

# Philadelphia Chapter of the MRA

Fall 2006

Volume 6, Issue 1

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**Our mission is to educate market 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 industry.**

## Letter from the Board

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Dear Philadelphia MRA Members and Friends,

I hope that all of you had a relaxing and fun summer. No matter what the calendar says; September has always been for me the beginning of the year. January 1<sup>st</sup> is just a day off in the middle of winter.

Given this sense of new beginnings, your Board of Directors has been meeting and planning what we hope will be an exciting, educational and fun year. Of course we have a lot to live up to given the great success of last year, specifically:

- Our Fall Networking/Speaker meeting had record breaking attendance to hear from a panel of experts in Pharmaceutical Market Research,
- Our continued partnering with the Philadelphia AMA gave members the opportunity to mix and mingle and learn more about multicultural marketing,
- Thousands of dollars were raised to help Katrina victims
- Our 8<sup>th</sup> Annual Spring Conference in conjunction with the New York Chapter was by all accounts the best ever: highest attendance, great speakers, fabulous location and great networking.
- We presented two \$1000 scholarships to deserving Marketing students at Westchester University



Your 2006-2007 Board of Director: Left to right – Cara Woodland, Bette Ann Champion, Kelly Williams, Kimberly White, Michael Skinner, Tasha Parry, Becky Harrison, Dusten Lorenz, Lynn Gutstein & Terry Salat (missing Amber Jones)



**PHILADELPHIA CHAPTER**  
Marketing Research Association

**PHILADELPHIA  
CHAPTER OF THE MRA  
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This year some of the things we are planning are:

- To increase our commitment to education by offering two \$1000 scholarships to each of 3 local Universities.
- Our fall Networking/Speaker Meeting is scheduled for November 1<sup>st</sup>. This will be a great opportunity to meet with old and new colleagues and hear an interesting case study presented by the market research team for WD 40. Please see announcement on Page 8.
- In recognition MRA's 50<sup>th</sup> Anniversary, we will also be honoring past members of the Philadelphia Board at the November 1<sup>st</sup> event.
- Once again, we will partner with the local chapter of the AMA to present another networking/educational event.
- The Philadelphia and New York Chapters are in the planning stages of what will be the best Spring Conference Ever....Stay tuned.

We are also considering the possibility of offering some new things to our members.

Informal Meet and Greet: Informal "get together" at local liquid providing establishment.

Lunch and Learn: Provide one hour PRC approved training sessions at local venues

Given all this activity, there is only one thing we need...YOU! The Chapter is here to meet your needs and wants. We on the Board would love to hear from you. Let us know what you think of the "Meet and Greet" and "Lunch and Learn" ideas. Get your creative juices flowing and write an article for the Newsletter. Put your editor's hat on and find mistakes in the Newsletter...before we send it out.

Finally, we want you to know that it is a privilege and honor to have been asked to serve as your Board of Directors.

**Philadelphia board of Market Research Association 2006- 2007**

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**Pictures from 2006-2007  
Installation Party at  
Manayunk brew pub**



From Left to right: Focus Forward Crew Elizabeth Fisher, Gwyneth Hecht, Becky Harrison, Kierstan Eustace, William Parker, Joseph Paccito



Left to right: Biovid crew Stan Tentnowski, Christina Guadagnino and Dusten Lorenz



Left to right: Focus Pointe crew Shawn Gore, John Zabierek, Omar Barquet, Jamie Katzstein, and Marla Diamond

*Happy  
50  
Birthday*

## Volunteer's Needed!

Philadelphia Chapter of the MRA appreciates each of its members who offer their time and expertise to help with an event. When you volunteer, you have the chance to actively contribute to further the standards and development of the profession by taking part in the activities of the Association. Ways to get involved...

- Submit an article about an event you have attended, a research project you are working on etc.
  - Recruit speakers for up coming events
  - Be a Speaker or a moderator at one of our local events
  - Work the registration desk at one of our events
- Recruit sponsors and raffle item donors for the joint event with the Greater NY Chapter

If you are interested in volunteering, or would like to find out more about volunteer opportunities please contact any [board member](#) of the Philadelphia Chapter of the MRA.

## Market Research Association is turning 50...

And we need your help...

Please share your experiences by submitting any stories or pictures you have gathered over the years.

Please contact Merle Holman at 1-866-221-2038 or [mholman@groupdynamics.com](mailto:mholman@groupdynamics.com)

## Membership FAQ

If your company is a MRA member, you can purchase memberships for people in your company for a single chapter (chapter only membership) for \$40 or for national only for \$188 per employee. These national memberships include 1 chapter membership as well and additional ones can be added.

