

CHAPTER MATTERS



MARCH 2006

VOLUME 8, ISSUE 3

A PUBLICATION OF THE GREATER NY CHAPTER OF THE MARKETING RESEARCH ASSOCIATION

PRESIDENT'S

Finding myself in the final part of my tenure as President is quite daunting. There is so much we have accomplished this year and so much we still want to do before June. Thanks to a wonderful Board and great volunteers, we have managed to make our educational and networking events more professional in terms of venues and speakers. A special thanks to Liz Bloom of Schlesinger Associates and Meg Ryan of Marketing Systems Group and their committee for doing such a spectacular job in these two areas.

We were thrilled to have HBO speak at our February 15th event and hope that subsequent speakers will be able to give you, our members, more information about the industry and also help you get qualifying credits towards PRC. In view of the fact that our attendance is always increasing, we have managed to locate several spaces that can accommodate larger groups as well as provide the audio/visual support we need.

SCHOLARSHIP NEWS

We were very pleased to see our Scholarship winner, Miriam Shaffren, at our event at the Union Square Ballroom. It is always warming to see our 'family' grow. We are going to offer the same Scholarship to Baruch College again this year and then explore approaching other schools. We will also be embarking on participating in a campus club at Baruch. We need volunteers to meet with interested students to promote the opportunities they will have in joining our industry. Baruch has been kind enough to offer a stipend for refreshments to make our joint experience a more hospitable one. *Please contact Jacki Spear at jspear@harrisinteractive.com or Brendan Sammon at Brendans@whoisq.com if you are interested in becoming part of our Scholarship Committee or Campus Club initiative.*



Rhoda Brooks
IPC, President
2005-2006 Chapter President

MESSAGE

It is truly a rewarding experience to welcome newcomers into the industry and who knows...you might gain a competent new employee for your company as well!

MRA WILL BE 50!

On another happy note, the national organization of the MRA will be celebrating its 50th anniversary in 2007. Each chapter has been approached to share some of its history. If you are in possession of any interesting photos or memorabilia from your chapter that

you think might be of historical interest in this celebration, please contact me. Amusing or entertaining items will, of course, be accepted as well. All materials will be returned to you after the event in San Francisco in June 2007.

YOUR PARTICIPATION IS NEEDED...

In the next few months we will be approaching you to participate in the members' needs and programming needs assessment survey as well as to vote on our revised by-laws. We hope you will all participate in these two important aspects of our chapter. We need your input to make our services better for you. Outside of volunteering, these are the most important ways in which your feedback will enhance our chapter's progress and improvement.

END-OF-YEAR EVENT

Our end-of-year event on June 6th, at which time we will install the new Board members, will be held at the Union Square Ballroom (which received many plaudits at our last event there). Voting ballots will be mailed to you in April so be certain to vote once you receive your ballot. The results will be announced at our chapter even

As we all know so keenly, your opinion counts! I look forward to seeing you June 6th.

JUNE 6th, 2006
Installation of New Board Members
UNION SQUARE BALLROOM
Downstairs
27 Union Square West
New York, NY
between 15th and 16th Streets -
Entrance to left of 27 Union Square West.
Handicapped entrance is 27 Union Square West
(elevator)
(212) 645-1802
6 p.m. - 9 p.m.
Cocktails and Buffet

EDITOR'S NOTE



Nicole L. Cicogna,
Vice President of Sales,
FGI Research

Welcome to a very "late" issue of the newsletter. It seems that time has escaped me these last few months; I am personally blaming it on the cold weather.

Woodrow Wilson once said, "The ear of the leader must ring with the voices of the people." Our organization has many leaders and those leaders only have power due to the voices of the people.

We elect these leaders and our input should not end with their election. I invite everyone to seek out the MRA Board members and let them know what you think about our meetings, our newsletter, our speakers, etc. It is your input that is essential to ensure that you are getting everything you want and need out of this Greater New York Chapter.

In this issue we announce the candidates up for election to the Board. The nominating committee has done an excellent job of selecting these new MRA leaders. Please join me in congratulating all the nominees.

