

Philadelphia Chapter of the MRA

Spring 2007

Volume 8, Issue 2

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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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Our Spring Event

Dear Chapter Members and Friends,

Spring always brings so many thoughts, routines and so much promise.

You open the windows to get some real air flowing through the house

You vow to lose enough weight so that going to the beach is not a task
akin to a root canal

You plan vacations

You get out the gardening equipment and the golf clubs

You may even clean house.

Your Chapter Board members are also in the Spring mode. Our focus right now is the up coming *Philadelphia/Greater New York Joint Chapter Event*. For those of you who have not attended this event in the past and have not decided yet if you will attend the conference, let us encourage you to do so. Every year the conference is a huge success. The speakers are great, the networking is outstanding and the atmosphere is exciting and intimate. In the past, we have had attendees from the south, mid-west and western chapters who were *WOWed* by what we accomplish. Please check out the conference overview and registration form on pages 5 and 6 in this newsletter and give it some thought. I guarantee that you will also be *WOWed*.

Our *scholarships* have been funded and the student recipients will be recognized at the Spring Joint Conference. We are so fortunate that we are able to help 6 worthy students across three local universities/colleges achieve their academic goals and develop a deeper understanding of Marketing Research as a profession.

One of our biggest success this year has been the *Thirsty Thursday* get-togethers. We have held three of them so far and have had as many as 30 researchers (chapter members and non-members) gather to swap stories, share experiences and generally have a good time. Because of the Joint Conference on May 10th and 11th and our year end party in June followed by summer vacation; the next Thirsty Thursday will be the first Thursday in September. Details to follow.



PHILADELPHIA CHAPTER
Marketing Research Association

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Letter from the board cont.

Another success/milestone is the upcoming election for the Chapter Board. For the first time since our "revival", we have a slate with more nominees than ever. If you have not received your ballot or have any questions concerning the ballot or your MRA member ID number, please contact Dusten Lorenz at dlorenz@biovid.com. Ballots will be sent the first week in May and must be returned by May 20th. Please take the time to review the slate and vote.

For those of you who are interested in obtaining PRC credits or increasing your expertise via continued education, we are in the process of planning a "Summer School" lunch and learn program. Keep your eyes out for more details. If you have any requests or suggestions for topics, please feel free to contact any Board Member.

Plans for our Year End Party are underway and as always we look forward to seeing all of you and welcoming newly elected members to our Board of Directors.

Finally, we would like you all to know how much we have enjoyed serving as your Board of Directors this past year. We have had a lot of successes and uncovered some areas that still need work but all and all we are so proud of our chapter's growth, its spirit and sense of community. If you have been an active member, thank you so much and keep up the good work. If you have not been that active, give us a call, we can use all the help we can get.

Happy Spring Everyone

THE BOARD



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Khary Campbell
Schlesinger Associates

Website Liaison

Fee Sepahi
CETRA, Inc.

Pictures from Thirsty Thursday at Tir Na Nog



From Left to Right:
Bill McCay, Arin Kaban, Beth Carey - IMA



From Left to Right:
Kelly Williams- Focus Pointe Global, Fee Sepah-Cetra Inc., Katrina Clancy & Chris Monaco- Maximum Research



From Left to Right:
Klodia Shahaj, Meredith Baldi, Genevieve Brennan- Schlesinger Associates.

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 our Volunteer Coordinator Kim White at kwhite@schlesingerassociates.com

UPCOMING INDUSTRY EVENTS!!

PHILA/NY MRA JOINT CONFERENCE	PHILADELPHIA, PA	MAY 10 TH TO 11 TH , 2007
AAPOR ANNUAL CONFERENCE	ANAHEIM, CA	MAY 17 TH TO 20 TH , 2007
MRA NATIONAL	SAN FRANCISCO, CA	JUNE 6 TH TO 8 TH , 2007
ARF – AUDIENCE MEASUREMENT 2.0	NEW YORK, NY	JUNE 25 TH TO 27 TH , 2007
AMA CONFERENCE	LAS VEGAS, NV	SEPTEMBER 23 RD TO 26 TH

More pictures from Thirsty Thursday!



From Left to Right:

Bette Anne Champion- GfK Strategic Marketing, John Zabierek, Becky Jobs, Jamie Katzenstein – Focus Pointe Global.



