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## Presidents Message



*"...as a Chapter we need to  
continue to look to the  
future!"*

Its been a great run! As my time as President of the Southwest Chapter comes to an end, it is only natural to want to look back at what has happened over the past year. However, I only look back at the progress we have made and the changes we instituted for the betterment of the Chapter. I look at a 20<sup>th</sup> Anniversary Las Vegas conference that marks the success, effort and accomplishment of hundreds, perhaps thousands, of current and past Chapter members and volunteers working together for the benefit of all. I look at a new Professional Development Program that supports our Chapter members in their educational and career goals. And I look at a Chapter that has grown, not only in members but in members who want to volunteer their time and effort to support the Chapter's programs and conferences.

Enough looking back...as a Chapter we need to continue to look to the future. The future of Marketing Research and the future of the

Southwest Chapter. As our industry continues to change, the Chapter must change with it. We must continue to offer relevant, high-end programming at our conferences and find ways for the members to learn from one another. I am pleased with the proposed slate of officers for the coming year and know they will do a great job of steering the Chapter in the right direction. I also encourage each member to vote for the candidates they feel will do the best job, although I am confident any of the candidates running will be great.

I thank you again for the support you have given me over the past year and hope you will continue to support our in-coming President Melissa Pepper. She has so much energy and excitement that I know she will continue to move the Chapter in the right direction and motivate everyone. I look forward to seeing as many members as possible in Washington, DC in June and again at our summer event in Denver on the 21<sup>st</sup> of July. Thank you again for allowing me the privilege of being your President!

Respectfully,  
Brad Larson  
Southwest MRA Chapter President

## WATCH FOR YOUR BALLOT AND VOTE!

CACTUS CALL is a bi-monthly publication issued by the Southwest Chapter of the Marketing Research Association.

Comments, suggestions and  
submissions should be sent to:  
Vaughn Mordecai  
800/678-3748 vmordecai@drgutah.com

If you wish to place an ad, please call Robin McClure at 972/869-2366, for an order form.  
Please call by 6/6 to place your ad in the May/June issue.



## TITLE: The Truth About Managing People...And Nothing But The Truth

Stephen P. Robbins' book (Prentice Hall Publishing) takes on 63 widely accepted truths about business management.

In his book, Robbins (no, NOT the motivational speaker with the creepy smile from those infomercials... you're thinking of Tony Robbins) systematically dissects myth after myth about what motivates employees, and what really defines a successful manager. For example: Think poor communication is the source of most conflicts? Not so, says Robbins. The idea that differences can always be resolved if we just communicate more is not necessarily true. Ever heard that a "happy worker" equals a "productive worker"? Not so fast! Evidence shows that some of our most productive work can come when we're deeply focused on a particular task or goal (an experience Robbins refers to as "being in the flow"). It may not necessarily be a fun or relaxing time, but ultimately can result in feelings of great satisfaction and achievement.

This is a book you'll want to pass around the water cooler, as it is certain to cause some lively discussions. Each section is short (only a page or two) and since there's no narrative to follow, it is easily picked up for 5 or 10 minutes at a time, and can be read in any order. Whether you ultimately agree with all of Robbins' conclusions or not, it will at the very least cause you to stop and reconsider things that until now you may have just assumed as the conventional wisdom. And that is never a bad thing.



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## Being a Futurist - - Paul Schumann, recent Las Vegas presenter

Do you believe that you can predict the future?

If you're like most people, you probably answered no. The world is just too uncertain. Events of the recent past might have reinforced your belief that the future is unpredictable. We do live in interesting times.

The truth is that you do predict the future - every day, every minute. You couldn't operate in our complex society unless you did predict the future and with a fair amount of accuracy. If you didn't, you wouldn't survive in the business world.

As a matter of fact one of the reasons our democratic capitalist society works is because in aggregate the society more often than not makes the right decisions about the future.

The question is just how much risk are you taking by not knowing that you are predicting the future? By not making an invisible process visible? By not recognizing your bias?

Yes, you're biased about the future. We all are. One of the important factors to consider in understanding your bias is your temperament.

The concept of temperament is ancient, going back to at least 450 b.c Hippocrates identified four temperaments. He wasn't right, but he was close. We still recognize that there are four temperaments, but we have a different idea about what those temperaments are. One of the most useful descriptions of temperaments was created by Kiersey. He named the four - Guardian, Idealist, Artisan and Rationalist.

**Guardians** are best at supervising and inspecting, or supplying and protecting. They are in search of security. They are proud of how reliable they are, respect themselves for good deeds and confident if they are respectable. Guardians make up about 40% to 45% of the U.S. population. If this description fits you then you probably prefer the past, are stoic about the present and pessimistic about the future. Guardians are likely to predict a future that looks very much like the present or at least can be extrapolated from the past.

