future.</p>  | <ul style="list-style-type: none"> <li>• Betsy Peterson, MRA Executive Director</li> <li>• Elyse Gammer, MRA Advisory Director, Operations</li> <li>• Chuck Sherman, MRA Advisory Director, Administration</li> <li>• Janet Schmaltz, MRA Accounting Coordinator</li> </ul>  | <ul style="list-style-type: none"> <li>• Executive and Finance Committee (combined)</li> <li>• Investment Committee</li> </ul>  | <ul style="list-style-type: none"> <li>• Executive Director Evaluation</li> <li>• Board Size and Composition (2003)</li> <li>• Honorary Lifetime</li> </ul> |

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|  | <p>Establish policy and position statements.</p> <p>Evaluate Executive Director.</p> | <ul style="list-style-type: none"> <li>• Lynn DiBattista, MRA Part-time Executive Assistant</li> <li>• Carolyn Pike, MRA Membership Database Coordinator</li> <li>• Devon Price, MRA Part-time Computer Coordinator</li> </ul>   |  | <p>Member</p> <ul style="list-style-type: none"> <li>• Alliance (inactive)</li> <li>• Shining Star Awards Task Force</li> <li>• Bylaws Review (2003)</li> <li>• Association Policies Review (2003)</li> </ul> |
|  | <p><b>2002 - 2003 Board of Directors</b></p>   | <ul style="list-style-type: none"> <li>• President: Peter Van Brunt, ReData, Inc.</li> <li>• President-Elect: Michael Mermelstein, Evans McDonough Co.</li> <li>• Secretary: Merrill Shugoll, Shugoll Research</li> <li>• Treasurer: Jane Cook, Frank N. Magid Assoc., Inc.</li> <li>• Joan H. Burns, Teradyne, Inc.</li> <li>• Stephen Gerzovich, Ziment</li> <li>• Kathy Harsey, MarketSearch Corp.</li> <li>• Carl Iseman, Assistance in Marketing/Baltimore</li> <li>• Sue McAdams, Herron Associates</li> <li>• Colleen Moore Mezler, Moore Research Services</li> <li>• Joseph Ottaviani, Burke, Inc.</li> <li>• Betsy Peterson, MRA Executive Director</li> <li>• Jane Rosen, Nichols Research, Inc.</li> <li>• Steven Schlesinger, Schlesinger Associates, Inc.</li> <li>• Terri Turley, The Procter &amp; Gamble Company</li> </ul> |  |   |