

f.y.i.



Volume 2, Issue 2

November 6, 2006

President's Letter-State of the Chapter by Sheldon Nidetz

Inside this issue:

All About Us	2
Our New Website	3
Holiday Party	
50 Years at National	
MRA Annual Conference	4
Fall Program Meeting	4
Reza's Restaurant	
Images from Reza's	5
New Members	6
Past President's Council	
Upcoming Events	7
Board of Directors	8

Special Interest:

Check our new website

Holiday Party

Greetings fellow Chicago Chapter members!

A crisp autumn greeting to you all! I hope this finds you enjoying the fall colors and adjusting to the cooler temperatures.

Our first event of the year, our Kickoff social, was a great success with over sixty members in attendance. We enjoyed a sumptuous buffet, a cooking lesson, and wonderful camaraderie (please see enclosed review). Special thanks to Bob Irby and Elana Sorkin for all of their planning!

On October 24 we had our first Professional Development program of the year. Susan Lazar and Sarah Lopez of the Lazar group spoke to fifty attendees on "The Ultimate Facility Experience – From Beginning To End" (article and pictures inside). This was the first ever PRC eligible educational program offered by our Chapter, so special kudos to Kate Albert for all of her diligent work! Thanks also to Cheryl Hanson for helping with the arrangements.

Our annual gala Holiday Party is scheduled for November 28 at the Green Dolphin Street restaurant. This year's event, chaired by Barbara Dorfman, Debbie Winkler, Ken Seeger, and Ilyse Levy, will include a silent auction benefiting the Greater Chicago Food Depository. Any donations (e.g. items, gift cards, tickets to theater or sporting events) would be greatly appreciated. Further information is enclosed. I hope to see you there!

I am pleased to announce the return of the Past-Presidents Council, chaired by Immediate Past President Karyn Picchiotti. By the time of this publishing they will have had their first meeting. I am very excited to learn in what ways this very experienced group of Chicago Chapter leaders would like to contribute to our Chapter. Thank you for your participation!

Our new Chicago Chapter website is up and running! I encourage you to check it out at www.mrachicago.org. While it is a work in progress, it will eventually include a



Chicago Chapter Mission Statement

As a leader in the Chicago market research community, the Chicago Chapter of the Marketing Research Association promotes excellence in data collection and information processing and provides opportunities to advance and expand marketing research and related business skills.

The Chapter events provide an opportunity to network with industry professionals and keep current with industry trends.

FYI Staff

Director, Industry Support
Scott Bryles

Editor
Jim Broline

Photography
Position Open
Correspondents
Positions open

Editorial Contact

e: jim@newsletterfile.com
p: 630.887.1960

(Continued from page 1)

forum where thoughts and suggestions regarding our Chapter can be shared. See the enclosed article and watch for further information in the near future. Kudos to Scott Bryles and Meg Ryan for their terrific work. Also regarding Chapter communications f.y.i. continues to seek correspondents. Please contact our editor, Jim Broline, for further information. A big thanks to Jim for his devotion to this newsletter!

On the National MRA front, the Fall Conference in Phoenix will just have taken place at the time of this publishing.



Prior to the actual conference there is another MRA Leadership Training I will be attending, so I look forward to bringing back more ideas to share

with our Board and Chapter. Preparations continue regarding the Annual Conference in San Francisco (June 6-9, 2007), where the 50th Anniversary of MRA will be celebrated. To all of you who contributed interviews for the Oral History Project, thank you! We are also seeking Chapter anecdotal materials (historical information, early event invitations, newsletters, and pictures, etc.) that would represent the history of the Chicago Chapter; if you can share any of these please contact President-elect and Chapter Historian Ilyse Levy.

Finally, concluding with some good news, our own Maggie Kins has been appointed by MRA National to serve on it's Membership and Chapter Workgroup. It will be quite helpful having a Past President and longtime Chapter leader serving as our liaison. Congratulations!!