**Idealists** are best at teaching and counseling, or conferring and tutoring. The idealists have an instinct for interpersonal integration and ethics. They often speak interpretively and metaphorically about the world of their imagination. Idealists are proud of their empathy, respect themselves if they are benevolent, and confident if they are authentic. They are in search of identity. This is a rare temperament in our society being only 8% to 10%. If this description fits you then you probably prefer the future, view the past mystically, and see the present as a pathway. Idealists are likely to predict a future that is idealistic and based on the potential of human cooperation. They are likely to have a vision of the future that they are working toward.

**Artisans** are best at promoting and operating, or displaying and composing. They relish improvising. They are proud of their grace in action, respect their daring, and confident because of their adaptability. They seek sensation (perception through their senses). Artisans trust in spontaneity and are often hedonistic. Artisans account for 35% to 40% of our society. If this description fits you then you probably prefer the present, are cynical about the past and optimistic about the future. Idealists are likely to not want to predict the future. They prefer to stay in the present and keep all the options open for the future.

**Rationalists** are best at marshalling and planning, or inventing and configuring. They are proud of their competency in action, respect their autonomy, and confident in their strong will. They are knowledge seekers. Rationalists trust in reason and hunger for achievement. Rationalists are the rarest in our society, only 5% to 7%. If this description fits you then you are likely to see the past, present and future as all part of a complex system, with you at the nexus. You are probably skeptical about the future, pragmatic about the present and solipsistic about the past. Rationalists are likely to want alternative views of the future so that they can exercise the strategic prowess. However, they are more concerned with making the future in their image.

Regardless of which temperament best fits you, the important point to remember is that to better predict the future, you must have all four perspectives. And, you must use a variety of techniques to help you be a futurist. Those techniques have to be chosen to specifically meet your needs and diversify perspectives so that you can reduce the risk of decisions you have to make.

Being a futurist helps you reduce risks and discover opportunities for your endeavors.

### About the Author

Paul Schumann is a consultant, speaker and writer in the fields of innovation, creativity, strategy, leadership and the future. He is the founding president of the Central Texas Chapter of the World Future Society and an advisor to the MRA Board. You can find more of his work on his web sites and blogs - [www.glocalvantage.com](http://www.glocalvantage.com), [www.theinnovationroadmap.com](http://www.theinnovationroadmap.com), [www.innovationtravelogue.blogspot.com](http://www.innovationtravelogue.blogspot.com), [www.innovationcommons.blogspot.com](http://www.innovationcommons.blogspot.com), [www.illuminatedinnovant.blogspot.com](http://www.illuminatedinnovant.blogspot.com) and [www.centexwfs.org](http://www.centexwfs.org).

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## 6 Ways to help your employees beat stress and work more

**Most employers dream of having a well motivated enthusiastic workforce producing high quality products on time and within budget. It does not have to be a dream and sometimes only small changes can have a large impact. Here are 6 ways to improve morale and productivity in your workers.**

If you would like your business to employ highly motivated and high-energy level employees then investing in the workplace atmosphere and facilities will help and will reduce work-place stress significantly. Research confirms that if your employees are stressed then that will cost you even more money in missed workdays and increased on-the-job injuries over both the short term and the long term.

In addition to the negative repercussions of having stressed out employees, your business may be experiencing lower productivity and poor quality of output. It is both clear and obvious that some very cost effective strategies could minimize stress on the job and provide your employees with opportunities to reduce other stress related problems.

Below is a list of 6 ways in which you can help your company reduce stress for your employees while increasing the output of your business:

1. Provide an attractive and comfortable work environment whenever possible to reduce stress. Pleasant surroundings can do more for a person's attitude than we often realize. Create a less formal atmosphere by adding plants or improved decoration, even if that is just in a rest room it will help.
2. Supply a quiet room for your employees to take their breaks in. Not the canteen or games room, this room should be separate from the normal "hustle and bustle" of the work-place. It will give your employees an opportunity of a quick 10 minute break from work and any work related stress that they may be experiencing.
3. Instead of giving orders 100% of the time try to create opportunities for employees to make decisions that will directly affect their job performance. This gives them a sense of personal power and less stress because they feel they have some control.
4. Thank your employees for work accomplished and recognize them for exemplary performance. A quick thank you will go a long way in reducing complaints and stress. Be genuine and only thank when workers have worked well otherwise you will be rewarding sub-standard activities.
5. Always choose ergonomically sound equipment, tools, and furniture. These will make work easier for your staff, reduce workplace injuries and therefore limit any compensation claims. In addition workplace stress will be reduced and staff, equipped with the correct tools, will be more productive.
6. Go out of your way to create opportunities for the employees to meet, socialize and build relationships away from work. Set up a bowling team from work where you gather and play once a week or maybe a softball team, or even a book club, for employees only.