From Left to Right:

Nancy Cearley- Gazelle Globalization Group, Kathleen Maley- Merck, Michael Skinner – J. Reckner Associates



From Left to Right:

Joe Williams – Market Insight, Dan Shadow, Michael Sarnoski, Todd Costello – Eastern Research Services

Member Article

MRA/AMA Meeting Synopsis – How Web 2.0 is Revolutionizing Online Qualitative Research

By: Melissa L. Oakes
J. Reckner Associates, Inc.

Qualitative research has certainly come a long way from traditional focus groups to chat groups and bulletin board discussions online. Gathering more insightful, in-depth information via the Internet is an important emerging trend. Steve August, principle of KDA Research, in his March 6th MRA presentation illustrated how he has taken online qualitative research to the step above chat groups and bulletin boards. With the popularity of blogging and the increase of digital devices, there are so many options for collecting data.

So what exactly is Web 2.0? Well, in order to understand Web 2.0, you need to know what Web 1.0 means. Web 1.0 is technology that focuses on people coming together and sharing a space (a forum, a bulletin board, etc) whereas, Web 2.0 is aggregating the individual experience (MySpace, Blogs). Steve presented a number of case studies that he had conducted utilizing technology and blogging software to get a feel for people in their “natural” environments.

One of my favorite case studies that Steve presented was called “A week in the life: Teenagers and their cell phones.” The objective of the study was to gain an in-depth understanding of U.S. youth wireless phone behaviors. Steve’s client: The Consumer Electronics Association also wanted to explore what kind of a role phones play in the daily lives of teens. Over the course of seven days, participants were given a variety of tasks to complete and were asked to post their work in their blogs. In the end, the participants produced a huge volume of rich information, including usage data and photos taken by camera phones.

Does the emergence of Web 1.0 and 2.0 mean that traditional research is going to diminish? Of course not—what it does mean is we have quicker and easier qualitative options for gaining geographically dispersed opinions. The attractive thing about online qualitative studies is that they can be mixed with traditional ones; they are not exclusive in themselves. For example, you can have people document their experiences in a blog and then bring a few of them into a focus group or one-on-one to discuss the topic in further detail.

More pictures from Thirsty Thursday!



From Left to Right:

Meg Ryan – Online Survey Solutions, Omar Boujibar- PSU, Youssef Zerksni – The TMR Group



From Left to Right:

Beth Carey – IMA, Becky Harrison – Focus Forward, Michael Skinner – J. Reckner Associates



Member Article cont.

Online qualitative studies are excellent for:

- Early stage discovery
- Innovation (anything involving a broad question)
- Longitudinal studies

Steve August's website provides even more detail and case study examples: <http://www.kdaresearch.com>. They have also created their own blogging software: www.revelationglobal.com.



Stay Tuned for More information on our Summer Lunch and Learn taking place in August.





Be a Survivor in the Amazing Race to Research Excellence

The Greater New York & Philadelphia Chapters of the Marketing Research Association invite you to our 9th Annual Spring Conference on May 10th and 11th at the Park Hyatt Philadelphia. Join us to learn how to be a Survivor in the Amazing Race to Research Excellence. Our goal is to explore the realities of what we're facing today in the market research industry.

Bette Ann Champion of GfK Strategic Marketing and Janet Baldi of RTi-DFD have pulled together an impressive agenda of speakers. We are very excited to have the following presenters for our 2007 conference:

- *Simon Chadwick, Partner, Cambair, LLC, Keynote – Industry Overview, What Does the Future Hold in Store for us?*
- *Jim Masterson, Senior VP Marketing Research & Business Intelligence, Bristol-Myers Squibb – End User Challenges and What You Can do to Help Your Client Overcome Them*
- *Susan McDonald, President - National Analysts - Current Challenges in Pharmaceutical Market Research*
- *Brian Costello, HR, Thomas Jefferson University - Humor & How it Relates in the Work Life*
- *Howard Fineberg, CMOR – Privacy – What do You Need to Know*
- *Elyse Gammer, MRA – The State of the MRA*
- *Howard Gershowitz, Executive Vice President - Mktg, Inc. - Respondent Cooperation*
- *David Mallen, Ad Council Division of the Better Business Bureau - Mediation & Negotiating with Product Claims Disputes*
- *Plus, an open forum and **MORE!!!***

Please contact Terry Salat from Adelphi Research By Design at Terry.Salat@adelphigroup.com to register. The registration form is included in this newsletter. It's very important to include your issues and challenges for our open panel discussion. We want to be sure to address the realities that you are facing today.