ALL ABOUT US

Heard recently:

Jessica Valdez is planning a May wedding and honeymoon in Cabo.

And, Venessa Glynn just got engaged.

It's Happy New Year in China for Claire Stewart. Is that our New Year or Chinese New Year?

f.y.i. CORRESPONDENTS

We are still looking for f.y.i. Correspondents.

Contact Jim Broline or Scott Bryles

MRACHicago.org

The Chicago chapter is excited to announce our new website at www.mrachicago.org

You will find that our website has been completely upgraded with many new features.

Besides a great new look, we've modified navigation for easy and intuitive access to all of the pages. Important pages include:

- Calendar of Events including Links to corresponding flyers for each event
- fyi Newsletter (current issue)
- Member Directory so that anyone would have easy access to any member with a simple search by name, company, category, email
- Links to useful market research sites
- Backoffice Tools (behind the scenes) to assist the board of directors with chapter management

And, coming soon:

- Members' Forum to allow you to voice your opinions and comments about the chapter
- Archives of previous fyi Newsletters
- An Advertising section for companies who wish to advertise to our members and for job placement ads

We think you are really going to like our new site. But, I would also love to hear any input from you. So please feel free to contact me at scott@brylesresearch.com or at 708.478.3333

HOLIDAY PARTY with SILENT AUCTION

On November 28, the MRA-Chicago Chapter is having its annual Holiday Party at Chicago's famous Green Dolphin Street Restaurant.

The event will include a silent auction with the proceeds benefiting the GreaterChicago Food Depository. Chapter members and their vendors are contributing items for this auction.

Hunger and poverty continue to be pervasive issues throughout the United States. In Cook County, IL, about 500,000 people rely on food provided by the Greater Chicago Food Depository. For fiscal year 2005-06, the Greater Chicago Food Depository distributed over 40 million pounds of food through its network of 600 agencies -- the equivalent of more than 84,000 meals per day, 365 days a year.

50 Years for MRA National

By Ilyse Levy, President Elect

As MRA National begins to piece together its history to celebrate 50 years, we the Chicago Chapter will also be creating an archive of our history. I'm sure just like me some of you have old FYI copies, board minutes, photographs, program information and other items that chronicle our past. Our goal is to create a historical account that will help the Chicago Chapter's leadership continue to make this a great chapter. If you have anything that may help in this process please email me @ ilyse@nqcchicago.com

Maggie Kins appointed to serve on the MRA-National Membership and Chapter Workgroup.



Fall Program Meeting by Cheryl Hanson

How to Wow the Client- The Ultimate Facility Experience

At our last MRA meeting on Tuesday October 24th, we were able to enjoy excellent Persian cuisine at Reza's while being treated to an enlightening presentation on the Ultimate Facility Experience. Our featured guests for the evening were Susan Lazar, founder and President of The Lazar Group and Sarah Lopez, Field Director for The Lazar Group. Susan comes from a background rich in various marketing aspects and currently focuses mainly on assisting Fortune 500 companies develop various aspects of their marketing plans. Sarah has experience in both quantitative and qualitative work, and now acts as a project manager in addition to contributing to business management.

Susan and Sarah took us through the marketing research process in the eyes of the client. They first described the Product Development Cycle in order to give a visual image as to where the facilities fit into the big picture. They explained how the clients expect the facilities to be experts in their par-



The Chicago Chapter Holiday Party By Robert Irby, Director, Image

Oh how time flies. The Chicago Chapter Holiday Party is just around the corner. On Tuesday, November 28th please join us for a holiday celebration at the famous Chicago jazz club Green Dolphin, <http://jazzitup.com/>, located in West Lincoln Park. Our event will be held in the Garden / Atrium, enclosed and heated during the winter months, sitting next to the Chicago river on the north side of the Jazz club.

During the evening we be relaxing to the sweet sounds of Latin Jazz from 6:30pm to 9:00pm from the main lounge playing into the Atrium as we dine, socialize, and donate our prosperity in a silent auction for charity.