When staff realize you have their interests in mind and are doing all you can to improve working conditions they will respond and you will see an improved atmosphere and productivity.

### ABOUT THE AUTHOR

John Edmond worked for many years in insurance and finance and now writes on all aspects of small business management. Go to <http://www.business-in.info> for more articles on business management.



## PLEASE VOTE FOR YOUR 2006-2007 SOUTHWEST CHAPTER BOARD OF DIRECTORS!

In the next few days you will receive a ballot in the mail, asking for you to take some time to look over and vote for a list of candidates who are willing and eager to run for a position on your Board.

**PLEASE MAKE SURE YOU VOTE  
BY THE REQUIRED DEADLINE !  
MAY 25, 2006 ALL BALLOTS ARE DUE**

Cristy Reid, Nomination Committee Chair

[creidcolomkt@msn.com](mailto:creidcolomkt@msn.com) with any questions

### Upcoming Market Research Events:

Organization	Research Event	Date of Event	City	Website
ESOMAR	Global Diversity 2006	May 8-10	Miami, FL	<a href="http://www.esomar.org">www.esomar.org</a>
ESOMAR	Innovate	May 10-12	Miami, FL	<a href="http://www.esomar.org">www.esomar.org</a>
AAPOR	61 <sup>st</sup> Annual Conference	May 18-21	Montreal	<a href="http://www.aapor.org">www.aapor.org</a>
PBIRG	2006 Annual General Meeting	May 21-24	Aventura, FL	<a href="http://www.pbirg.com">www.pbirg.com</a>
MRIA	Ascent 2006	May 31 – June 2	Calgary	<a href="http://www.mria-arim.ca">www.mria-arim.ca</a>
LIMRA	Marketing & Research Conference	May 31 – June 2	Las Vegas, NV	<a href="http://www.limra.com">www.limra.com</a>
AMA	Advanced Research Techniques Forum	June 11-14	Monterey, CA	<a href="http://www.marketingpower.com">www.marketingpower.com</a>
MRA	Annual Conference	June 14 – 16	Washington, DC	<a href="http://www.mra-net.org">www.mra-net.org</a>
ARF	Annual Audience Measurement Symposium	June 20 – 21	New York, NY	<a href="http://www.thearf.org">www.thearf.org</a>
CASRO	Annual Technology Conference	June 22-23	New York, NY	<a href="http://www.casro.org">www.casro.org</a>



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## The LAS VEGAS Joint Chapter Conference Experience...

Chauncy Bjork  
Director of Call Center Operations  
PhoneBase Research, Inc.

### My Experience as a First Time Attendee

I'd like to start by thanking the respective chapter board members and conference volunteers who put in a tremendous amount of effort to conduct a great event. Being a first time attendee, I had only some idea as to what I should expect and came away pleasantly surprised with the content and presentation.

My first impressions were related to the venue and registration. Caesars Palace has excellent group facilities and added an element of class to the event. Those working the registration booth made the registration process quick and painless. The scan-able ID's were a nice touch even though the hardware didn't always work.

The sessions were very informative and for the most part applicable to the industry. Being rooted in the data collection portion of market research, I tended to focus on those sessions with some insight related to that sub-field. Kevin Childs' presentation on UCN's total package telephony solution was an eye-opening look at some leading-edge technology that may well end up revolutionizing telephone data collection. I liked the dialogue generated by Jon Last and Ed Sugar's "Time Management" session. It seemed to evoke some fiery opinions as people spoke about personal experiences and approaches to the issue.

I thought the extras provided in between sessions were great as well. The beverage/snack service was nice and I thoroughly enjoyed the Cirque du Soleil event.

Overall, I felt that the conference was put together well and was a worthwhile event. I look forward to attending future conferences and getting a chance to interact with my fellow market research professionals.

### VEGAS BABY! - The Southwest Chapter Conference

The strange thing about Las Vegas is that nothing is routine. Even the customary room ritual of checking into my room and locating the conference wasn't routine. My luxurious room in the Augustus tower of Caesar's Palace was at the opposite end of the hotel from the conference itself. It wasn't until I made the, of what must have been 200 yards, that I really appreciated how immense a hotel Caesar's Palace was. The hotel staff said I could take a short cut across the pool area, which was decadently styled after a Roman bath, but honestly that didn't seem any shorter. Still, catching glimpses of young college kids having pool parties was a bit more fun than walking through the casino.

