



MRA Bait Box **July 2005**

Don't Miss Our July 21 Event!

Do you belong to any frequent flyer programs? How about frequent buyer programs? Both of those are great ideas. But, are we really sure we want frequent survey taker programs? In a sense, that is what a panel can become. Some clients have this image of a huge domed stadium where panel members sit in cushioned seats and wait for surveys to pop-up on their computers. Of course, these people have all of the characteristics that our diverse mix of clients want. They **all**:

- Are employed (except for the ones who are retired and do surveys about RV's and time shares).
- Have high incomes (except for those who have low incomes and shop at the client's discount stores).
- Have advanced degrees (except for those who didn't attend college and are the focus of your client, who wants to know if the owners' manual for the nuclear reactor they are marketing for home usage is understandable to the "average" customer).
- Provide a perfect cross-section of the US population in terms of race/ethnicity (except that your fast food client wants to target minorities and, of course, you have "extra" of those).

Shauna Fuglestad, Senior Consumer Insights Associate at General Mills, and Jackie Lorch, Project Manager for SSI's e-Sampling product, will discuss the reality of frequent survey takers and what they mean to all of us in marketing research. Their experience will tell us where we can relax and where we need to be cautious.

It's not too late to sign up for this July 21 breakfast meeting at the Doubletree Hotel. Just let Jeffrey Cook know you plan to attend, as well as the number of people who'll be attending with you. Fees are \$40 for MRA members and \$50 for guests. Simply send an email to info@mnmma.org. And remember, you can now pay via Pay Pal.

Pay Pal: You can now use a credit card to pay for events by using PayPal on the Internet. Having a PayPal account makes it easy and convenient to use a credit card to pay for our chapter events. Simply login to your PayPal account and send your payment to this email address → treasurer@mnmma.org - it's that easy! If there are any questions about using PayPal, please contact our chapter treasurer Jeffrey Cook at (952) 920-6251.

MN/Upper Midwest Chapter 2005 Fall Conference:

Seeing the Forest AND the Trees – Building Business...Growing Skills

Plans for the Chapter's Fall Conference are well underway. Set aside the date now and join us at the Blaisdell Manor in Minneapolis on Thursday, September 22. Check out the attached flyer to see what you can look forward to. Watch your mailboxes and email for more registration and event information coming your way.

The Chapter's First Annual Tournament of Researchers

For the past few years, National MRA has held a Tournament of Researchers at its National Fall Education and Research Industry Forum. The Tournament is an entertaining opportunity to challenge your self in a fun face off against other research professionals on marketing research facts and trivia. Each MRA Chapter is represented by one contestant. To get in the spirit of the November National Tournament, our Chapter will hold its own Tournament of Researchers during our Fall Conference in Minneapolis on September 22. In addition to earning the prestige of being our Chapter's "Champ," the Board will subsidize our champion's way to New Orleans in November where the winner will have the honor of representing their MN/Upper Midwest colleagues in the National Tournament of Researchers.

So start flexing your research muscles, gather up your company cheering section, and let Allan Floyd know you can't wait to be a contestant in our Chapter's First Annual Tournament of Researchers. Allan can be reached at 612-724-8935 or afmrmps@aol.com.



Join the MN/Upper Midwest Chapter for its 2005 Fall Conference!



Seeing the Forest AND the Trees Building Business...Growing Skills

September 22, 2005

Blaisdell Manor • Minneapolis, Minnesota

There's an old saying about "not seeing the forest for the trees." We certainly see a lot of trees in our hectic work lives, where it is far too easy to get bogged down in project details, writing surveys or moderator guides, filling quotas, meeting report deadlines—bouncing from one tree to another and going through countless boxes of bandages patching up the resulting scrapes and contusions. Unfortunately, we sometimes don't realize just how much we've been ignoring the forest until our clients ask us plaintively during a report presentation, "But what does it all **mean**?"

The MN/Upper Midwest Chapter of the MRA has put together an exciting list of speakers who will help us fine tune our research skills and provide us with some answers. Don't miss the opportunity to join us and learn:

- How is customer satisfaction research integrated into management tools to positively influence brand performance?
- What's the latest on cell phone and spyware legislation?
- What's on ISO's horizons for standards in marketing research?
- How do you develop a successful client/provider relationship in conducting research?
- How can marketing researchers uncover the human and emotional aspects of a brand and contribute to successful brand positioning?
- What's going on in the Midwest economy? How does it impact marketing research?
- How do you determine the appropriate multi-variant technique?
- How do you create an effective discussion guide?
- How do you write a powerful executive summary?

Full Conference includes Wednesday Networking Reception, Thursday Breakfast and Lunch, Keynote and Educational sessions, Professional Researchers Certification Information session, and the Chapter's First Annual Tournament of Researchers.

Watch your mailbox and email for more information coming your way!!

	MRA Member Rate	Guest Rate
Early Bird Registration (On or Before 8/22)	\$120	\$150
Additional Attendees From Same Company (On or Before 8/22)	\$110	\$140
Registration After 8/22	\$160	\$190
Additional Attendees From Same Company After 8/22	\$160	\$190
Networking Reception Only	\$35	\$45

