

# The Big Wheel

The Newsletter for Data Collection and Information Processing

**Save the Date!**  
(See page 12)

## 48th Annual MRA Conference

June 14-16, 2006

J.W. Marriot  
Washington, DC  
and

## GLC Board Installation Reception

June 14, 2006

Chef Geoff's Downtown

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## GLC President's Message

*Julie Mills, Survey Sampling International*

Spring is already upon us and we're off to another great year.

I want to thank all of the GLC members who attended our winter conference in Orlando this year! We had over 50 attendees. I also want to thank our sponsors; we had over 24 which really helped to offset costs. We received great feedback from attendees on our questionnaire post-conference.

Comments like "fantastic", "great speakers", "well worth my time" are all great to hear. I want to thank our Program Directors Melissa Brodsky and Amy Morris as well as our President Elect, Barb Hurt, for all of their hard work to prepare for the conference with hotel arrangements, speakers and program materials. Nice job ladies!

We kicked off the conference with a team building exercise in Downtown Disney. We were split up randomly into teams of six people. We were given several pages of puzzles that we had to complete over a few hours. This was a great way to network with members and work together and learn from each other. Following the team building exercise, we had a Presidents Reception pool-side. This was also a great

networking event for conference attendees.

On Friday, our speakers presented, including Luann Brooks from International Drive Orlando, Sam Lynch from Global Lead Management and Liz Davis from Universal Orlando Research. Our conference concluded Friday evening with dinner at Marrakesh restaurant in Epcot.

**Our next conference will be September 28<sup>th</sup> and 29<sup>th</sup> at the Hyatt in Cincinnati.** Plans are already underway and we have great speakers lined up.

I want to thank all members who participated in the membership survey this year! We had just over a 20 percent response. Your feedback is very helpful to us in planning events for the year. Some highlights from the survey are:

- The main reason why members join GLC is networking, followed by liking the people who are involved in the association.
- Of the people surveyed, 75 percent indicated that they are somewhat or very likely to attend the Fall conference in Cincinnati this year. This is good news!



*Julie Mills,  
GLC President*

When asked what was the main reason for not attending more conferences, members said that their busy schedules have prevented them from attending.

- The city that ranked the highest for a future conference was Cincinnati. This is great to hear since we had to have the contract in place before the survey went out. Future conferences are requested in St Louis, Toronto and Columbus as well.
- The topics of most interest for future conferences are technology, online research, and quantitative research methodologies.

**Continued on page 3**

## *Mission Statement*

As an influential leader in the Marketing Research Association, the Great Lakes Chapter promotes excellence in data collection and information processing. The Great Lakes Chapter creates value by providing opportunities for members to advance and expand their marketing research and related business skills. To enhance the marketing research environment at the regional level, we will foster growth of future researchers and promote understanding of the marketing research process among the public.



## *Key Directives*

**More Active Membership**

**Communication Vehicles**

**Use of Technology**

**Succession Planning**

**Visit GLC on the web at <http://glcmra.org>.**

To access the membership roster, please type in "Ahoy" when prompted for your passcode.



## *The Big Wheel Spring 2006 Issue*

*The Great Lakes Chapter of the Marketing Research Association's newsletter is published 4 times per year. GLC is a not-for-profit organization.*

*Editor: Sherri Dansby*

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*Printed by Sir Speedy, Mason, OH*

## *Advertising in The Big Wheel*

A business card size ad in *The Big Wheel* is a very cost effective way to get your name in front of many influential people. Please contact Paul Jorgensen of Herron Associates to request an order form and submit advertisements. Digital images are best, as we have found that scanned images do not reproduce very well.

The cost for an ad in one issue is \$40. The cost for an ad in four issues is \$150 (one year). Limited space is available. Please call as soon as possible to reserve your ad. The deadline for placing an ad in the next newsletter is May 16, 2006.

