

WINTER 2007



The California Sun

**2006-2007
Board of Directors**

FROM THE PRESIDENTS CORNER

One of the key goals of our Board in 2006 was to give back to our Chapter by subsidizing events that would benefit all members. From this standpoint, 2006 was a very good year for the Southern California Chapter. We gained many new members, held several successful events and worked to bring more educational opportunities to the local membership. As a result of these efforts, our Chapter was honored at the MRA National Fall Conference for having the best educational offering of any chapter in 2006 – an honor we hope to repeat in 2007.

Our 2006 Holiday Party was an event unmatched in our Chapter's history. With 170 attendees, this was our largest function to date. It was a pleasure to come together to honor some of our industry's finest individuals. In addition, this event attracted many first-time attendees, as well as members who had not attended a local function in years.

Many people contributed to these events in 2006 – both Board members and non-Board members. Without question, the backbone of our organization continues to be its volunteers. I would like to take this opportunity to thank the Board once again for their tireless efforts. I also want to encourage any members who have an interest in getting more involved with MRA to volunteer with the Southern California Chapter. This can be a one-time commitment, or even a Board position. The experience is extremely rewarding both personally and professionally.

For 2007, I look forward to meeting many more of you at upcoming events, including our General Membership Meeting on January 30th where we will review the current state of the Chapter, as well as hold a PRC-approved privacy panel. We hope many of you will join us as we discuss plans for 2007 events and education opportunities.

Other upcoming events include the joint chapter Las Vegas Conference in late March and the MRA 50th Anniversary Conference in San Francisco in early June. And, of course, our annual Education Day in July. All of these represent great opportunities for networking and ongoing education.

Finally, I would like to extend a heartfelt 'thank you' to all the Southern California Chapter members for your support and participation in 2006.

Best wishes for a safe and prosperous year in 2007.

Lynn Stalone
President
Southern California Chapter MRA

President
Lynn Stalone
IHR Research Group
14772 Plaza Dr., Suite 201
Tustin, CA 92780
(714) 368-1885
(714) 368-1888 (fax)
lynn.stalone@ihr-research.com

President Elect
Tony Blass
Field Dynamics
16055 Ventura Blvd., Suite 900
Encino, CA 91436
(818) 783-2502 x 23
(818) 905-3216 (fax)
tony@fielddynamics.com

Secretary
Ben Sheck
Taylor Research
1545 Hotel Cir., S., Ste. 350
San Diego, CA 92108
(619) 299-6368 X 119
(619) 299-6370 (fax)
ben@taylorresearch.com

Treasurer
Susan Perl
Accent On Research
21021 Devonshire St., Ste. 202
Chatsworth, CA 91311
(818) 882-8351
(818) 882-8957 (fax)
Accentonresearch@cs.com

Immediate Past President
Ginger Blazier
Directions In Research
7676 Hazard Center Dr.,
Suite 1300
San Diego, CA 92108
(619) 299-5883
(619) 299-5888 (fax)
gblazier@diresearch.com



New Members as of December 2006! We welcome and look forward to your participation and support.

Geri Daly- Nielsen NRG
Shirley Marion Harding

Evonne Marie Guinn- A Point of View Research Services
Tim Harding- eworks (Entertainment Works)

Education:



American Marketing Association Endorses MRA's Professional Research Certification's (PRC) Program

The American Marketing Association (AMA) has officially endorsed MRA's Professional Research Certification (PRC) program. AMA joins the ARF (Advertising Research Foundation), CMOR (Council of Marketing and Opinion Research), IMRO (Interactive Marketing Research Organization), MRII (Marketing Research Institute International) and the Burke Institute, as endorsers of this groundbreaking program. The announcement was officially made at AMA's Annual Marketing Research Conference in Chicago.

"AMA's participation in PRC is a great asset to certified individuals, as it will greatly enhance the educational offerings that will be pre-vetted for PRC credits," said MRA Executive Director Larry Brownell. "It also shows support for one of those most crucial issues facing the profession; that of benchmarking qualified individuals."

As endorsers of the program, AMA's education programs will carry PRC credits, will utilize the official PRC logo and the two Associations will cross promote each other's educational offerings through the Certification program.

"We at AMA's Marketing Research Council support the PRC program because we believe Certification is very beneficial for the industry, said Patrick Crane, of Kodak and a member of the AMA Market Research Council. "We also saw a great opportunity to offer contact hours and CEU's through our education program, which would help increase awareness and exposure of the Certification program."

