



PHILADELPHIA CHAPTER
Marketing Research Association

Our mission is to educate opinion & marketing researchers by offering opportunities to share and develop their research and business skills as well as promote the growth and reputation of the marketing research profession.

February 2006 Newsletter

Michael Skinner- Editor and Dusten Lorenz- Asst Editor
Email: miskinner@reckner.com

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Dear Members and Friends

I am happy to say that we are half way through our 2005 – 2006 programs!!

As those of you know that were in attendance, we co-hosted a fabulous Multicultural Panel with the Philadelphia Chapter of the AMA in January!! The success of the program can be attributed to all of the hard work of *Cara Woodland, VP of the Philadelphia Chapter of the MRA and Erin Dunkel, Program Chair for the Philadelphia Chapter of the AMA* as well as their committee members. Congrats on a job well done!! I'd also like to thank our panelists; *David W. Brown, President, Brown Partners Multicultural Marketing, Mia Mendoza, Owner, the Mendoza Group, Kean Spencer, CEO, Eastern Research and MaryAnne Eshelman, PhD, Principal, Hamlyn Senior Research & Marketing* for taking time out of their busy schedules to speak to our 60 attendees. Rave reviews were received across the board.

Please check out *Fee Sepahi's, CETRA, Inc.* review of the Multicultural Panel on page 3

Our Joint Conference with the Greater NY Chapter of the MRA is just around the corner. We have a fabulous program lined up for all of you again this year. Our speakers will be as follows: *Merrill Dubrow, President and CEO of M/A/R/C Research, Christopher Joyce, Binney & Smith Inc. (Crayola), Ken Gilbert, owner of Razor Focus, Gregg Kennedy, Vice President of Marketing Systems Group, Pat Galloway, Galloway, Nick Boyon, Ipsos,*



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Marketing Research Association

**2005-2006 Philadelphia
Chapter MRA Board Members**

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Kimberly White
Eastern Research Services
(610) 543-0575 ext 357
Kimberly@easternresearch.com

PRESIDENT-ELECT

Bette Anne Champion
GSK Strategic Marketing Corp.
(610) 667-1649
bchampion@nopworld.com

VICE PRESIDENT

Cara Woodland
Psyma International
cara.woodland@psyma-usa.com

SECRETARY

Amber Leila Jones
Schlesinger Associates
(215) 564-7300
amber@schlesingerAssociates.com

TREASURER

Dusten Lorenz
Biovid Market Research
(609) 750-1400 ext 307
dlorenz@biovid.com

DIRECTOR

Marcie Berenson
Miller Transportation Group
(610) 667-1649
mberenson@millertransgroup.com

DIRECTOR

Lynn Gutstein
Cheskin
(610) 279-0288
lgutstein@cheskin.com

DIRECTOR

Merle Holman
Group Dynamics in Focus
(610) 668-8535
mholman@groupdynamics.com

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If you'd like take advantage of our early bird rate by registering by March 3rd, please fill out the registration form included within this newsletter or go to <http://www.philadelphiarmra.org/events.html>.

Our registration chair for the 2006 – Back to the Basics Conference is Terry Salat of Research by Design. If you have any questions, please do not hesitate to contact her via phone at 215-489-9200 or via email at tsalat@researchbydesign.com. To qualify for the early bird rate, the registration form and payment must be received/ postmarked by March 3rd.

As I mentioned in our last newsletter, if you are interested in being a sponsor please contact Mark McHugh at 646-536-8500 or via email at mmchugh@spps.com. If you'd like to be a volunteer at this event please contact either of our co-chairs Dusten Lorenz at 609-750-1400 ext 307 or via email at dlorenz@biovid.com or Lance Hoffman at 718-729-2622 ext 157 or via email at lhoffman@opinionaccess.com.

Finally **SAVE THE DATE**; our Officer Installation/ End of Year Cocktail Party will be on June 22nd. Please keep your eyes open for more details in our coming newsletters.