## GLC President's Message

(Continued from Page 1)

- Two-thirds (67 percent) of members said that they are aware of our Nancy Van-derveer Employee Recognition program, yet interestingly, 82 percent said they have never used it. This is a free program. Within each newsletter there is a nomination form. You simply nominate an employee from your company that you feel goes above and beyond and write a couple of sentences about them. The employee does not have to be an MRA member. We then send them a certificate to show them they are appreciated and nominated and also give them a check for \$10. Please make use of this opportunity for recognition. (See page 10 for more details.)
- The majority (86 percent) of members indicated that they would prefer the election ballot to be emailed each year. This would definitely save a lot of trees and money for GLC. We are in the process of changing our bylaws to allow for this. This will most likely take effect in the 2007 election.
- Most (86 percent) of respondents are owners or managers at their companies.

Thank you once again for your feedback. We will put it to good use! In closing, I want to remind everyone to return your ballots, which you should have received by mail. The new board will be installed in June at the National MRA Conference in Washington, DC. We need your input on who should be elected. We have a lot of great candidates; take time to read their candidate fact sheets and respond. Last year we had over 40% response from members!

## Characteristics of Effective Teams

Submitted by Barb Hurt, President-Elect

Here are several characteristics of successful teams that can serve as goals to develop a team approach.

What exactly does an effective team look like? Here are several characteristics of successful teams that can serve as goals for anyone hoping to develop a team approach. Adjustments, of course may be necessary to fit specific needs of various organizations, but the following ideals should be held in high esteem:

**Goals.** Goals are the first step. Each person on the team must understand and share in the team goals and be dedicated to their achievement. Goals are important even for people working individually, but when they work with others they are essential. Common, shared goals permit the development of a "single-minded" team.

**Expression.** Each team member is entitled to free expression. Each member is also entitled to an audience that listens and responds empathetically. In fact, membership on a team carries with it the obligation to listen to other team members. This ensures that all sides of an issue are covered and increases the possibilities for achieving positive results.

**Leadership.** Each team member must be willing to take a leadership role as necessary. Through an understanding of individual strengths and weaknesses, each person will feel free to volunteer to meet the various needs of the team.

**Consensus.** A team consensus is sought and also tested. The team strives to reach the

best conclusions without unduly pressuring individual members into agreement.

**Trust.** Team members trust one another. They feel comfortable telling other team members information they would be hesitant to share with those outside the team. They also feel free to express a counter viewpoint without fearing that they will suffer negative consequences.

**Flexibility.** The team constantly seeks new and better ways to perform. Members realize that time and circumstances will change both the team as a whole and themselves as individuals. The team actively looks for better ways to work together and to help members find improved methods.

These characteristics require much work; they are not accomplished easily. But the closer a team gets to these ideals, the greater its chance of achieving its true potential.

Reprinted from

*Time Management for Teams*

Merrill E. Douglass & Donna N. Douglass

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## North American International Auto Show

By Ginny Kevorkian, Director-at-Large, Industry Support

Speaking of Big Wheels ... Detroit was the host for the annual North American International Auto Show (NAIAS) in January.

NAIAS is the time and the place for **all** vehicle manufacturers world-wide to introduce future vehicles, as well as to show-off their current vehicle line-up to the press and public. This show has grown, since its humble beginnings in 1907, to become the largest auto show in the country, and one of the largest globally. In 2005, more than three-quarters of a million consumers attended the show. The NAIAS, open to the public in mid January, attracts more than 6,000 journalists from 80 countries and most of the U.S. states, including 279 TV networks. Close to one-third (31 percent) of media attendees were from outside the United States.

Because of the size of this show, and the impact that the new vehicle introductions have on this industry, it has always been an important and interesting playground for automotive market researchers. Once the public starts attending the show, the research begins! Historically, not only do researchers conduct focus groups at the show to gauge initial reactions to new vehicles, but research is also conducted on potential consumers, as well as rejectors, to explore attitudes and opinions on vehicle quality, preferences, and industry

“hot topics”. According to [GermanCarFans.com](http://GermanCarFans.com), NAIAS is considered by the Mercedes Car Group to be the most important venue to test results from prior research in the U.S. consumer market. It considers NAIAS to be a huge “car clinic.” Thus far, research has shown there is considerable market potential for the Smart brand.