The recent endorsement of AMA, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing, shows how the PRC is a program embraced by diverse segments of the industry.

"We were also impressed with the amount of thought and work that has gone into this program in terms of the requirements, the levels, etc and also that it included, not just suppliers, but the client-side as well," said Crane.

PRC was developed as a powerful professional tool for researchers of all levels of work experience and education. One of the goals of the program is to encourage high standards within the opinion and marketing research profession in order to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage continued professional development.

-Kara Ledger
(Marketing and Membership
Manager- MRA)

For more information on PRC, visit www.mra-net.org.

Board of Directors Continued...

Education

Debby Schlesinger-Hellman
Schlesinger Associates
3330 Cahuega Blvd., Ste.301
Los Angeles, CA 90068
(323) 876-9909
(323) 876-9884 (fax)
Debby@SchlesingerAssociates.com

Media

Carey Hansen
Trotta Associates
13160 Mindanao Way, Suite
100
Marina Del Rey, CA 90292
(310) 306-6866 x 204
(310) 827-5198 (fax)
carey@trotta.net

Membership

Lorei Musselman
L.A. Research
9010 Reseda Blvd., #109
Northridge, CA 91324
(818) 993-5500
(818) 993-5664 (fax)
lamusearch@aol.com

Program/Events

Ed Sugar
On-Line Communications
15643 Sherman Way, Ste. 500
Van Nuys, CA 91406
(800) 313-1582
(818) 780-8269 (fax)
EdS@On-LineCom.com

Advisor

Harriett Huntley
Taylor Research Inc.
1545 Hotel Cir., S., Ste. 350
San Diego, CA 92108
(619) 299-6368
(619) 299-6370 (fax)
harriett@taylorresearch.com

Advisor

Ingrid Robertson
Trotta Associates
5 Park Plaza
Irvine, CA 92614
(949) 251-1122
(949) 251-1188 (fax)
ingridr@trotta.net

Upcoming Events:

"State of the Chapter Meeting" & Privacy Panel

Tuesday, January 30th, 2006

-L'Opera

101 Pine Avenue

Long Beach, CA 90802

"The best Italian Restaurant in Long Beach"

Topics that will be reviewed

and spoken on:

Annual Budget, Tentative Education
Topics and Upcoming Events

Privacy Panel Speakers:

Gregg Stickeler (Interviewing Service of America)

Tom Farrand (Farrand Research) and

Susan Sabanos (MORPACE International)

Agenda:

5:00pm- Open Board Meeting (Members Welcome)

6:00pm- Cocktails (Cash Bar)

6:30pm- Presidents Welcome

6:40- Chapter Status

7:00pm- Privacy Panel (PRC Eligible)

8:00pm- Wrap Up

Just \$45 per person

**SEND 3 PEOPLE AND THE 4TH
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****Professional Researcher Certification Contact Hours will be earned****

REGISTER BY FRIDAY, JANUARY 26TH,
(SEE WEBSITE FOR DETAILS)



Did you know...

The Southern

*California Chapter of
the MRA received an*

*award in recognition of
our education events*

this past year!

*We would like to thank
our speakers once again for
making this a memorable
event!*

Las Vegas Joint Chapter Conference

**Presented by the Southwest, Southern California and Northern California/
Pacific Northwest Chapters of the MRA.**

March 28-30 at the Mirage Hotel, Las Vegas

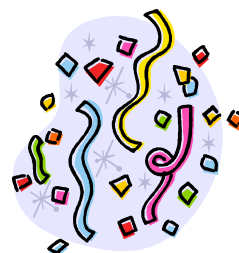
Please visit the SoCal Chapter Website at www.socalmra.com for more information including:
Sponsorship Benefits, Sponsorship and Registration Forms

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Southwest,
Southern California
and Northern California/Pacific North-
west Chapters
Marketing Research
Association
March 28-30,
2007
Mirage Hotel,
Las Vegas



Chapter Spotlight: Chicago Chapter

Happy New Year to you all! As Past President of the Chicago Chapter of the MRA it is my pleasure to share some historical facts regarding this great Chapter as well as some details regarding our membership and volunteers.

