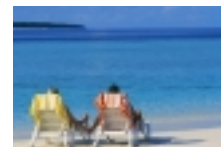


THE FLORIDA BREEZE

Newsletter of the Florida Chapter of the MRA



SUMMER 2005 ISSUE

Letter From the President

As your new MRA Florida Chapter President, I would like to thank Kathryn Blackburn and the entire 2004-2005 board for their extraordinary efforts in building the chapter during the past year. With the help of board members like Director-at-Large Pat Blackwell and Treasurer Ashaki Williams, and with the valuable assistance of active members like Leslie Dyer and Kim Stephenson, Kathryn has made a tremendous contribution to the growth of our chapter.

I would also like to thank Pat for stepping up this year as President-Elect, Ashaki for returning as Treasurer, Gary Altshul for serving this year as Secretary, and Leslie, Kim, Nancy Ulrich and Lisa Switkes for serving with me as Directors on the new board along with Kathryn Blackburn as Past President. With leadership like this and participation and help from you, our chapter members, I have high hopes for making the coming year a huge success.

We have some exciting things planned for the 2005-2006 term, including our annual joint chapter conference with the Great Lakes Chapter in Orlando February 2-3, 2006, and an extremely useful educational event on recruiting, training and retaining top-notch people in market research currently slated for April 20-21, 2006 in Naples.

In addition, we are trying something new for the Florida Chapter by reaching out to every member and holding a series of informal "Meet and Greet" events in Tampa, Miami, Orlando and Jacksonville. The first of these events will be Thursday, September 15, 2005 in Miami from 6:00 to 8:00 PM where MRA Chapter members in the area will get together for a very informal after-work social event in the Bar at Monty's. This will be a fun event with no agenda other than to meet other market researchers to discuss issues of common interest. The Chapter will buy the first round of drinks and it will be "Dutch Treat" after that.

Please mark all of these events on your calendar now. I look forward to seeing you there!

Hank Copeland, 2005-2006 President
Florida Chapter of the MRA

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The Florida Breeze is a Quarterly newsletter published by the Florida Chapter of the Marketing Research Association.

Comments, suggestions and editorial contributions are welcome.

For information on advertising in or submitting articles to this newsletter, please contact: Hank Copeland at: 561-743-7500 • Email: hank@startab.com

Editing and layout design: Kim Stephenson of PTT Systems, Inc.

Treasurer's Report

Report as of June 30, 2005



Assets:

Checking Account*\$ 4,960.36
 Savings Account**\$ 8,108.06
 Un-Posted Checks.....\$ 0.00
Total.....\$13,068.42

Liabilities:

Outstanding Checks.....\$ 0.00
Net Balance.....\$13,068.42

* Current balance of 6/30/2005

**Current balance of 6/30/2005

Ashaki Williams

Presidential Perspective: A Term in Review

Like all the former Chapter Presidents, I am now wondering where the year went. It is now time to welcome the new board. The new board was installed Wednesday, June 1st immediately following the President's reception at the MRA's 47th annual conference in Chicago. The Florida Chapter had a hospitality suite where we served up a lot of fun and fellowship. A special thank you to Pat Blackwell and Tony Maichen for making this possible.



Jackie, Kathryn and Pat at the Tournament of Researchers in San Diego.

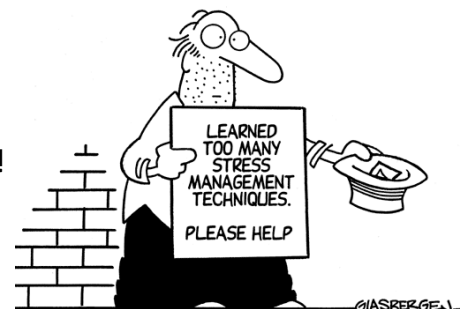
Thanks to the Great Lakes Chapter for including us in the joint conference in Ft. Lauderdale. We learned a lot, had a lot of fun and renewed old friendships. The conference was a huge success and was well attended not only by the chapter members but by the national board as well.

The Florida Chapter recently held a stress management seminar in Orlando, Florida. Presenters Ed Sugar and Jon Last really outdid themselves. The session was interactive, fun and educational. Nancy Ulrich and her committee worked really hard for several months and I thank them for an outstanding job. Thank you to those that attended the event. It was very rewarding to have such a fantastic turnout!

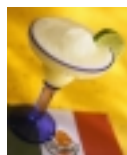
My thanks to the outstanding 2004 – 2005 board. They have given such great support this year. I think they are the BEST! If space permitted, I could write a book about each one on their contributions to the chapter.

I have really enjoyed being Chapter President again. It has been a GREAT year. We have worked hard to include the membership in all aspects of National Marketing Research as well as the local activities. I encourage you to take part in the MRA and be an ACTIVE MEMBER!

