



# The Median

MID-ATLANTIC CHAPTER

AUTUMN 2006

## MARK YOUR CALENDAR!

MRA  
Mid-Atlantic  
Chapter's  
Annual Holiday  
Party

First Week of  
December

Location TBD

Stay tuned for  
more details!

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## Get to the Heart of Political Research

**Uncover how to turn upcoming elections into a don't-miss opportunity.**

With our nation becoming increasingly more polarized on political issues, and the massive importance being placed on upcoming elections, market researchers are getting more involved in political research.

Our September Event: **Political Research and the Process of Polling the Nation**, is your chance to learn more about political research and polling methodologies, and how to expand your market research techniques. It's a business opportunity you don't want to miss, held at one of the nation's most prestigious landmarks.

Join us at the esteemed National Press Club to hear about political research and campaign strategy from field experts:

**Allan Rivlin, SVP, Peter Hart Research**, is a research expert on consumer, voter and elite public opinion. He's consulted on campaigns of US senators and congressional leaders, labor unions, corporations, public interest organizations and the media.

**Will Feltus**, Research Counsel, *National Media*, brings 25 years' experience in polling and communications. His many achievements include handling the largest on-line focus group to ever measure moment-to-moment reaction to presidential debates.

**Dr. Gerry R. Patnode, Jr.**, Public Affairs Research Consultant, *Baltimore Research*, has handled polling, voter opinion, issue analysis, candidate positioning and campaign management for both major parties. He's also been a political pollster and on-air analyst.

Wednesday, September 27, 2006  
6pm—9pm • **Dinner Included**

National Press Club: 529 14th St, NW, Washington DC, 20045  
*The National Press Club has been a part of Washington life for more than 90 years. Its members have included all of the Presidents of the United States since Theodore Roosevelt.*  
Metro: 2 blocks from Metro Center. Driving: Directions at [www.npc.press.org](http://www.npc.press.org)

\$55 per person member or non-member • \$45 for three or more from the same company

Seats are limited! To RSVP, call Sharon or Ann at 301-590-1160.

**This program counts as one PRC Contact Hour credit in Research Knowledge or Business Development**

## Letter from the President



Welcome! We hope everyone had a great summer and are looking forward to an eventful fall. From the unveiling of a brand-new chapter Web site (new look coming soon!) and a New Member Meet-and-Great (stay tuned for details!), your Board's been working hard to develop and implement the

events, programs and resources that make Mid-Atlantic great.

We do hope everyone had fun at the recent National event in Washington, DC—turnout from our chapter was outstanding. Let's plan to duplicate our showing at the next National event in Arizona.

We also hope to see you at this year's Holiday Party. Last year's

was voted 'The Best,' but please don't ask for validation. This is completely unsupported data.

And don't forget! Submit your application to be grandfathered into the PRC. It's just one more way to become the best researcher you can be.

Best,  
Adam Weinstein,  
Authentic Response



COUNTDOWN  
TO THE 50th  
ANNIVERSARY  
CELEBRATORY  
CONFERENCE  
IN SAN  
FRANCISCO:

8

MONTHS

## Area Spotlight: WB&A Market Research

Turn to Area Spotlight for insights, tips and observations from fellow members. Want to be in an upcoming issue? Contact Adam Weinstein, 301-762-1972. Our sincere thanks to WB&A for their participation, and Donna Byrne for her reporting.

Since 1987, WB&A has been serving their clients throughout the research process: from questionnaire design and data collection to analysis and reporting. "We've grown from a sole proprietorship to more than 25 full-time professionals, and our clients include some of the most well-known and successful organizations in their field," shares Steve Markenson, WB&A President.

Yet, while WB&A has in-house capabilities for all aspects of the research process, and has also recently opened a second office in Ithaca for collecting telephone data, its tried-and-true principles can help any company reach higher success.

Look for current Job Bank opportunities to run in future newsletter issues. If you have an interest now, contact Jeff Adler at [JAdler@CentracDC.com](mailto:JAdler@CentracDC.com).

### Build a Better Resume Fast: Grandfather into the PRC

The grandfathering deadline into the Professional Researchers Certification (PRC) expires February 28, 2007. Don't miss this important chance to add a highly respected credential to your business card. And thanks to the grandfathering procedure, it's easy to do. Log onto [www.mra-net.org](http://www.mra-net.org) or speak with any Board member for more information.

**Take advantage of your roots.** When Dawne Widener-Burrows founded WB&A, she kept the company in Annapolis, close to home. "When I took over nine years ago, I made a conscious effort to keep the company where its roots were," Markenson says. "We have many people who have been with us for more than ten years. That's what makes WB&A great." Plus, keeping the company in Maryland made good business sense, as many long-time clients are located between Baltimore and DC.