The 2006 show also had a new vehicle exhibitor – a first of its kind. Geely was the first Chinese automaker to show its vehicles at any North American auto show. The Chinese automaker wanted to introduce itself to the North American media in preparation for its long-term plan of selling vehicles in this market. The introduction of the Chinese original equipment manufacturer’s (OEM’s) to the North American market is something that is inevitable – it is no longer a question of if, but when. And this should scare all of the current players in the market, especially the traditional Big 3 (General Motors, Ford, DaimlerChrysler).

In a recent “America Says” survey that focused on the automotive industry, conducted by **Directions Research** ([directionsresearch.com](http://directionsresearch.com)), 28 percent of consumers revealed that they would definitely consider purchasing or leasing a vehicle from a Chinese manufacturer. Why is this? It is

now commonly thought that vehicles from Asian OEM’s (Japan, Korea, China) are built with higher quality, and with a lower transaction price, than the Big 3 can provide. Toyota, Honda, Nissan, Kia and Hyundai have all set out over the last 20-30 years to create this image, and have succeeded. Now, the Chinese are aiming to build upon that foundation and conquer the States.

Another hot topic at this year’s show surrounded the increased presence of hybrid powered vehicles. Resulting from increased gasoline prices in 2005, especially after Hurricane Katrina, consumers are backing away from purchasing SUV’s and pickups (where the Big 3 has historically had a stronghold, and made the majority of their profits) and turning towards vehicles with alternative fuel power. These feelings are quantified in the “**America Says**” survey: 87 percent of consumers stated that gasoline prices would be the primary or secondary factor in what vehicle they purchase or lease next (39 percent stated it would be the primary factor).

In addition, 62 percent said that current gas prices have influenced the amount of driving that they do. OEM’s in North America realize these statistics and included more hybrid and alternative fueled

**The 2006 show also had a new vehicle exhibitor – a first of its kind. Geely was the first Chinese automaker to show its vehicles at any North American auto show.**

**Continued on next page**



## North American International Auto Show (Continued)

vehicles in their auto show line-ups, including this year, the all-new 2007 Toyota Camry hybrid, which will be produced in its Georgetown, Kentucky facility. We can continue to look for more and more “green” vehicles next year as well!

The culmination of the NAIAS is always the last day of press week, and is a \$400/person black tie event where industry executives, and those wishing to dress up for an evening out on the town, gather to officially open the show to the public.

The 2005 Charity Preview was attended by 17,500 people, and raised more than \$7 million for 11 Detroit-area children's charities. Since its 1976 inception, the black tie event has raised more than \$58 million. This event is televised nationally, and really puts the spotlight on the industry as well as Detroit, still known as the Motor City.

What new research trends will emerge at this year's NAIAS? Will a “hybrid” methodology overtake the classic “car clinic?” Are the Big 3 recruit-

ing online panels to supplement what they learn during auto show week? We can't say for sure but **Directions Research** has a few ideas and plans to be a part of it.

For more information about the **Directions Research “America Says” Automotive Survey**, please contact Heather Tepper, Account Executive at Directions Research: 39555 Orchard Hill Place, Suite 600, Novi, MI 48375. Heather's phone number is 248.449.2922.

**The 2005 Charity Preview was attended by 17,500 people, and raised more than \$7 million for 11 Detroit-area children's charities.**

## Shining Star Award Winner: Paul Jorgensen MRA Fall Education Conference, November 2005

Congratulations to Paul Jorgensen who won the Shining Star Award for 2005 at the MRA Fall Education Conference in Las Vegas, Nevada.

Paul is a very active and enthusiastic volunteer. He has served on the Great Lakes Chapter Board for many years and he is currently the Immediate Past President. He is also involved in National MRA's Membership and Chapter Workgroup as Chair of the Membership Recruitment Committee.

Paul is always very innovative, creative and devoted to his volunteer activities. He always strives to be the best and help others.