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Kathryn Blackburn



"Meet and Greet"

Back by popular demand is the "Meet and Greet"! Come join your fellow Floridians for drinks, appetizers, networking and fun at one of the following locations:

Coconut Grove, Florida

Date: Thursday, September 15, 2005

Time: 6:00 - 8:00pm

Location: Monty's Seafood Restaurant

2550 S. Bayshore Dr. Coconut Grove, FL 33133

Island-style dining in an outdoor tiki bar type ambience.
Features live calypso and reggae music, great seafood,
and waterfront views.



Tampa, Florida

Date: Thursday, October 13, 2005

Time: 6:00 - 8:00pm

Location: TBD

The Florida MRA will buy the first round of drinks and appetizers. Bring a friend or two! Meet new people! Have a GREAT time!

Jacksonville, Florida

Date: Thursday, January 12, 2006

Time: 6:00 - 8:00pm

Location: TBD

For more information contact:
Lisa Switkes at (305) 661-8332

Kim Stephenson

2005-2006 Florida Chapter Board of Directors

PRESIDENT

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(561) 744-8718 fax
hank@startab.com
• Communications Telephone Chairperson

PRESIDENT-ELECT

Pat Blackwell
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• Director of Hospitality

PAST PRESIDENT

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• Hospitality Committee Chairperson

TREASURER

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• Education Committee Chairperson

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DIRECTOR-AT-LARGE

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• Director of Education



MRA's 47th Annual Conference in Chicago was a Huge Success!

The MRA conference of 2005 really held up to its name. There was a record attendance of over 700 people and everyone was excited to learn, network, meet old friends and make new ones.

Hank Copeland and I attended the MRA leadership training as the incoming President and the President Elect. The training was fast paced and we had a lot to learn in two days. The training was well attended and we had some very informed speakers. The class work was on track and should help us to lead and grow our Florida chapter.

The big change that is blowing our way is certification. The conference included three sessions to educate us on the process of grandfathering existing members and how being certified will help you manage your business. Unfortunately, we were not told that you needed to attend all three sessions. They were helpful however questions should be directed to the "Certification Dept." at 800-257-4008 or www.mra-net.org. It is a lengthy process, so I would recommend that everyone look into it soon. There is a time limit for "grandfathering".



Ashaki, Kim, Kathryn, Leslie, Hank and Pat at the Awards Presentation.

All the sessions were very good, but there was a lot of discussion on new and different ways to recruit respondents. The internet, of course, was the hot topic and the web sites that are available for use and how they are controlled. Client concerns were voiced by the ones that were present. They did not want their information placed on independent web sites that could be considered unethical and disclose confidential information. Other resources were discussed, but the internet seemed to be the "hot topic".

Another concern in the "tracks" for internet interviewing was "panel selection". It seems there is a growing problem with the same panel members appearing on as many as 6 or 7 panels. The discussions questioned how control could be better monitored on internet interviewing.



Tony Maichen received a Certificate of Appreciation from the Florida Chapter for helping make arrangements for the hospitality suite.

The networking was GREAT. The president's event was well attended and a good time was had by all. The chapter event was phenomenal. Thank you Chicago Chapter! If you didn't go to Second City, you really missed a big "Comic Wind". We had a wonderful time.

Our chapter had our installation of officers for the new year and hosted a hospitality suite for anyone who wanted to network or catch up on what was happening in our chapter. We will continue to expand our "Southern Hospitality" and re-educate everyone on how much fun it to be in the Florida chapter.

I hope all of you who missed this opportunity will make an effort to attend the next event and support our growing chapter.

Pat Blackwell

Congratulations Ashaki Williams for Receiving the 2004 - 2005 Florida Chapter Service Award



Please join us in congratulating Ashaki Williams, Communications Center, Inc., as the recipient of the Florida Chapter's Outstanding Service Award. We were extremely pleased to have Ashaki representing our Chapter and receiving public recognition at the recent MRA National Conference in Chicago.

Prior to receiving her award, the following was shared with all attendees at the Conference: "The Florida Chapter is lucky to have such an enthusiastic volunteer among its ranks. This outstanding Chapter member is Chapter Treasurer and has also taken on many other duties. She devotes much time and energy to all committees. She is a fantastic leader and organizer. If a job needs to be done, she will do it!"

Not only has Ashaki proven to be successful as a volunteer within the MRA Florida Chapter, her accomplishments within her personal and professional life are also worthy of recognition.

As Director of Operations of CCI's East Coast calling operations and the Lakeland, FL Call Center, Ashaki Williams is responsible for 90 CATI stations and the management and supervision of 120 Research Assistants. Promoted to Director in 2002, and then earning her MBA in 2004, Ashaki is a CCI success story. Her boss says her drive for success is eclipsed only by her love for her children, grandmother (that she visits daily before coming to work) and the rest of her extended family. He continued to comment, "she is one of the most impressive people I have had the pleasure of knowing."

Congratulations Ashaki! We are grateful for your numerous contributions and look forward to all that you will continue to bring to the Florida Chapter.

Note: Would you like to become a volunteer within the Florida Chapter and have the opportunity to meet and work with people like Ashaki Williams and other professional, fun, and dynamic MRA members? If so, please contact your Chapter President, Hank Copeland @ Star Data Systems – Hank@startab.com for further details. We would love to utilize your gifts and talents and you never know, you could be the next recipient to be recognized!