There is still time to become a sponsor. Please contact Kim White at KWhite@Schlesingerassociates.com.

Be sure to join us for the Thursday evening cocktail reception generously sponsored by e-Rewards.



Greater New York Chapter



Marketing Research Association



PHILADELPHIA CHAPTER
Marketing Research Association

REGISTRATION FORM

Be a Survivor In the Amazing Race to Research Excellence.

Thursday-Friday, May 10th & 11th, 2007 • Park Hyatt Philadelphia @ The Bellevue • Philadelphia, PA

REGISTRATION FEE:

	Members	Non-Members
REGISTRATION FEE: (May 9 th , 2007 Cutoff)	\$335	\$375
ON-SITE REGISTRATION FEE:	\$385	\$425

. A \$30 fee for cancellation up to 10 days prior to event.
No Refund will be made after 5/1/07.

Hotel reservations: Contact the Park Hyatt at 800-233-1234 - conference rate of \$230. Mention the MRA conference when making reservations. Rates good until room block is full.
Cost includes all seminar sessions, Thursday Lunch and Cocktail Party, Friday Breakfast, Lunch, and Friday Social.
Conference Begins at 10:00 am Thursday May 10th.

Registrant's NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

*Confirmation of registration will be sent via E-mail.

Chapter affiliation: () Greater New York () Philadelphia () Other: _____

We will be holding an "Open Forum" during the conference. To assist us in meeting your needs, please list up to three issues, topics, or challenges you would like this Forum to address: Responses will be confidential.

TOTAL AMOUNT: \$ _____

Make checks payable to: Greater New York Chapter MRA
American Express is also accepted

Send completed registration form (one per person, please) and payment to:



Marketing Research Association

Terry Salat, Research By Design

2005 South Easton Road, Suite 300 Doylestown, PA 18901

Tel: 215-489-9200 Fax: 215-489-9255 TSalat@researchbydesign.com

Member Article

How to Ask for a Raise—and Get It!

Deborah Walker, CCMC
Career Coach ~ Resume Writer

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

Made your appeal based on emotion

Given your boss an ultimatum

Failed to plan ahead what to say figuring you could just “wing it”

And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research salary surveys.

If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find.

Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible.

These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the likelihood that your boss will say yes.

2. Prove your worth.

Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally.

The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

Creating revenue opportunities

Discovering costs savings

Helping a coworker meet or beat a deadline

Developing a better process

Completing tasks ahead of time

Generating good will with clients or customers

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that illustrates the positive impact you’ve had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don’t have a record of your accomplishments and contributions, you are not ready to ask for a raise. A **career coach** can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a **career coach** can help you quickly identify the contributions you’ve made to the company. This will build not only your case for a raise, but your confidence as well.

Plan your strategy.

Too often, people don’t think about what they’re going to say until they’re actually in their boss’ office. That’s too late. You have to plan your strategy in advance, just as you would plan any business project. It’s the only way to succeed.

With copies of salary surveys and salary scales, you’ll have quantifiable evidence that your request for a raise is a reasonable one. And you’ll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you’re not comfortable with doing that, or if you don’t know someone who is a hiring manager, a **career coach** can help you craft your presentation.

A **career coach** has real-world experience in hiring and decision-making, so they’ve been in your boss’ shoes. They can provide you with strategic tips that will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a **career coach** will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you’ll be ready to approach your boss with confidence. And you’ll be well on your way to getting the raise you have truly earned.

Find more job-search tips and resume samples at:

www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

"g3 = TR8N, L10N, I18N."

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A Message from Merle:

WELCOME TO SPRING.....at least that's what the calendar says!!! By the time you read this the weather might catch up to the dogwood, forsythia and daffodils that are coloring our outdoors.

Speaking of “welcome” there are many new members, both locally (primary) and out of our area (secondary) to introduce at this time. We look forward to everyone joining us on May 10 and 11 for the Philadelphia/New York Joint Chapter Conference.