Paul has over 19 years experience in the market research field. Paul began his career as a mall intercept interviewer at Herron Associates. He received numerous promotions as supervisor, department manager and director of data collection prior to his current position as Vice President.

Paul's current responsibilities include directing a mall location, two qualitative sites, field management services and serving as technology manager. Paul has a Bachelor of Science in Business Education.

Thank you Paul for all that you do for the GLC Chapter and congratulations on your Shining Star Award!



*Paul Jorgensen  
GLC Immediate Past President*

## February GLC Joint Chapter Conference in Orlando, Florida



*Above: Speaker Sam Lynch, who spoke about Leveraging Inclusion, and Barb Hurt*



*Above: Pablo Smith, Swadesh K Dash, and Ginny Kervorkian*



*Above: John Garvey and Todd Costello*



*Above: Barb Nye, Meg Ryan, Nicole Cicogna, Todd Costello and Ron Kornokovich*

*Below: Amy Morris and Melissa Brodsky*





## GLC Joint Chapter Conference Review from a First Time Attendee

*John Garvey, Account Executive, Survey Sampling International*

On February 2<sup>nd</sup> and 3<sup>rd</sup>, I had the pleasure of attending the Great Lakes and Chicago Chapters of the MRA Winter Conference in Orlando, FL. Since this was my first conference, I was quite excited and curious at the same time about what I would get from it.

The conference began on Thursday afternoon when 36 of us boarded a bus and made the one mile trip to Pleasure Island where we were divided into 6 teams for a scavenger hunt. My team came in second, but it was a great team-building exercise and well done. Later on in the day, there was a cock-

tail reception which was a good networking event; I was able to meet a few existing clients and introduce myself to some prospects. The night ended with a wonderful dinner at Fulton's Fish Market.

Friday began rainy and gloomy but that was not at all an indication of how the day would progress. The first speaker was Luann Brooks, who is the Director of Marketing for International Drive in Orlando. She gave a well-received speech on how they used market research to determine how to better market themselves as the premier travel destination.

As someone who works for a provider, it was interesting to hear how market research helped them improve their marketing and awareness of International Drive.

Next, we heard from Sam Lynch, who forced us to look beyond the differences of everyone in the room and made us realize that we all have a lot in common. He delivered a solid message that discrimination does not only happen based on the color of one's skin. It happens in so many other ways that sometimes we do not even realize we are being discriminated against.

Later in the afternoon, we had Liz Davis from Universal deliver an interesting speech on what end clients need suppliers theme was to keep communication open.

The event was capped off with a wonderful Moroccan dinner at Epcot while watching the famous Illuminations Show.

I am glad I attended the Winter Conference and I found it to be worthwhile on a professional level. The aspect I enjoyed the most was hearing from end users on how they use market research to solve their marketing problems.

## 2005 - 2006 GLC Committee Chairs

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# GLC Joint Chapter Conference Scavenger

**START:** *The Scavenger Hunt began here...*



## Scavenger Hunt Teams

**Brigatimes**-Chris Cage, John Garvey, Kara Kennedy, Nicole Cicogna and Anne Dusseault.

**The Swabbies**-Pat Blackwell, Tim Taylor, Albert Corbett, Paula Corbett, Jennifer McMillian, Kevin Sheehan

**Landlubbers**-Amy Morris, Phil Haddad, Marcel Lavie, Tony Maichen, Hank Copeland, Meg Ryan

**Blackbeard**-Ginny Kevorkian, Lori Kodie, Lisa Switkes, Vicki Theis, Rick Hurt, Barb Hurt

**The Bilge Rats**-Sandy McMillian, Julie Mills, Kathryn Blackburn, Paul Jorgensen, Paul Gagliardi





## Hunt in Orlando, Florida - February 2006



***FINISH:*** The winning Buccaneer team members chose their prizes. Members were Melissa Brodsky, Dennis Uhler, Anthony Hurt, Gabrielle Krausse, Bonnie Schwartz and Terri Lyons. (Below)