This year's silent auction proceeds will be benefiting the Greater Chicago Food Depository <http://www.chicagosfoodbank.org/>.

The Greater Chicago Food Depository is Chicago's food bank, a not-for-profit distribution center providing food to hungry people while striving to end hunger in our community. The Food Depository is committed to efficiently distributing donated and purchased food through its network of 600 qualified agencies, such as soup kitchens, shelters and pantries. Since its incorporation in 1978, the Food Depository has remained steadfast to this mission.

In Cook County, more than 499,500 people rely on the food provided by the Food Depository. For fiscal year 2005-2006, the Greater Chicago Food Depository distributed more

than 40 million pounds of food through its network of 600 agencies- the equivalent of more than 84,000 meals per day, 365 days a year.

You can help us support the Greater Chicago Food Depository with a donation of an item, gift certificate or service.

All donations and contributions must be sent no later than November 20th to:

Ilyse Levy
"Holiday Auction"
National Qualitative Centers Inc.
625 N. Michigan Ave. Suite 1402
Chicago, IL 60611

We wish you the happiest of holiday seasons and thank you for the generous contribution you are making to this most worthy cause. If you would include the retail value with your donation it will be helpful with our pricing at the auction.

I would also like to take this time to personally thank the Holiday Party & Holiday Auction Committee. Barbara Dorfman (Accurate Data Marketing), Debbie Winkler (Mid-America Research), Ken Seeger (E-Rewards Market Research), & Ilyse Levy (National Qualitative Centers). Without their commitment of personal time and sanity chapter events, in this case the Holiday Party, would be impossible to pull off.

ticular market; our knowledge adds value! Another point that was stressed throughout the presentation was: BE PROACTIVE! Clients greatly appreciate it when facilities anticipate unforeseen issues before they occur. A third point that was made is: KNOW YOUR CLIENT!

Here is an example: A client comes to your facility; she has been traveling all week and her flight has been delayed. She rushes into the facility with a lot on her mind. How would she like to be treated upon arrival? The answer: Like you would treat a guest in your own home! Assess her needs: Does she need any refreshments

to start off with? Does she need any materials for the group? Besides the basic needs, a capable staff throughout the project is mandatory. Complete knowledge of the study's specs and the ability to act at a moment's notice are two attributes of a great staff.

Overall, they gave us the necessary tips and tricks to make every project a success. A big thanks to both Susan and Sarah for showing us how to WOW the client!

Images from the Chicago Chapter Fall Meeting At Reza's—October 24th



Reza's Restuarant

Stuck on The Chopping Block

By Elana Sorkin

The MRA Kickoff Event in Chicago was held on Tuesday September 19th 2006 at The Chopping Block Merchandise Mart. There were many different hurdles that we needed to overcome to decide on the perfect spot for the kickoff party. Finding a space that would not only be able to host the number of people expected, as well as provide food, drink and some sort of entertainment that would appeal to all ages and genders was not a simple task. Plus we needed to establish an environment that would encourage socialization and networking amongst MRA members and Guests. After all, this is one of the reasons why I belong and participate in the MRA Events, so I was excited and eager to help out when Bob Irby asked.

Let me tell you, when I took on this task with Bob I did not realize how difficult it would end up being. We had so many great and different Ideas that for one reason or another did not work out. I guess some people call it fate or destiny I call it Luck that we ended up at the Chopping Block

The Chopping block is both a gourmet retail store as well as Venue to conduct cooking classes open to the public and or to host to private events as well. We were fortunate enough to have commissioned the Saffron Room, which had a beautiful teaching kitchen that had mirrors on the ceiling to be able to watch what the Chef is doing on the countertop. Halfway through the evening we had a chef come out and instruct us

on how to cook Kobe Beef in a lettuce cup! YUM YUM!! They passed out the recipe and I was planning on putting it here however I had a little too much fun that evening and have misplaced mine! With that in mind I also wanted to insert the menu here so that if you were not there you would know what you missed and if you were there you can remember how delicious the food was. Unfortunately I have miss placed my menu as well (they must be together). So please note there were several types of food presented throughout the evening served buffet style (to encourage social interaction) and all of it was delicious! If you are interested in that recipe please let me know and I am sure that I can get it for you.