I went down to the opening reception area early and spent some time talking to Brad Larson before the dinner began. I wasn't sure whether he was joking when he told me, "Caesar and Cleopatra will be here soon to escort you in once the dinner starts." Of course, being Vegas, I should have known he wasn't. Dinner came complete with not only Caesar and Cleopatra, but also a Roman centurion, a couple of Vestal Virgins, and two dancing girls- because Rome needed a couple of those! They wandered around the conference dinner and posed with conference attendees for pictures.

Thursday's talks started with a decidedly political bent as Susan Pinkus from The Times Poll, discussed how her research had indicated just how unpopular President Bush had become. For lunch, we had Dr. Gary Frieden use me for a magic trick in front of the entire auditorium. In retrospect, it was a great networking tool because everyone kept coming up to me and asking "Hey, were you in on that?" (I wasn't.) Andrew Campbell's after lunch discussion on Market Research let me see just how deep into the consumer's mind some companies were trying to go.

Friday's talks started with Paul Schumann discussing how to foretell the future, and politics again reared it's head during the Q&A as people asked about the future of Iraq (more deaths expected) and immigration policy (illegal workers problems aren't going away anytime soon). And then, before you knew it, Mayor Oscar Goodman brought the conference to a close.

"I'm the mayor of the greatest city in the world," Oscar Goodman told us at the convention ending luncheon on Friday. Mayor Goodman's talk was surprisingly frank and refreshing- something I had never seem before from a politician; I wished I could have just boxed him up and taken him back to Dallas to be my mayor. Mayor Goodman's touched on many things: his history as a criminal defense attorney defending "the mob", some of the frustrations of his current job, and how important market research was to helping Las Vegas grow.

After reflecting back on how many experiences were crammed into those 48 hours, I had to agree with Mayor Goodman. "Las Vegas is the greatest city in the world."

Preston Poulter  
Operations Manager, Market Research Dallas



"It was great to have a client side speaker!"

"Out of the box - learned a lot. Different way to think. Quite exciting. New ideas."





## The LAS VEGAS Experience...continued



Written by: Leslie Gorden  
Facility & Field Director  
ingather research – denver

### **"Mile-High Meets Vegas Strip:**

*A First-Time Attendee's Take on the 2006 Las Vegas Joint Conference Experience"*

I came to a realization after my flight back to Colorado following the 2006 Las Vegas Joint Conference – the City of Las Vegas advertising campaign isn't completely accurate. What happens in Vegas shouldn't always stay in Vegas! I brought so much back to Denver with me from the 2006 Conference, including a wealth of new knowledge about our industry, a sense of pride in being able to participate in such a phenomenal event, and of course, a host of new colleagues and friendships. It would be a real shame to have left all of that on the Strip!

As a first-time Joint Conference attendee, I arrived in Las Vegas a little nervous and not knowing what to expect. Any fears I had were alleviated during my first meeting with the rest of the outstanding volunteers at this year's conference. Everyone went out of their way to welcome me to the event, and I immediately felt at ease. The good times continued rolling throughout the rest of the evening, as we all had the chance to network at the opening reception. Meeting some of the key players in our industry was definitely a plus, and the fun and original photo opportunities will make the evening one to remember for years to come!

Once Thursday morning rolled around I realized that I wasn't just in Las Vegas for the great receptions and amazing people, but to develop a new perspective on a variety of aspects of marketing research. There was no shortage of knowledge to be acquired over the next two days as I gained insight into topics such as using research and polling methods to gain insight into a key demographic, the importance of customer satisfaction in our industry, how to better enhance the focus group experience for all involved parties, the keys to effective time and stress management, and how to stay on top of an industry that is constantly growing and evolving.

I was truly saddened when the luncheon session ended on Friday and it was time to head home. I was sitting in McCarran Airport waiting for my flight and flipping through the conference program when I came across the page detailing the MRA's Mission & Vision. One particular vision statement caught my eye, and I felt that it summed up the conference perfectly:

"Through the efforts and influence of MRA and others: business and opinion marketing research professionals have joined in a collaborative effort to advance the cause of excellence in the opinion and marketing research profession."

I can say without a doubt that the 2006 Las Vegas Joint Conference lived up to this vision. I cannot imagine a better forum in which to address the most pressing topics affecting our industry or discuss what we can do to advance the field of marketing research.