Sincerely,

The 2005 – 2006 Board of Directors
Philadelphia Chapter of the MRA



PHILADELPHIA CHAPTER
Marketing Research Association

DIRECTOR

Terry Salat
Research by Design
(267) 890-2916
tsalat@researchbydesign.com

**DIRECTOR/NEWSLETTER
EDITOR**

Michael Skinner
J. Reckner Associates
(215) 981-0120
msskinner@reckner.com

DIRECTOR

Kelly Williams
Focus Point
(215) 561-5500 ext.4008
kwilliams@focuspointe.net

**2005-2006 Philadelphia
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Members**

Scholarship Liaison

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**The Philadelphia
Chapter of the Market
Research
New website is:**

www.philadelphiarmra.com

Today's Marketing to Tomorrow's Demographics

By Fee Sepahi

Business Development Manager, CETRA, Inc.

The Philadelphia American Marketing Association (PAMA) and the Philadelphia MRA Chapter held a meeting on Jan. 11th, 2006 at the Doubletree Hotel in Philadelphia. At the meeting, four accomplished panelists discussed different marketing research methodologies and the importance of interviewing in the language of choice, focusing on senior, African-American, and Hispanic marketing. The four panelists were:

- David W. Brown, President, Brown Partners Multicultural Marketing
- Mia Mendoza, Owner, The Mendoza Group
- Kean Spencer, CEO, Eastern Research
- MaryAnne Eshelman, PhD, Principal, Hamlyn Senior Research & Marketing

I attended the PAMA/MRA Chapter meeting in my capacity as a business development manager of CETRA, Inc., a translation company serving the language needs of marketing research firms. Being a relative newcomer to this industry and this being my introduction to the Philadelphia chapter, I was quite inspired as I met a number of friendly chapter members, including the panelists. The subject of their discussion was marketing to the elderly and to ethnically diverse communities.

The meeting opened with a poignant video showing diverse communities of Hispanics being interviewed, with surprising revelations into the lack of focus and attention to their communities. The panelists discussed the video and shed further light on the lack of marketing and attention to the Hispanic consumer market. They brought forth a great deal of knowledge, statistics and information on marketing in the new age to sectors and communities of different cultural backgrounds. They made points about both marketing directly to the communities and mining for new sample pools to avoid the bias created from interviewing the same resources in the same areas with similar incentives (monetary or otherwise). They also gave insights into marketing to African-American communities and addressed issues of trust and relatedness to the community. One of their main points was the importance of marketing to a culturally diverse group in the new age.

Mark your Calendar!



PHILADELPHIA CHAPTER
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PMRG Spring Conference

March 5th -7th, 2006
Las Vegas, NV

MRA – Atlanta/SE & Mid-Atlantic Chapters Conference

March 16th -17th, 2006
Charleston, SC
For more information contact Janet Savoie at (615) 383-2502

Greater NY and Philadelphia Chapters of MRA Spring Conference

"Back to the Basics"

April 6th -7th, 2006
Park Hyatt, Philadelphia, PA
More information on pages 8-9

MRA National Conference

June 14th -16th, 2006
JW Marriott, Washington D.C.

Philadelphia Chapter MRA Officer Installation/End of Year Cocktail Party

June 22nd, 2006
Manayunk Brew Pub
6:00 PM – 9:00PM.

AMA Annual Research Conference

September 10th -13th, 2006
Chicago, IL

The panelists pointed out that marketing to populations in the cultural arena needed to be more focused on income levels and on status, rather than on external/physical attributes, such as race and gender.

Regarding marketing to the elderly, the discussion revolved around concepts of product development and cultural norms. A major issue is product development and marketing without direct feedback from the end user, resulting in the failure of the product. The issue of technology use among seniors was discussed, highlighting the lack of marketing information and feedback due to the technology gap and the dearth of non-technical means of access to the majority of seniors. Statistics were also introduced about the lifestyle of the elderly and the bias that is apparent in housing for the elderly. There seems to be a lack of adequate retirement housing for the non-Caucasian sector, and most other cultures tend to care for their own, given their tight-knit communities and cultural mindsets.

A great dialogue followed about the prevalence of Spanish marketing strategies and the differentiation between marketing to the different sub-groups abroad versus mass marketing to the larger Hispanic community. In addition, the panelists offered fascinating statistics about the lack of acknowledgement on the part of both bureaucrats and the general public regarding the growing Hispanic population. A case in point is the minority population in California; Hispanics are fast displacing Caucasians to become the majority. It was enlightening to hear that we need to bring this awareness to marketing to baby boomer generation has waned in its ability to influence buying habits. The Hispanic communities are a force to be recognized and acknowledged and it would be a mistake for marketers to miss this opportunity.