The Chopping block is not a restaurant or a bar so we had to improvise with the alcohol and thanks to Susan (Party coordinator) and Bob they were able to work out a bar containing beer and wine into the price of the meal (way to go Bob) what a bargain!

Needless to say I know that I had a great time and I spoke with a lot of different people and certainly opened up new avenues of communication with other professionals in this industry while having a great time. I mean I know that is why I am involved in MRA. Keep up the good work everyone we are having a fantastic start to the new MRA year. And I look forward to seeing you at the next function.



Past Presidents' Council

By Karyn Picchiotti

At the request of our Chapter President, the Past Presidents' Council has been reinstated.

Members include:

Pam Bruns	Margie Morich
Barbara Dorfman	Karen Shapiro
Jackie Holcomb	Susan Skertic-Dedelow
Maggie Kins	Debbie Winkler

During our first meeting we determined that the Councils' objective is "to provide relevant educational and/or networking opportunities that augment regular chapter programming and to function in a consulting manner when appropriate".

As experienced leaders who are familiar with the Chicago Chapter history, challenges and needs, the council has come up with some exciting ideas to offer the Chapter.

Our first addition is the Lifetime Achievement Award, which will be presented to Pat Heakin at the Chicago Chapter Holiday Party.

Our second addition is a social event that we hope to include this spring. We are still ironing out the details but will keep the Chapter posted.

We will meet again in the spring. All past presidents are invited to attend meetings. If you are interested, please contact the Councils' Chairperson, Karyn Picchiotti @ karynp@schaumburg.fieldwork.com.



**November 28
Annual
Holiday Party**

Green Dolphin Street
2200 N. Ashland Ave., Chicago
R.S.V.P. Maggie Kins (312) 803-4455

2006/07 Calendar of Events

Nov 28, 6:00 to 8:30 p.m.	Holiday Party
Jan 9, 5:30 to 8:30 p.m.	Professional Program 2
Feb 27, 5:30 to 8:30 p.m.	Professional Program 3
Jun 6	MRA Nat'l Annual Conference, S.F., CA
Jun 19	Annual Meeting / Installation

Chicago Membership By Charley Jordan, Director, Membership

Within the past few months The Chicago Chapter of the MRA has grown from 302 members to 310. We know there are many benefits to being a member of the MRA, not least of which is Networking. With that, The Chicago Chapter of the MRA would like to welcome its new and renewing members :

Ananda Sharma

Ann Marie Whiteside C&M Research Services, Inc.

Cheryl J Hanson Fieldwork Inc.

Julee Bormet Vernon Research Group

Laura Sprague The Pampered Chef

Lorna Walters Research International

Matthew J Valle, PRC MarketTools Inc.

Mike Johnston CAS, Inc.

Patricia Gorrell Energy Infuser

Russell R Lindberg Lindburg & Associates, Inc.

Vaishnavi Bodanapu

provides it would be a shame to miss out. You can send in your renewal by mail or fax to (860-682-1010). You can also go to the website (www.mra-net.org) or call National at (860-682-1000).

Please alert National to any contact information changes such as address, phone, company name, etc at (860-682-1000). This will ensure other members and prospects have your most up to date information.

Please feel free to contact me with any membership questions or issues.

Thank you and I look forward to meeting new members and seeing you all at the Holiday Party,



Charley Jordan

Director of Membership, Chicago Chapter

312-832-7744 x15
cjordan@cprchicago.com

I would like to remind members whose membership is lapsing to renew. With all of the benefits the MRA



Marketing Research Association
Chicago Chapter MRA
1450 East American Lane
Suite 1880
Schaumburg, IL 60173

MRA Board 2006-7 ORGANIZATION CHART

8/30/2006