- *Company Membership* comes in different levels, contingent upon how many members you want to sign up. Company memberships are not transferable from one company to another, however each company representative can be replaced by another representative from that company; The membership always stays with the company and not an individual. (C-1(2 members):\$446.00, C-3(4 members):\$816, C-5(6 members): \$1187.00 annually)

## Other Industry Events

AMA NATIONAL	CHICAGO, IL	SEPTEMBER 10 <sup>TH</sup> TO 13 <sup>TH</sup> , 2006
ESOMAR NATIONAL	LONDON, UK	SEPTEMBER 17 <sup>TH</sup> TO 20 <sup>TH</sup>
QRCA NATIONAL	ATLANTA, GA	SEPTEMBER 27 <sup>TH</sup> TO 29 <sup>TH</sup>
AMA FALL EVENT	PHILADELPHIA, PA	SEPTEMBER 27 <sup>TH</sup>
ESOMAR QUAL	GREECE	OCTOBER 8 <sup>TH</sup> TO 10 <sup>TH</sup>
IIR NATIONAL	LOS ANGELES, CA	OCTOBER 22 <sup>ND</sup> TO 26 <sup>TH</sup>
MRA NATIONAL	PHOENIX, AR	NOVEMBER 8 <sup>TH</sup> TO 10

### More pictures from 2006-7 officer installation party



**Left to right:** Beth Carey (IMA), Elizabeth Fisher and Becky Harrison (Focus Forward)



**Left to right:** Lynn Sitvararian (Focus Pointe), Tasha Parry (Double Helix) Nancy Cearley (Gazelle Globalization Group) and Pablo Smith (Eastern Research)



**Left to right:** Kristin Stih (Schlesinger) Jan Hyatt (Adelphia/RBD) Kim White (Schlesinger) Shannon Sessa (Adelphia/RBD) and Adele Alberts (Focus Pointe)



**Left to right:** Margaret Roth, (Group Dynamics) Tracy Leahy (Group Dynamics) Loraine Potts and Kristine Wakely (GfK/ Strategic Marketing)



**Left to right:** Lynn Gutstein (Cheskin) and Kim Kwiatkowski (Focus Forward)



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## New Members

The Philadelphia Chapter of the Market Research Association would like to welcome the following new members:

- ✂ **Patty Meinkin**  
*MRSI*
- ✂ **Adrianna Carey**  
*Schlesinger*
- ✂ **Sumita Chakrabarti**
- ✂ **Gregory Elmer**  
*Penn State*
- ✂ **Christina Guadagnino**  
*BioVid*
- ✂ **Nicole Hughes**  
*Student*

- ✂ **William O'Donnell**  
*Delve*
- ✂ **Tina Sandone**  
*CETRA, Inc.*
- ✂ **George Tenney**  
*Health Strategies Group*
- ✂ **Joseph Gerard**
- ✂ **Ana Havens**  
*Adelphi Research By Design*
- ✂ **Valerie Jenkins**  
*Survey Sampling International, LLC*
- ✂ **Christopher Monaco**  
*MAXimum Research, Inc.*
- ✂ **Steve Winkel**  
*Survey Sampling International, LLC*

## Profession Researchers Certification

The Professional Researchers 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 the 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 till February 28<sup>th</sup>, 2007. To learn more about the grandfathering process go to [www.mra-new.org/certification](http://www.mra-new.org/certification)



The Philadelphia Chapter of the MRA would like to recognize the following certified members of the PRC:

- Robin Kaplan, PRC
- Joyce Rachelson, PRC
- Bette Anne Champion, PRC
- Amber Leila Jones, PRC
- Terry Salat, PRC
- Ronald Bond, PRC
- Brad Larson, PRC
- Merle L. Holman, PRC
- Carla Lindemann, PRC
- Harriet R. Beegle, PRC
- Margaret Roth, PRC
- Kathy Paoletti, PRC
- Dusten Nicole Lorenz, PRC
- Jan Hyatt, PRC
- Phillip Kening, PRC
- Kristen Stih, PRC
- Lindita Mezani, PRC
- Mayumi Yanosov, PRC

## Article by a Member

### GOING THE EXTRA MILE FOR MEMBERS

By Bette Ann Champion

After attending the Philadelphia/New York Chapters' Spring Conference last April, one of the attendees and guest speakers was so impressed with the offerings of both chapters, she made the decision to join one of the Chapters. A dilemma ensued: Which Chapter to Join? Never letting an opportunity to increase membership slip away, both Janet Baldi of the New York Chapter and Bette Anne Champion of the Philadelphia Chapter began the pursuit of Carol Hyden's membership. With grace but no commitment, Carol was wined and dined by both suitors. Begging and pleading were also a big part of the effort to sway Carol.

On June 15<sup>th</sup>, the last evening of the National Conference in Washington D.C. having exhausted all forms of bribes, begging and threats, the right to make the decision was taken from Carol. Something drastic had to be done. Keep in mind that two Terrier-Like Field Directors were in the hunt for this new member. Field Directors will stop at nothing to get the job done. Thus a challenge was issued: Bette Anne, a delightful but out of shape grandmother challenged Janet Baldi, a delightful but athletic young woman, to an arm wrestle. Winner Takes All (or at least gets Carol). Much to the shock of all gathered at the roof top bar of the Washington Hotel, Granny whooped the athlete (not once, but twice).