As I already pointed out, I was delighted to be a part of this forum which helped me understand the need for alignment with the statistics presented, as well as outreach programs to a variety of communities. I was very impressed with the quality of the presentation and look forward to attending another Chapter event soon.



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A CONVERSATION WITH THE "KING"

An Interview with Tim Antoniewicz

By Bette Anne Champion

Membership

If you are currently not a member of the Philadelphia MRA and would like to become a member, please contact:

Marcie Berenson
Miller Transportation Group
(609) 261-7809
mberenson@millertransgroup.com

The Board of Directors
Welcome the following new members to our chapter!!!!

- **Dave Rothenberg**
- MDLinx Inc.
- **Susan K. Meel**
- **Karen Ellis**
- MMS Education
- **Stephen MacZinko**
- Think Virtual Fieldwork
- **Heather Bosley**
- Transperfect
Translations
- **Wendi Szlachta**
- **Amy Torcoletti**
- **Maureen Ginley**
- **JoAnn Herron**
- TVG Inc.
- **Thomas Lutz**
- Intelligent Horizons

Last November, at the fall MRA Research Industry Forum, I had the distinct pleasure of witnessing one of the most satisfying, rewarding and soul saving experiences of my life. As members of the Philadelphia chapter sat with bated breath, our Chapter representative to the "Tournament of Champions" (nice touch that that event was named for me) squashed and annihilated the opposition to be crowned " King of Research". The crown, wrenched from the inconsolable head of Steve Larson now belongs to the city of Brotherly Love. The search for a worthy representative was not easy. It took untold hours of interviewing hundreds of hopefuls, administering grueling IQ and academic tests and finally a photo shoot and screen test for audience appeal, looks and personality. I can say with certainty, that the final selection of our representative was well worth the effort.

After touring the East coast and appearing at a number of ribbon cutting events, his Royal Highness, Tim Antoniewicz of MSG has graciously agreed to be interviewed about his rise to fame.

Reporter: "Tim, now that you have had some time to let the auspiciousness of this honor sink in, how if at all, has this winning the title changed your life?"

Tim:" Even thought the weight of the responsibility has been great (that scepter is really heavy), I am still the same Tim you all know and love"

Reporter: "Other than Lance Hoffman moaning about being late for tee time and Steve Larson mentioning something about some little conference his chapter was planning, what were your biggest challenges during the tournament? How did you keep your razor sharp focus?"

Tim:" There were constant distractions – Jackie from Luth having to pee, Ted Watson telling bad jokes – but I just kept my eyes on the prize. Also the encouragement of the Philadelphia chapter members supporting me from a nearby table kept me focused. Our goal was to bring the Crown to Philadelphia and as I gazed into their hopeful eyes, I knew I could not let them down."



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Volunteers Welcome!

Contact any of our board members if you would like to get involved in 2005 - 2006!

See pages 2 & 3 of this newsletter for all of our contact information.

Advertise Here!

Gain the right exposure...
Advertise here AND be seen by 150 professionals in the region!!

Members:

\$35 for 1/10 of a page
\$50 for a ½ page
\$75 for a full page
\$2 for classifieds

Non-Members:

\$70 for 1/10 of a page
\$100 for a ½ page
\$150 for a full page
\$4 for classifieds

Ads will be accepted on a first come basis.

For further information please contact Dusten Lorenz @ (609) 750-1400 ext 307

Call for Articles

We would like to invite you to share with us any interesting articles you have written or read for our future newsletters please contact:

Michael Skinner
J. Reckner Associates
miskinner@reckner.com
Phone 215-981-0120



Tim Antoniewicz showing all he is indeed the new King

Reporter: *"What were some of the things you did to prepare for the tournament and what is your training schedule to prepare to defend your Crown in 2006?"*

Tim: *"In the months before the event, I read several market research textbooks, articles and white papers. I interviewed industry leaders and looked to my mentor, Dale Kulp for insight and advice. However I think the most beneficial aspect of my preparations were the 200 push-ups I did every day. As far as preparation for next year, I'll cut back to 100 push-ups since I am the King."*