## *Congratulations to this Quarter's Nancy Vanderveer Employee Recognition Award Nominees!*

**The Nancy Vanderveer Employee Recognition program gives you a chance to show how much you really appreciate hard work.**

### **Kim Mayer of Consumer Pulse Inc. (CPI), Birmingham, MI**

Kim is an absolute professional who has catered and serviced many of CPI's top clients. Not only has she mastered the art of juggling multiple clients with multiple projects, she willingly accepted and has been successfully serving CPI's number one client for the past six years. She recognizes the importance of responsive and accurate quotes as well as top customer service and follow through. Combining all of her skills and talents,

she has become a strong, reliable and valued liaison between CPI's market directors and our clients.

We also want to recognize Kim for her consistent accuracy and timeliness on all corporate reporting issues. All requested reports are always on time, if not early, and completed with a fine attention to detail. We are proud to have Kim representing CPI and couldn't be more pleased with the contributions that she has made to CPI's corporate staff.

### **Lisa Chastain of Marketeam Associates St. Louis, MO**

Lisa has been with Marketeam for one year. She always has a smile on her face and works very hard on any project we assign her.

## *Do You Know Someone who Deserves to be Nominated?*

We all love to be recognized for a job well done. In most cases, it's a pat on the back or a nod and a smile from an employer or co-worker. The Nancy Vanderveer Employee Recognition program gives you a chance to show how much you really appreciate the hard work done by employees or co-workers in a much more tangible way.

Imagine the look on their face when the nominated employee opens up the envelope with the recognition certificate and the letter telling them that their efforts are truly appreciated, and that they've been given a \$10 gift card to celebrate their recognition.

Each quarter, one of the nominees will receive a \$50 gift card and all nominees have a chance to be awarded one of the two annual cash prizes of \$100.

Go to the GLC web site to download the nomination form (<http://glcmra.org/nominationform.htm>) or use the one below, and fill it in for that deserving employee.

### ***Employee Recognition Nomination Form***

Company Name

Company Address, City, State, Zip

Submitting GLC Member's Name

Nominee's Name

Nominee's Title/Position

Required: Comments about why submitting member/company is nominating this employee.

Please email the completed form to Joyce Rachelson, Chair, Nancy Vanderveer Employee Recognition to [JoyceR@CfMC.com](mailto:JoyceR@CfMC.com) or if you have any questions about the award, please email or call her at (212) 777-5120.





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## EVENT DATES TO REMEMBER!

### 48TH ANNUAL MRA CONFERENCE

JUNE 14-16, 2006

J.W. MARRIOT

WASHINGTON, DC

GLC MEMBERS ARE INVITED TO ATTEND

### GLC'S ANNUAL BOARD INSTALLATION

RECEPTION AT 8PM, JUNE 14, 2006

CHEF GEOFF'S DOWNTOWN

13TH STREET (BETWEEN E AND F NW )

(OPEN BAR FOR ALL GLC MEMBERS)

### GLC FALL CONFERENCE

FEATURING BRING-A-BUDDY FOR FREE!

SEPTEMBER 28-29, 2006

HYATT REGENCY

CINCINNATI, OHIO

### 2006 MRA FALL CONFERENCE AND

### RESEARCH INDUSTRY FORUM

NOVEMBER 8-10, 2006

SHERATON WILD HORSE PASS

PHOENIX, ARIZONA

### HELP MRA CELEBRATE ITS 50TH ANNIVERSARY!

The National organization of the MRA will be celebrating its 50th anniversary at the June 6th – 8th, 2007 meeting in San Francisco. In anticipation of this event, a committee has been formed to create a presentation of the history of the chapters, including archival information that may exist at the chapter level. A retrospective display will be exhibited at the President's Reception.

Send us noteworthy historical information about the GLC chapter that you may have, including old newsletters, lists of past presidents, chapter milestones or events (such as awards and photos) to help depict the historical development of GLC.

