

Philadelphia Chapter of the MRA

Winter 2007

Volume 7, 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 Members and Friends,

They say that time flies when you are having fun. If this is truly the case, I must be having a ball. I cannot believe that the "Board Year" is almost half over! I cannot believe that our Chapter and the New York Chapter are in full planning mode for the 2007 Spring Joint Conference on May 10th and 11th.

Now, having bemoaned the fleeting passage of time, let's move on to the present. As you read through this issue of the newsletter, you will see that we have been actively seeking ways to provide our members with valuable educational and networking events. We are currently contacting members to solicit their help in various chapter activities. (Did I just see a bunch of hands going up?)

This winter, we will be funding the Chapter Scholarship Program. Temple University, West Chester University and St. Joseph's University will each receive a \$2,000 grant to provide two worthy marketing students with a \$1,000 scholarship. These students will be our guest and introduced at the Friday luncheon during the NYC/Philadelphia Joint Conference on May 10th and 11th.

We have plans for informal "Meet and Greets" at local "watering holes"; nothing fancy, just a bunch of Board Members and other researchers getting together to relax and share war stories. Get ready for "Thirsty Thursdays"! We are also in the process of determining what PRC credits are needed most by members of the chapter and designing very cost effective Lunch and Learns to help you meet these requirements.

Finally, here is a question for you, our members. What would you like the chapter to do better? How can we "spice up" our offerings? How can we encourage everyone to take a more active role in the success of the Chapter? And most importantly, how do we define this success? Any member of the Board would be thrilled to hear from you. Any dialog, whether it is criticism or kudos, is a much appreciated step in the right direction.

We are looking forward to seeing you at our March speaker/networking meeting in conjunction with the Philadelphia AMA.

Let's keep in touch!

The best of everything in 2007!

The Board



PHILADELPHIA CHAPTER
Marketing Research Association

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CHAPTER OF THE MRA
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The Philadelphia Chapters of the MRA & AMA invite you to attend our upcoming March 6th meeting:

Qualitative 2.0

How Web 2.0 Is Revolutionizing Online Qualitative Research

While qualitative research has been online for some time in the form of chat and bulletin board based focus groups, gathering more in-depth, individual qualitative customer stories via the Internet is still a new frontier. With the advent of Web 2.0 technologies such as blogs and RSS, as well as the proliferation of compact personal digital devices that can deliver digital photographs and video, there are exciting new possibilities for qualitative researchers for gathering customer stories as they happen, and quickly making those stories meaningful in the context of a business question.

This session will enable attendees to separate the hype from the reality - and understand the true impact of Web 2.0 is having on qualitative research. Through presentation of real world case studies, attendees will learn how Web 2.0 technologies can be used to capture and analyze customer stories, and how this technology is paving the way for new online qualitative research frameworks.

This talk will include:

- A practical and conceptual overview of available online qualitative research technology
- A guide to understanding Web 2.0 and it's impact on online qualitative research
- An introduction to the idea of online Immersive Research
- Illustrative case studies that demonstrate practical applications



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(Promotions)**

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Schlesinger Associates

Website Liaison

Fee Sepahi
CETRA, Inc.

MEMBERSHIP FAQ'S

MRA has three types of membership. Ask Merle Holman about any questions on renewing your membership.

Individual Membership is ideal for a single person looking to become a member. The membership is nontransferable and stays with the member should they change employment. (\$223.00 annually)

Company Membership comes in different levels, contingent on 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)

Student Membership is great for full time students interested in investigating marketing research as a career choice. Besides keeping abreast of national MRA offerings a student can find support in a regional chapter. (\$50.00 annually)



Speaker Bio: Steve August

As Principal of KDA Research, Steve August directs KDA's efforts in assessing and utilizing technology to innovate new research techniques and methodologies. He leads KDA's online in-depth practice and has guided the development of Revelation, KDA's new online research platform. Steve has over ten years of diverse technical and creative experience; acquired from successful stints as a system administrator, web master, multimedia CD-ROM producer and business intelligence software consultant. He has worked on projects for Hewlett Packard, Quantum, USDA, Kaiser Family Foundation and the San Francisco Zoo. Over the past two years, he has presented to multiple research associations and also contributed a chapter on the topic online in-depth qualitative research for the 2nd edition of Qualitative Research Online, to be published in 2007.

March 2007						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

When: March 6, 2007, 6:30pm-9:00pm

The evening will begin with a networking hour including a cash bar and appetizers

Where: Crowne Plaza – Valley Forge/King of Prussia, 260 Mall Boulevard, King of Prussia, PA 19406, Phone: 610-2657500

Cost & Registration: The cost and how to registration for the event will be announced mid-February via e-mail and mail invitation. In the meantime if you have any questions, please contact Cara Woodland at cara.woodland@psyma-usa.com or 610-992-0900 ext. 115.

Interested in sponsoring the event? Please contact Kimberly White via email at kwhite@schlesingerassociates.com or phone at (610) 450-5851.



**Pictures from Philly MRA
WD-40 Product Case Study
Event at Hilton Hotel**



From Left to right: Guest Speaker Arnold Spector, Spector Innovations and Bette Ann Champion, GfK Strategic Marketing



Left to right: Andy Labe (Focus Pointe Global), Mary Beth Manfre, John Bradley, Nancy Kolkebeck, JRA, Frances Grubb, JRA



Guest Speaker Arnold Spector

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

Volunteer's found!!