As always, I look forward to seeing everyone at our next event.

Nicole L. Cicogna
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Holiday Raffle

We would like to thank the following companies for generously donating \$100 or gifts for the holiday raffle – a real favorite!:

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Vice President of Sales
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JOINT CHAPTER CONFERENCE

The Greater NY/Philly Joint Chapter Conference is right around the corner, and we are all very excited at the lineup this year, which proves to be the best ever! We are back, once again, at the beautiful Park Hyatt at the

Bellevue to hear speakers from around the country share their research experiences with us. Ranging from Presidents and CEO's of full service and data collection market research companies, to end-user client consultants for such household names as Snapple and Crayola, these challenging and informative presentation sessions are sure to keep you at the forefront of the current research environment. Want more? How about a panel of field directors at your disposal? You got it! Come listen as we get deep inside the minds of some of the industries most well known field directors from small companies to Honomichl 50 organizations and find out what they really want and need. All this, and almost every session is PRC certified, so you can be sure to add as much as 6+ contact hours toward your certification.

But just because you are going to be challenged while learning useful information does not mean we can't have fun, right? I certainly hope not. The conference always offers fantastic networking opportunities, with our Thursday night cocktail party hosted by e-Rewards, you can be sure that the fun will be flowing (along with plenty of food and drinks)! So save the dates. April 6th and 7th will prove to surely be the best Joint Chapter Conference the MRA has ever seen.

For more information, please contact Lance Hoffman at lhoffman@opinionaccess.com, or Dusten Lorenz at dlorenz@biovid.com. We look forward to seeing you all there.



Greater New York Chapter

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FGI Research*

BOARD MEMBER CANDIDATES FOR 2006- 2007



The Nominating Committee is pleased to announce the selection of candidates for the upcoming election of the 2006-2007 Board of Directors of the Greater New York Chapter of the MRA.

PRESIDENT ELECT (running unopposed)
Scott Sycoff, Innovative Concepts

TREASURER (continuing for 2nd year)
Denise D'Andrea, CfMC

SECRETARY (continuing for 2nd year)
Janet Baldi, RTi-DFD

DIRECTOR-AT-LARGE (continuing for 2nd year)
Lizabeth Bloom, Schlesinger Associates

DIRECTOR-AT-LARGE (continuing for 2nd year)
Meg Ryan, Marketing Systems Group

There are two positions available for
DIRECTOR-AT-LARGE.

The following members have been nominated:

DIRECTOR-AT-LARGE (2 year. Term)

Nicole Cicogna, FGI Research

Hilary Fischer, Ziment

Jon Last, Golf Digest

Dina Paglia, Interviewing Service of America

Ballots will be sent out in April, and the election stays open until May 22, 2005. Ballots received after that date will be disqualified.

Installation of officers will take place at our end of year meeting on June 6th at the Union Square Ballroom. See the first page of this newsletter for details.

Many thanks to this year's Nominating Committee for their work in putting together the slate for this year's elections:

*Ruthann Chesnoff, Taurus Market Research
Joan Maimone, Ipsos Shifrin
Paul Posluszny, Marketing Systems Group
Jacki Spear (Chair), Harris Interactive Service Bureau
Mary Wang, SPSS
Kim White, Eastern Research*

SMOOGLE THAT Google™



Gabe Oshen,
VP Account Services, ISA
New York

We all know about the various drives that can store and feed back data on our computers, C, A, E, etc.; but, did you know there will likely be a new “G” drive on your computer in the very near future? What’s a “G” drive you ask? Well, surprise, surprise, it is the Google online hard drive and it will presumably provide you with an infinite amount of storage space for your data while acting kind of like a virtual home computer. With this “infinite” storage capacity, Google can house all of your user files including e-mails, pictures, bookmarks, web history, etc., and make it accessible to you from anywhere on any device on any platform.