Send Replies to

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**PLEASE REPLY BY  
MAY 15, 2006**

## Member Highlights

### Teresa Young, Chairperson

#### Kadee Fabyan Concentrics Research

Twelve years ago, Kadee left the not-for-profit world to start a new career in marketing research. While managing development and fund-raising activities for her organization, she worked with a division of Walker Information on the annual membership fund drive, and later joined the firm. Two and a half years ago, Kadee moved to Concentrics Research where she is a Senior Project Manager.

As Kadee says, well executed research can be an insightful tool, and she appreciates the unexpected learnings that always come from consumer research. Meeting new career challenges and mentoring others to do the same are among Kadee's business successes. Personally, cultivating strong, supportive, loving relationships with family and friends is very important.

Kadee earned her BS at Ball State University, Muncie, Indiana. She would like to play piano but admits that child-

hood lessons did not work out. Favorite childhood memories include spending time in the kitchen baking with her mother, and going fishing with her father.

People may be surprised to know that Kadee is a trivia whiz. Not so surprising then are her hobbies such as reading murder mystery novels, watching movies, and keeping up with current events and pop culture. Vacations to warm destinations where she can relax on a beach are Kadee's extravagance.



*Kadee Fabyan,  
Concentrics Research*

**New year, new look for *The Big Wheel*!**  
Tell us what you think. See back page.

#### Ziggy Zubric Marketing Endeavors

Combining the strong writing skills acquired during his BA in English Literature from Transylvania University with his knowledge of social research learned while completing his MA in Social Science from the University of Wisconsin-Madison, Ziggy began his marketing research career twelve years ago. He was with Chamberlain Research Consultants and Primen prior to starting his own research company, Reflective Projects.

Five years ago, Ziggy partnered with wife Jessica, both in mar-

riage, and in the start up of Reflective Projects. Both partnerships have thrived and represent Ziggy's biggest personal and business successes. Jessica and Ziggy are the parents of 18 month old Xavier.

"Reflective Project" is how they approach each clients' needs from multiple angles and design a completely unique approach that is perfectly matched to those needs. Their motto is "data isn't information unless you know how to use it", and thus they tell clients the story of their data so that they understand all of its implications and nuances.

Following the growth and success of Reflective Projects 18 months ago, Ziggy and Jessica merged with Marketing Endeavors, a mystery shopping company located across from their office, after realizing their businesses were perfectly complementary. The two have moved into new space, added a focus group room, and have seen both businesses really take off.

## GLC Membership

*Carol Mihal, Director of Membership*

Hello Mate's! Where did 2005 go? It seems that each year goes by faster and faster. This past year has seen a small growth in the GLC Chapter, which is good. As of December 2005, we had 364 members in GLC. Over the past 4-5 months we have been very fortunate to have a number of new members from Canada. It is great to see the representation from our northern friends.

As I had mentioned in the previous edition of *The Big Wheel*, there are opportunities for companies that hold a Company Membership level C-1, C-3 or C-5, to enroll other employees from their company at a nominal fee. With the renewal of our Company Membership this past December, my company enrolled three of our Project Directors into GLC. I can't tell you how excited everyone was about being a part of GLC. When each Project Director signed

the "Code of Marketing Research Standards", I presented each of them with a sailor hat. One comment that resonated was, "when I have the opportunity to attend a seminar or conference, I will feel like a member, and not an outsider". As I mentioned earlier, this is a great way to make some of your employees feel connected to our industry.

I know from time to time people will question "What is in it for me?" when thinking about membership in an organization. I can tell you that GLC/MRA offers every member the opportunity to grow professionally through the wide range of educational programs it offers either at the local or national level. It also offers networking friendships, through valuable connections, both personal and business. The question should be, "Why would I not join?"



*The benefits of membership include networking and participating in educational opportunities, such as the MRA Fall Education Conference held in November 2005 in Las Vegas, Nevada. (Attendees featured here)*



# SMFS

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## Welcome Aboard New GLC Members!

*Carol Mihal, Director of Membership*

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**As of  
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2005, there  
were 364  
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GLC. We have  
been very  
fortunate to  
have a  
number of  
new members  
from Canada.**

**Spring 2006**

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