**Make accuracy a main focus.** While good value and client service are top priorities, accurate results should be Number One. Most of WB&A's business is repeat business, because their clients find value and confidence in the high quality of their work.

**Never underestimate the power of grassroots efforts.** As a corporate sponsor of the Baltimore and DC chapters of the AMA, WB&A gets its name in front of prospective clients and industry

colleagues. As some of the first to be certified as part of the Professional Researcher Certification (PRC), the company also exhibits a commitment to delivering the most professional product available.

**Break into the business with logic, skills and humility.** College graduates should pursue internships and other activities that offer experiences relevant to their chosen careers. Logic and skills are important, but market research is a hands-on experience, requiring an open mind—and enough humility to know one has a lot to learn.

**Embrace new technologies.** "Many 'experts' predicted 10 years ago that we would not be doing telephone or mail surveys today," Markenson says. "Instead, the internet and other new technologies are giving us more tools to use to collect, analyze and present data, in conjunction with traditional techniques. The result is a sampling frame that is more representative of the population that we are serving."

### Philadelphia Chapter Event

#### A WD-40 Product Case Study: Put a Little Elbow Grease into It!

Hear Arnold Spector, *Principal, Spector Innovations*, reveal how one of the country's most recognized brand names keeps their customers involved in new product development.

**November 1, 2006**

**6pm—9pm**

**Hilton, Bala Cynwyd, PA**

**Cost: \$45**

Parking: Valet (not included) or free, across the street at the GSB building  
Register before Oct. 27th to Becky Harrison,  
*Focus Forward*, 610-279-8900, ext. 231 or  
[Becky@focusfwd.com](mailto:Becky@focusfwd.com)

**PRC 1.5 Contact Hours in  
Product Development or Research Process**

# National MRA Conference: A Huge Success

It was summer in DC and the Annual National MRA Conference was sizzling. Thank you to everyone who joined in for the networking, educational and social events—you did Mid-Atlantic Chapter proud. A special thanks to Ann Weinstein, Area Wide Market Research, for organizing our 'night on the town'—dinner at Les Halles was superb and the International Spy Museum was a real treat.



**MRA-ers  
enjoy dinner  
and intrigue at  
two of DC's  
most visited  
landmarks.**



**The conference may have ended, but the fun  
was going strong. Members got their spirit  
on at the Nats-Yankees game Friday night.**

## Let's Do It All Again!

**2006 Fall Conference and Research Industry Forum  
November 8 - 10, 2006 at the Sheraton Wild Horse Pass in Phoenix, AZ**

MRA conferences have continually surpassed standards. To miss out on this event is to miss out on a world of opportunities. Imagine a meeting set against a gorgeous backdrop with hundreds of clients and colleagues, all there to learn, network and grow your business. Register now! Visit [www.mra-net.org](http://www.mra-net.org) today.





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## New Board Hits One Out of the Park



Great weather, great BBQ and great seats added up to a great night for the New Board Installation last month. When you see these newly installed members, be sure to say 'congrats': **President:** Adam Weinstein, *Authentic Response*; **President Elect:** Donna Byrne, *Baltimore Research*; **Secretary:** Kelly Carter, *Observation Baltimore*; **Treasurer:** John Bradley, **Director:** Ann Weinstein, *Area Wide Market Research*; **Director:** Geoff Piker, *Pepco*; **Director:** Carolyn Chyzus, *Social Security Administration*; and **Past President:** David Ashley, *Dept. of Homeland Security Bureau of Customs and Border Protection*.



## Introducing Our Newest Members

A hearty welcome to: Chrissy Eisert, *Turner Broadcasting Systems, Inc.*; Arthur Evans, *Turner Broadcasting Systems, Inc.*; Anita Genova, *InterMedia Survey Institute*; Nick Harmsen, *Tobii Technology, Inc.*; Stephen Hegarty, *InterMedia Survey Institute*; Anna Islinger, *Transperfect Translations*; Lisa Joseph, *On-Line Communications*; Ann M. Knefel, *Market Connections, Inc.*; Kate Koesler, *The Mellman Group*; Brian Koma, *WebSurveyor Corporation*; Tom Lueker, *WebSurveyor Corporation*; Peggy Moulton-Abbott, *Denise P. O'Reilly, InterMedia Global Research*; Kristie Rupper, *Discovery Research Group*; Rod Sallay, *US Postal Service*; Sandy Tomak, *OBSERVATION Baltimore*; Nico Vroom, *Tobii Technology, Inc.*; Joan Wirth, *Clearview Market Strategies*; Mark Wolff, *Global Research Resources*; and Yacy Zand, *The Mellman Group*.