Reporter *"What advice would you give to all the little people who now look up to you as a role model?"*

Tim: *"I offer this quote, which is near and dear to my heart, 'There is as much risk in doing nothing as there is in doing something'. So just get out there and do something."*



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The Professional Researcher Certification Program

The Professional Researcher Certification Program (PRC) is designed to recognize the unique qualifications and expertise of marketing and opinion research professionals. It was developed in part as a result of increased legislative regulations and marketplace pressures. The goal of PRC is to encourage high standards within the profession in order to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage professional development.

PRC is open to all marketing and opinion researchers. It encompasses all segments of the profession - from End User to Interviewer. Grandfathering into PRC is available via application from February 28, 2005 to February 28, 2007. To learn more about the grandfathering process, click here! <http://www.mra-net.org/certification/index.cfm>

The 2005 – 2006 Board of Directors acknowledge the following as certified members of Philadelphia PRC:

- Phillip Kening
- Joyce Rachelson
- Harriet Beegle
- Terry Salat
- Carla Lindemann
- Amber Leila Jones
- Ronald Bond

Reporter: *"Finally, because I know how busy you are with other requests from the press, could you summarize your rise to fame and power for those of us who have no shot at achieving this level of greatness?"*

Tim: "Well Bette Ann, as you know, I was born in a log cabin in the woods, we had no money, no schooling and no place to collect data. I knew there was a bigger and better world out there. I fought my way through the masses by teaching my self to read. The only book I had was found when I was out looking for road-kill for dinner, apparently thrown from a car leaving the big city...the book was "The Joy of Market Research." And as they say, the rest is history. That book and inspiration from my role model, Dale Kulp, President of M-S-G made it possible to achieve this level of fame and honor."

Reporter: *"Tim, do you have any final comments for our loyal readers?"*

Tim: "Yes, just that IT'S GOOD TO BE THE KING" and that I will be holding court and signing autographs during the Philadelphia/New York Conference on April 6-7th in Philadelphia."



The Greater New York and Philadelphia Chapters of the MRA invites you to their 8th Annual Spring Conference...

BACK TO BASICS

The Foundations of Domestic and Global Market Research.

Thursday-Friday, April 6th & 7th, 2006

Park Hyatt Philadelphia • Philadelphia, PA

Speakers include:

- Merrill Dubrow, President and CEO of M/A/R/C Research, "Leadership"
- Christopher Joyce, Binney & Smith Inc. (Crayola), "Avoiding Major Market Research Pitfalls and Growing Your Business"
- Ken Gilbert, owner of Razor Focus, "All Natural Marketing – A Snapple Back to basics success story"
- Gregg Kennedy, Vice President of Marketing Systems Group, "Practical Sampling Issues"
- Pat Galloway, Galloway, "Basics of Training and Motivating Market Research Employees"
- Nick Boyon, Ipsos, "Basics for International Research"
- Siobhan Murphy, Quest Coaching, "Motivational Speaking"
- Field Director Panel: Lynda Manning/DDW, Beth Carey/IMA, Carol Hyden/CNR, Gay Hudson/Newman Stein, Hilary Fischer/Ziment, Mark Herring/Mark Herring Associates

MARK YOUR CALENDARS & JOIN US!

For further information on this event, please contact:

Dusten N. Lorenz, Biovid Corporation, 609-750-1400 X307, dlorenz@biovid.com

Lance Hoffman, Opinion Access Corp., 718.729.2622 x.157,

lhoffman@opinionaccess.com



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Greater New York Chapter

Thursday-Friday, April 6th & 7th, 2006 • Park Hyatt Philadelphia @ The Bellevue • Philadelphia, PA

	Members	Non-Members
EARLY REGISTRATION FEE: (March 3rd, 2006 Cutoff)	\$295	\$335
REGISTRATION FEE: (April 5th, 2006 Cutoff)	\$335	\$375
ON-SITE REGISTRATION FEE:	\$385	\$425

Hotel reservations: Contact the Park Hyatt at 800-233-1234 before **March 15th, 2006** for the conference rate of \$189. Mention the MRA conference when making reservations.



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