That almost bears repeating, but you get the gist. It is pretty overwhelming. Of course, the first question that comes to mind is, how will Google protect your files from nosy neighbors? Well, apparently Google has figured that one out too. Along with “GDrive” comes something called “Lighthouse,” ostensibly an innovative way to protect your data from unwelcome visitors. But apparently no one outside of Google is yet clear on exactly what Lighthouse is or how it works - it’s still a secret and so, supposedly, is GDrive.

Google the mysterious is not talking about any of this openly yet, (they rarely talk about anything openly), but at Google’s annual analyst conference on March 2nd, Eric Schmidt (Google CEO) reportedly confirmed the existence of GDrive and a few other Google initiatives. A presentation outlining the plan was accidentally posted on Google’s web site and immediately pulled off, but not before some quick moving bloggers got hold of it.

Squirm if you must, but how could you not be awed by the concept, the implications of which could turn your PC into an antique, change the way we access information, the way we communicate and the way we conduct business both privately and from a corporate perspective. It is mind googling to even think about it.

Google bashers are bound to go after this one, but all bashing aside, this company is not living in the present, it is living in the future and as far as they are concerned, there are no limits to what they can achieve.

We might all have reservations about security and privacy, but let’s face it, there isn’t any real privacy on the World Wide Web and security is only as good as the hacker that can penetrate it. Those are the realities and we should come to accept them. There are steps we can all take to surf the web in relative stealth – you can even Smoogle your Google (a way to access Google’s search engines without identifying yourself – go to smoogle.com). But at the end of the day it is about easy access to information, mobility and communications. The best we can hope for is a company with some integrity that really means it when they say they will protect our privacy.

I like Google. And strangely enough, I trust Google. I like their philosophy and I admire their innovative approach to technology. I’d really like some of their stock too! But I have to wonder just how ready the world really is for a company like this. The possibilities seem endless and the power that goes along with their achievements can be unsettling. But then again, not any more unsettling than say, Exxon Mobile or AT&T or Yahoo or Microsoft or any other big company, tech or otherwise. Big corporations are about power and control, Google is no exception. But Google has always stated its goals clearly and up front. It has even written them into their bylaws: “To manage the world’s information” and “to do no evil.” Let’s hope they mean it. In Google’s case, that’s not just a statement of ethics, its good business.

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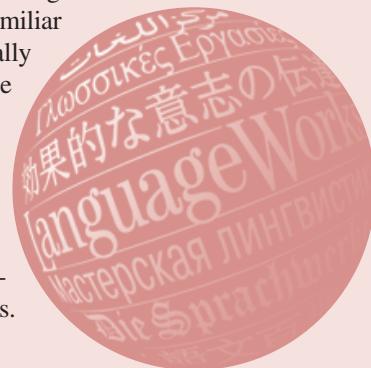


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HBO COMES TO MRA



Lizabeth Bloom
Vice President
Schlesinger Associates New York

The MRA February event was held at the Union Square Ballroom. We were fortunate, once again, to escape the cold and snow that clobbered New York three days earlier. It was a fabulous reprieve from the winter blues. The Ballroom looked beautiful and enchanting, filled with candles. The evening started with delicious Artisan Cheese and Crudités followed by Caesar salad, delicious pastas, grilled vegetables and herbed focaccia breads.

Our HBO guest speakers arrived with bracelets and chocolates for everyone – we knew this was going to be a special evening. Kathy Carroll and Lori Jacobs, both Vice Presidents from HBO, Audience Research Department, shared with us how the people at HBO use research.

Ms. Carroll is in charge of all the primary research for HBO's Original Programming, including Our Series, Original Movies, Documentaries, Sports and Family Programming. Ms. Jacobs is responsible for all quantitative research and analysis, primarily working with Nielsen ratings. Everyone found the presentation informative and fascinating. The speakers concluded the evening with clips from upcoming programs. We had an exclusive peek at upcoming Sopranos – hmmm, if you missed it we're not telling.

Please join us for our end-of-year event on June 6th, at the Union Square Ballroom.



Elise Dunn, BRS Group & Todd Biederman, Advanced Focus (Did I mention that they're getting married?)