The moral of this story is: Do what ever it takes to increase Chapter Membership, even if it means sweating on your pearls or suffering defeat gracefully.



*“A dilemma ensued:*

*Which Chapter to join?”*

## Chapter Service Award!

Every year the National Market Research Association asks each Chapter to nominate one volunteer from their chapter to receive the Chapter Service Award. While the Philadelphia Chapter has no shortage of wonderful, willing volunteer members, selecting the 2005-2006 recipient was a snap.

*Kim White* could not have been a more obvious or deserving choice. Kim has served the chapter for the last five years as a two term treasurer, one year as president-elect and two terms as president. She currently is serving as past president.

Those of us who have had the privilege of working with her have seen first hand her dedication to the chapter, her tireless efforts to move the chapter forward and her relentless attention to detail. However, don't get the impression that Kim is an “All work and no play” kind of person. A big part of her success with the Chapter is her ability to laugh, to make people laugh, to make stuffing 200 conference bags a party and make people want to volunteer...She makes it fun!

So to our Chapter Service Award winner and our friend we say:

***“CONGRATULATIONS, KIM AND THANK YOU”***



*“Kim White could not  
have been a more  
obvious or deserving  
choice”*





## Article by a Member



By: Daila Boufford -Senior Project Manager  
Psyma International Inc.

With over 68% of households subscribing to internet access, 50% with high speed connections, the use of online methods to conduct qualitative research is not surprising. In fact, it offers an easy, low cost solution when inquiring about consumer perception of brands, products, messaging/advertising, or even just to get a quick immersion into what is going on inside the consumer's head.

Although many are concerned that valuable insight can be lost due to lack of face to face interaction, research may be tainted by "false" respondents, or concern of lack of control over given discussion threads, there are many benefits of adopting this technique and integrating it into existing research methodologies.

When conducting research via a blog, participants are able to participate at their leisure, do not have to worry about the logistics of finding a research facility, and the research is not limited to any one geographical area. Blogs are great for bringing cultures together for discussion on how a particular topic area may affect them differently than others. Due to the anonymity of the web, respondents tend to be more bold and honest with their answers, offering up rich, detailed and thoughtful replies to questions posed by the discussion moderator.

Of course, there are pitfalls to every methodology and blogs are not immune from their share of issues. Often times research teams are so excited about the potential cost savings, they forget to do their due diligence homework. As with all methodologies, multiple techniques are necessary in order to gain an overall big picture of the consumer story. By only utilizing the blog technique, one does miss out on all the non-verbal cues, such as body language, tone of voice, etc. As blogs do not take place "live" – questions are typically posted at a set time of day and respondents are given a period of 24-48 hours to respond, the use of laddering exercises is not recommended. Also, when testing product mock-ups or packaging concepts, a face-to-face interview is best.

The time and cost saving benefits of blogging are best taken advantage of when blogging is used as an initial "quick pulse" or test before further more extensive research is conducted. For example, ethnographic research which is becoming more popular by the day is a great way to gain a holistic understanding of the consumer, however this technique requires great logistical coordination and is typically more expensive to conduct than traditional focus groups or in-depth interviews. However, when you combine a blog with ethnography, you can achieve the best from both worlds. A blog allows you to get to know your consumer before you spend time with them face to face. Through a series of discussions taking place over one to two weeks, a researcher can ascertain whether the respondent truly fits the specs desired within the study. A blog also allows a great amount of general information to be covered up front, before the in-person visit. This allows the research team to dive further into the topic and gain additional insight when visiting with the respondent. Another option is to then select a subset of the blog participants and invite them to participate in further research, such as an ethnographic interview, a focus group, or other technique. This allows the research team to select the most articulate and descriptive respondents, which in turn will yield deeper insights on the project objectives.

*Cont. - Blogging*

Blogging is not for everyone, however. In order to maintain quality of the research, it is imperative that the blog be moderated by someone experienced in handling online discussion groups. Topics need to be rich and interesting in order to keep blogging participants involved in the research. Frequent monitoring of the blog is necessary in order to confirm that respondents clearly understand the topic area and the questions that are being asked of them. A skilled moderator will be able to ascertain when the discussion has gone off course and can gently guide the group back to the focus area. As in all research, some respondents are more participatory than others. In order to guard against those who may not be as descriptive as desired, it is wise to offer an incentives per topic area, or to clearly define in the beginning what is considered acceptable participation (i.e. you will receive your incentive) and what is considered unacceptable (no incentive offered). This may help “weed out” any weak respondents.

Overall, blogging is another great tool to add to your arsenal of available research techniques. It is easy to do and enjoyable to participate in. As technology advances, who knows what the future holds for the next exciting technique.

## Gain the right exposure...

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Dusten Lorenz  
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dlorenz@biovid.com

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[www.philadelphiamra.org](http://www.philadelphiamra.org)

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