From a first-timer's perspective, the 2006 Las Vegas Joint Conference was an absolutely phenomenal regional event. I took more away from this conference than I can ever begin to put into words. Thanks to everyone who made me feel such a part of the experience and so welcomed – I can't wait to see all of you again next year!

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## WELCOME New Members/Renewals

Roanne Coffey - KWGN-TV  
 Vanessa Cole - AQUENT Marketing Staffing  
 James R. Eshelman - Vantage Marketing Research, Inc.  
 Andy Fruge - Savitz Field and Focus  
 Marsha Fugitt - Delve  
 Paul H. Gerber - Society of Petroleum Engineers (SPE)  
 Joel M. Harris - Delve  
 Susan Hunnicutt - Focus Point Global  
 Allen Miller - Trophy Research  
 Dave Nager - Survey Sampling International, LLC  
 Renita O'Farril - ingather research-denver  
 Michelle Repola - Fieldwork Denver, Inc.  
 Christian S. Riepe - RTS Marketing Research  
 Selicia Sanchez - Perceptive Sciences  
 Kim Sater - Mary Kay Inc.  
 Bill Shapard, Jr. - Shapard Research, LLC  
 Paul Sherman - Interviewing Service of America, Inc.  
 Joyce Stroud - Delve  
 Bill Tanner - Belo Company, the Dallas Morning News  
 Jessica Vanegas - ingather research-denver  
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 Krista Browning - Opinions Unlimited, Inc.  
 Jennifer A. Burlington - US Intercepts  
 Tamara Curtis - Fieldwork New York  
 Sue Hill - Hill Research Consultants  
 Jim McCarley - Opinions Unlimited, Inc.  
 Brian Olson - PROdata Team  
 Karen Thomas - Opinions Unlimited, Inc.  
 Vanessa Cole - AQUENT Marketing Staffing

## 2005 Financial Statement

### Marketing Research Association, Inc Southwest Chapter Profit & Loss January through December 2005

	Jan - Dec 05
<b>Ordinary Income/Expense</b>	
Income	
Charity Raffle Funds 2005	1,771.00
Educational Forum	8,467.00
Las Vegas Registration & Spons.	53,669.00
Membership Dues	10,780.00
Miscellaneous Income	217.29
<b>Total Income</b>	<b>74,904.29</b>
Expense	
Cactus Call Printing/Postage	1,458.23
Conference Calls	921.17
Credit Card Fees	2,003.92
Depreciation Expense	54.00
Dues and Subscriptions	54.28
EF Hotel and Food	6,407.54
EF Supplies and Speaker	275.33
Las Vegas Charity Donation	1,771.00
Las Vegas Hotel and Food	38,774.89
Las Vegas Planning Costs	7,145.28
Las Vegas Printing and Shipping	3,913.84
Las Vegas Speaker Expenses	521.93
Licenses and Permits	10.00
Miscellaneous	886.83
Postage and Delivery	71.78
Printing and Reproduction	183.48
Professional Fees	
Accounting	475.00
<b>Total Professional Fees</b>	<b>475.00</b>
Scholarships	3,320.00
Strategic Planning Costs	3,819.45
<b>Total Expense</b>	<b>72,067.95</b>
<b>Net Ordinary Income</b>	<b>2,836.34</b>
<b>Other Income/Expense</b>	
Other Expense	
Other Expenses	75.00
<b>Total Other Expense</b>	<b>75.00</b>
<b>Net Other Income</b>	<b>-75.00</b>
<b>Net Income</b>	<b>2,761.34</b>

Questions about the Professional  
 Development Program or the  
 Beyond the Blackboard Program?

Contact Jami Pulley  
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 Committee Liaison

[jpulley@e-rewards.com](mailto:jpulley@e-rewards.com)  
 214-743-5386

**MARK YOUR CALENDARS FOR THE NEXT GREAT  
SOUTHWEST CHAPTER EVENT!**

**PLAN YOUR SUMMER  
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**"Mile High Ideas to Move Mountains"**



The Southwest Chapter of the MRA presents  
its annual Education Forum  
Friday, July 21st in Denver, Colorado

Save the date and watch for details on our website  
[www.swmra.org](http://www.swmra.org)  
or contact Melissa Pepper, 512-474-1005, [melissa@tammadge.com](mailto:melissa@tammadge.com).

**MISSED LAS VEGAS? HERE IS YOUR NEXT OPPORTUNITY TO BE  
CONNECTED TO THE SW CHAPTER**

**IT'S TIME TO ELECT A  
NEW CHAPTER  
BOARD...**

**WATCH FOR YOUR  
BALLOT**

**PLEASE VOTE!**

## Southwest Board - CONTACT US!

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