Leslie Dyer

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Kim Stephenson
Manager - Web Services

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The Florida Chapter Extends Our Deepest Sympathy to the Following Families...

- Craig and Cynthia Cunningham of the Atlanta / SE Chapter in the loss of their son.
- The family of Peter Bakolia of the Florida Chapter on his recent death.
- The family of Jean Hardin of the Florida Chapter in the loss of her husband.




PETER BAKOLIA

INDIAN HARBOUR BEACH

Peter Bakolia, 46, passed away on the morning of July 10, 2005. Born in New York, he lived in Brevard County since 1995. He enjoyed his childhood in Astoria and Garden City, New York as well as two years of high school in Athens, Greece. Peter was awarded a Bachelors of Science degree from Polytechnic Institute in Brooklyn, New York in 1980. Mr. Bakolia was an accomplished and successful entrepreneur and was the President and Founder of GMRS, Inc. An avid collector of arts and antiques, he was well versed in politics, history and finance. He was a member of the Pace University Pace Poll Advisory Board. Peter is survived by his children, Drew and Julie; and his parents, Andrew and Helen. He was a devoted father, and beloved son who was dedicated to everyone in his life, and strived to place their needs above his own. A generous, extremely intelligent, and incredibly kind man he was loved by many and will be missed deeply and forever. May God bless his precious soul.

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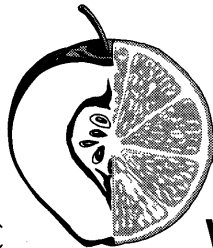
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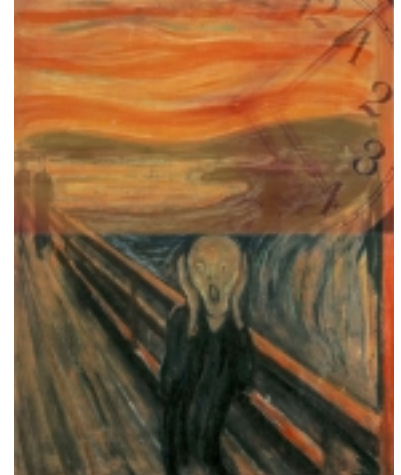
Florida Chapter Educational Program Recap:

A time and stress management workshop

Over 25 MRA members and their guests attended the Florida Educational Workshop at the Rosen Plaza Hotel in Orlando, Florida April 15, 2005. The dynamic duo of Ed Sugar and Jon Last presented a phenomenal, fun and informative educational workshop on time and stress management!

The morning workshop was comprised of Jon and Ed dazzling us with an interactive session of "You are not alone" when it comes to work stress and time constraints. They conducted research on the topic, showed us the results and gave us practical solutions to apply to everyday situations.

The afternoon workshop was a hoot! Jon and Ed divided us into teams and gave each group a series of dynamic, real life management situations that we had to address while finding a solution for an actual marketing research dilemma. The case study was designed to show us how creative thinking can help address work stress and time constraints.



This event was a success because of the Florida Chapter volunteers! Hank Copeland who rescued us financially with the loan of his LCD projector. The creativity of Kim Stephenson and Caroline Thomas who conjured up our "stressed out" theme, brochure design and marketing materials. Kathryn Blackburn, Pat Blackwell and Jean Hardin were our hosts extraordinaire! Anyone who arrived early and took advantage of the Hospitality Suite knows what I am talking about. Where would we have been without Leslie Dyer locating and booking a great facility months in advance? Ashaki and her team had the toughest job of all with pre- and on-site registration. In addition to coordinating all the conference calls for months, they cheerfully conquered registration, handled the money and made the hotel arrangements for our guest speakers. This was no small task!

As we learned during our seminar, one of the keys to reducing stress in our hectic lives is to delegate. With a team like this, there is no need to delegate when people cheerfully and willingly recognize a need and jump forward to fill the gap.

Now that we have successfully re-established the Educational Seminars for the Florida Chapter, I envision this seminar as the beginning of greater things to come. We all recognize the need for ongoing education. I hope the Florida Chapter of MRA can continue to row together in the same direction and use this opportunity to build on the momentum that has begun.

Kim Stephenson and Nancy Ulrich

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CALENDAR OF EVENTS

*Meet and Greet in Miami
September 15, 2005
Monty's Seafood Restaurant (Coconut Grove, FL)*

*Meet and Greet in Tampa
October 13, 2005
(Tampa, FL)*

*MRA Fall Education Conference and Research Industry Forum
November 2– 4, 2005
Hyatt Regency (New Orleans, LA)*

*Meet and Greet in Jacksonville
January 12, 2006
(Jacksonville, FL)*

*Joint Conference: Florida, Chicago and Great Lakes
February 2 - 3, 2006
(Orlando, FL)*

*Florida Chapter Educational Program: Recruiting, Training and Retaining People
April 20 - 21, 2006
(Naples, FL)*



FLORIDA CHAPTER

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