The Chicago Chapter was incorporated in 1981, and is one of the oldest and largest chapters in the MRA. We currently have 311 members making Chicago the third largest chapter with only New York and Great Lakes having more members. Our Geographic Boundaries include; Illinois, Kansas, Missouri, Nebraska and Southern Wisconsin. However, we currently have members from other states in the US as well as international members from England and Canada.

Each year, our dedicated board schedules a combination of social networking events and educational program dinners that qualify for PRC credit. These events are well attended and it is not unusual to find 60 members at a gathering. The City of Chicago has an eclectic array of high end and ethnic restaurants and we try to draw upon this resource in attracting people to our meetings.

The Chicago Chapter has always considered "PIP" (People Informing People) to be one of the most important committees. In our busy industry, PIP is a valuable tool we use to ensure that all of our members are aware of upcoming events and have the opportunity to attend programs and socials. PIP reminds people of events via email as well as contacting members by phone. Another helpful committee is our Past Presidents Council (PPC) which is comprised of 12 members whose MRA experience both locally and nationally is an invaluable asset. The PPC serves in an advisory capacity to the board.

Chicago has been the host city to MRA National Conferences 9 times in the past 49 years. In June of 2009, we will proudly host the 52nd Annual MRA Conference in our magnificent city. Look forward to seeing you there!

-Karyn Picchiotti
(President of Fieldwork Chicago- Schamburg)

Past Events: 2006 Holiday Party

With over 170 attendees, 2006 Holiday party at Hotel Bel Age was a great success.

Comments include:

"On behalf of my entire family, I wanted to thank you very much for honoring my mother last night. She was very touched and we all had a great time. That is what I call a party!" - Bill Davis of Davis Research on his mother Carol Davis winning the Lifetime Achievement Award
"I just wanted to shoot you a quick note to let you know what a great success your 2007 Holiday MRA party was, and how much fun I had attending." - Thyra Lees-Smith- GMI

Congratulations to our award winners:

Carol Davis/ Davis Market Research- Career Achievement Award

Diane Trotta/ Trotta Associates- Research Pillar Award

Gail Malone/ SCE- Research Pillar Award

Louise Kroot/ Louise Kroot Associates- Research Pillar Award

Joanne Robbbaro/ Lieberman Research Worldwide- Research Pillar Award

Nancy Levine/ Nancy Levine Market Research- Research Pillar Award

Mike Halberstam/ Interviewing Service of America- Research Pillar Award



And thank you again to our sponsors for helping make this event truly special:

Virtual Fieldwork, Research Now, Trotta Associates, Survey Sampling, eworks (Entertainment Works), Scientific Telephone Samples, GMI & Schlesinger Associates



VOLUNTEERS

We are always looking for volunteers to help out on our committees - Education, Media, Program/Events, and Membership. If you are interested in volunteering and making our chapter even stronger, please contact Michele Reyes at 661-872-4433 or via email: Michele@reyesresearch.com

If you would like to host one of our regional educational events, please contact Ed Sugar (800) 313-1582 /EdS@OnlineCom.com or Debby Schlesinger (323) 876-9909

Holiday Party Pictures



Mike Halberstam (Research Pillar Award Recipient)



The Gang from Reyes Research



Joanne Robbbaro (Research Pillar Award Recipient)

National MRA News:



“50 Years in the Making”

June 6-8, 2007

Hyatt Regency, San Francisco

Please visit the MRA National website at

www.mra-net.org

for links to sponsorship forms, advertising and RIF
Exhibitor information.



Did you know?:

- The Marketing Research Association, based in Glastonbury, CT (USA), was formed in 1954 as an outgrowth of the Trade Problem Discussion Group of the American Marketing Association's (AMA) New York Chapter.
- Originally known as the Marketing Research Trade Association (MRTA), the organization's name was officially changed to the Marketing Research Association (MRA) in 1970.
- MRA established its own management Staff and Headquarters in Rocky Hill, CT in 1990.
- Today MRA has a fully operational Headquarters with a full time staff of 20. The Association's activities are governed by a volunteer Board of Directors. MRA is a self-managed, not-for-profit organization providing programs and services for members.
- In 1996, MRA established a 501(c)(3) not-for-profit foundation, the Marketing Research Association Institute, to oversee the creation and development of educational programs related to marketing and opinion research.

Anything New & Exciting?

Promotions? New Arrivals?

Tying the Knot? Anything Else?

Please let us know, we would love to include this information in our publications.

Please provide photos if

Available

(Please send information to
Carey@trotta.net)

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