New Primary Members	
Mathias Fargel	Psyma International, Inc.
Kathleen McCarty Gardosh	KMG Market Research
Michael Georogianna	J Reckner Associates Inc.
Cindy Griffio	TVG, Inc.
Laurie Lockwood Harris	Roger Green & Associates
Allison Karpyn	The Food Trust
Tom Kirwan	Bruno & Ridgeway Research Associates, Inc.
Ellen Klein-Licht	Focus Pointe Global
Nirmal Kumar	Market Intelligence Research Bureau
Tracy Leahy	Group Dynamics in Focus, Inc.
Daya Lizcano	Market Insight, Inc.
Gemma C. McSweeney	Rohm & Haas Co.
W. Thomas Nelson, Jr.	Lodestar Marketing Corp.
Sandy Shoefling	J Reckner Associates Inc.
Trisha Stapleton	TVG. Inc.
Mark Warren	Mark Warren
Student Member	
Kathryn E. Gilpin	
Secondary Members	
Ronald L. Davis	The Wats Room
Lance Hoffman	Opinion Access Corp.
Elaine House-Custead	House Market Research, Inc.
Carol A. Hyden	Creative & Response Research
Meg Ryan	OnLine Survey Solutions
Dan Schmitt	Survey Sampling International, LLC.

Member Networking



We are proud to announce *Thirsty Thursdays*, has strengthen relationships within our chapter. Come meet us and network to unwind from the daily grind and share war stories with other members, colleagues, and friends. We will provide various venues in the Philadelphia area throughout the year. With the joint conference & our end of year cocktail party our next member network thirsty Thursday will be in September!

Come one come all ~ to help build the MRA PHL community. Our chapter members are a fun, diverse group and this will be a great way to better get to know one another! We will provide and arrange the venues for networking and there will be an opportunity to purchase your own refreshments at these venues. You do not have to be a member of the Philadelphia Chapter to join us, all are most welcome! We look forward to seeing *you*.

*If you have suggestions on venue's to meet, please contact Tasba Parry on the board.
Also, a big thank you to Arin Kaban & Beth Carey of IMA for helping pull these events together thus far.*

Looking for PRC credits, check out the upcoming MRA Web Seminars:

5/8: HR Issues in a Phone Room	5/31: Human Resources
5/18: Labor Laws	6/15: Moderator Expectations
5/21: Data Dissemination via Portal	7/17: Conducting International/Multi-Country Online Research
5/23: Coding & Tabbing	9/28: Managing Employee Performance

For more information go to:
<http://www.mra-net.org/certification>

End of Year Cocktail Party

Come join us to celebrate another wonderful year and to welcome in the new 2007-2008 board.

Thursday June 28nd, 2007

Manayunk Brewery
4120 Main Street, Phila PA 19127
215-482-8220

<http://www.manayunkbrewery.com>

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PROUD MEMBERS OF THE PHILADELPHIA AND NEW YORK CHAPTERS

NOTIFICATION OF RECOMMENDED CANDIDATES

The Nominating Committee is pleased to announce the selection of candidates for the upcoming election for the 2007-2007 Board of Directors of the Philadelphia Chapter of the MRA.

This is only a notification of committee selection and not a ballot. The Bylaws state that members must be notified of the selection 30 days prior to elections being held. **Voting ballots will be sent out around the beginning of May.**

The nominating committee this year is:

Dusten Lorenz (Biovid Corporation)
Bette Ann Champion (GfK/SMC)
Kimberly White (Schlesinger Associates)

Slate of Candidates

Running Unopposed:

President Elect	Amber Jones (Schlesinger Associates)
Secretary (2 yr. Term)	Beth Carey (IMA)

Continuing in office:

Treasurer (2 nd yr.)	Becky Harrison (Focus Forward)
Director-at-Large (2 nd yr.)	Tasha Parry (Double Helix)

There are four total positions available for Director-at-Large. The following members have been nominated to fill in the three open spots:

Director-at-Large (2 yr. Term)	Jamie Katzenstein (Focus Pointe Global)
Director-at-Large (2 yr. Term)	Meg Ryan (Online Survey Solutions)
Director-at-Large (2 yr. Term)	Conal Murray (Authentic Response)
Director-at-Large (2 yr. Term)	Fee Sepahi (Centra)
Director-at-Large (2 yr. Term)	Michael Georgianna (J. Reckner Associates)
Director-at-Large (2 yr. Term)	Alan Lambert (Marketing Systems Group)

Additional nominations may be made by any member-in-good standing with the endorsement of five other members, and presented in writing to the Chairperson of the Nominating Committee no later than 15 days after the receipt of this announcement.

Sincerely,

Dusten Lorenz
President Elect of the Philadelphia chapter of the MRA

Philadelphia Chapter of the
Market Research Association
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Conshohocken, PA 19428

E-mail
mskinner@reckner.com

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\$100 for full page
\$15 Classifieds

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 if you are interested.

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