"Our Raffle Girls" Deanna Fekety, Q Research, Janet Baldi, RTI-DFD, Meg Ryan, Marketing Systems Group, Liz Bloom, Schlesinger Associates, Inc.

Paul Poslusny, Marketing Systems Group and Mike Lefkowitz, Universal Survey Center

Nicole Cicogna, FGI Research and Alan Lambert, Marketing Systems Group (aka Clark Kent and Lois Lane)

Kara Ledger and Elyse Gammer, MRA National and Howard Gershowitz, MKTG, Inc

Rhoda Brooks, MRA President, IPC welcomes members

Danielle Anthony, Data Development and Jason Miller, Performance Plus are in the Holiday spirit.

WELCOME NEW MEMBERS

The Greater New York Chapter of the MRA would like to welcome the new members listed below who have joined since our last newsletter. We look forward to seeing you at chapter events!

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HOT TOPICS

Consumer Incentives – *What price do we need to pay?*

The concept of respondent incentives for qualitative research is a simple one that we all know too well; we need to offer respondents incentives to ensure that they are in their seats when the discussion begins. There are always two ways to interpret this statement.

- 1) From a client's perspective - it is about how much it will cost them to speak with their target.
- 2) From a recruiter's perspective - it is either a hook or an obstacle.

As a hook: "We would like to invite you to a focus group regarding LCD TVs. The discussion will last approximately 2 hours, and as a thank you for your time and opinions, you will receive \$200. Can we count on you to be there?"

Or as an obstacle: "Come join us, we think you will find the discussion very interesting. It will last only 2 hours and we will offer you \$50 as a thank you for participating."

Well, if you were having a busy day at the office, trying to catch up with work and had to leave by 4:45 PM to be at the focus group on time, which offer would make sure you left work on time?

- These issues arise again and again. At what point...**
- ...are we being responsible to our clients and bidding incentives practically and realistically?
 - ...do we need a higher incentive so recruiting can move more quickly and easily?
 - ...is a high incentive a generous thank you rather than a bribe?

The issue is not only about the incentive, it is about the recruiter. A good recruiter will ensure the respondent is excited about sharing his or her opinions before hanging up the phone during screening. We need to make sure that the respondent is genuinely interested in the topic at hand and looking forward to joining us on the specified date and time. It is the recruiter's

responsibility to locate honest and articulate users of our client's product or service who can express themselves easily in a moderated group discussion. Offering a man who just purchased a new TV an incentive of \$500 to head to midtown for a few hours after work is an easy guarantee that he will show, but will that guarantee that he will be interested in being there? Will he be an avid contributor to the discussion? Will he help our clients gain valuable insights about their target consumer? Or, is he just there for the cash?

In most cases, a high incentive is justified as a necessary means to entice our more elite consumers or professionals to join a group discussion for a few hours. It is equally justified for the working person who will need to leave work for a few hours in the middle of his or her day to attend a focus group. Higher incentives also usually go to our in-home participants who agree to allow 2-3 complete strangers into their home, often with a video camera, to delicately pry into their personal lives and habits (for market research purposes only, of course).

However, while higher incentives often are necessary for certain types of recruits; as an industry, we need to be collectively responsible about what is offered, when, and to whom. By offering a higher incentive, what we are doing is raising our own standard for what consumers will expect from us in terms of monetary reimbursements in the future.

The opposite is true as well; lower incentives are often necessary as a way to keep costs within budget and expectations realistic. But, while it is easy to convince beer drinkers to agree to come and talk about beer for a few hours for the price of a night on the town, add just a little more to the offer, and we convince them not just to agree to attend, but to actually show.



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Chapter Matters is a quarterly newsletter publication of the Greater NY Chapter of the Marketing Research Association.

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Anyone who would like to contribute to *Chapter Matters* is encouraged to contact Nicole Cicogna, Editor, at 203.521.8324.

The opinions expressed in *Chapter Matters* are the views and opinions of the writers, and not necessarily supported by the Greater NY Chapter of the MRA.

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Joint Chapter (NY-Phila.) Spring
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June 6, 2006

Year-End Celebration/Installation
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