The Philadelphia Chapter of the MRA would like to welcome the following volunteers who are committed to make our chapter stronger:

- Fee Sepahi** – CETRA Inc.
- Tracy Leahy** – Group Dynamics
- Carrie Skinner** – GfK V2
- Lynn Sitvarin** –Focus Pointe Global
- Jan Hyatt** – Adelphi Research by Design
- Kristen Stih** – Schlesinger Associates
- Liz Fisher** – Focus Forward
- Margaret Roth** – Group Dynamics
- Michael Sarnoski** – ERS
- Adrianna Carey** – Schlesinger Associates
- Shannon Sesa** – Adelphi Research by Design
- Khary Campbell** - Schlesinger Associates
- Erin Goldberg** – Focus Forward

Other Industry Events

IIR CONFERENCE	MIAMI, FL	FEBRUARY 26 TH TO 28 TH , 2007
PHILLY MRA/AMA EVENT	PHILADELPHIA, PA	MARCH 6 TH , 2007
AMA CONFERENCE	CHICAGO, IL	MARCH 19 TH TO 22 ND , 2007
ARF CONVENTION & EXPO	NEW YORK, NY	APRIL 15 TH TO 18 TH , 2007
PHILA/NY MRA JOINT CONFERENCE	PHILADELPHIA, PA	MAY 10 TH TO 11 TH , 2007
MRA NATIONAL	SAN FRANCISCO, CA	JUNE 6 TH TO 8 TH , 2007

Introducing The Philadelphia Chapter of MRA's First Mascot



H. Matisse Wonder Dog does not make it out to many events but is always working hard at Amber's desk.

"g3 = TR8N, L10N, I18N."

Gibberish?

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A Message from Merle:



A New Years greeting to all, old and new members alike. As Membership Chairperson and one of the few in the Philadelphia Chapter still active after 35 years, I heartily recommend that some day you can also look back as I do with incredible memories. National is celebrating their 50th Anniversary and many of us are reliving conferences of old in Los Angeles, New York, Atlanta, San Francisco and even Philadelphia in the late 70's. There are photo's, articles and many other reminders of being together for educational and learning experiences BUT, you can be assured that the social and networking aspects were just as important.

This is why I am so pleased to welcome those of you who are new to our chapter since September. Just as important, I encourage members who are paying their dues but not participating in any events to come have the "MRA Experience". Our local meetings and get-togethers are great opportunities to meet with others in our marketing research community...share your frustrations, successes and ideas. In many cases your competitors are sitting at the same table but, use this as a benefit...get to know each other (some day you may be working across the desk at the same company!!!!)

I look forward to meeting all of you at the next "Lunch and Learn", "Thirsty Thursday", Conference or Program. I also encourage our current members to remember what it was like to walk into a room full of strangers at your first event. What follows are names and Companies but I have phone numbers and emails for those who would like to get in touch with each other.

Please don't hesitate to call me @ 610-668-8535 or email mholman@groupdynamics.com

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

Joseph Gerard	Consultant	Amanda Lipski	Olson Research Group
Ana Havens	Adelphi Research By Design	Kathleen Mary Margavich	Research Design Team
Valerie Jenkins	Survey Sampling International	William Parker	Focus Forward
Christopher Monaco	MAXimum Research	Kenneth Coyle	Genactis
Steve Winkel	Survey Sampling International	Ginny Hutt	MMS Education
Jennifer Rankin	The Gelfond Group Dynamics	Nancy Kienzler	Roger Green & Assoc
Carol Hill	Motivation Mechanics	Jeff Troy	Roger Green & Associates
Christine Coleman	Motivation Mechanics	Matthew Carpenter	Wyeth Pharmaceuticals
Catherine Maguire	Motivation Mechanics	Gennadiy Geyler	Ricca Group Dynamics
Mary Conran	Fox School of Business	Mark Warren	Marketing Research Consultant
Rosemary Healy	Motivation Mechanics		

Member Article

The 4 R's of Market Research

By: Beth Carey

Integrated Marketing Associates

In the world of pharmaceutical marketing research, a client's memory of a project relies on more than mere conclusions. Successful execution of a project depends on more than sound methodology and meaningful analysis. And more than one otherwise successful project has been tainted by bland respondents, an unprofessional facility staff, or even an uncomfortable viewing room. Establishing reliable partnerships with focus group facilities is a crucial step towards producing research projects that clients will remember favorably.

But with so many vendors to decide from – all promising top-notch service, recruits and facilities – selecting “the right” one to work with can become its own challenge. Though the details will vary from company to company, all marketing research agencies should consider four key areas: relationships, recruiting, responsiveness and respect. Keep these four R's in mind when choosing vendors.

1. Relationships

“Relationships” is the cornerstone of the four R's. Responsiveness and respect both hinge on a vendor's ability to excel in this area, and even recruiting can be enhanced when a facility staff takes a genuine interest in the partnership. In short, strong working relationships between the project manager and the facility staff are indispensable. And as with any relationship, effective communication and occasional compromise are essential.

The best vendors do more than blindly perform the motions of a recruit. They ask questions about the project and its recruitment goals. They anticipate potential problems, and they invite project directors to brainstorm along with them ways to address these challenges before they occur. They express a genuine interest in the research beyond the paperwork and seek to become partners, not order takers. Sensitivity to specific project needs – from the screener to the budget – is a must.

Whether a facility is part of a large chain or independently owned, communication is most effective – and relationships are most easily formed –when the same contact can be dealt with on a consistent basis. A single point of contact across networks leads to better customer service, stronger recruits and happier clients.

2. Recruiting

Though they may not be insightful, cooperative, or articulate, bad recruits are memorable. One or two sub-par respondents can quickly overshadow a full day of successes, leaving clients unsatisfied and moderators frustrated.

Recruiting is among the most important services vendors provide. Respondents are recruited based on screeners provided by marketing research agencies. A full schedule of suitable respondents is coordinated in advance so that, on research day, moderators can focus on research tasks without logistical set-backs. But much can – and often does – go wrong.

Good recruits lead to good interviews, and good interviews lead to productive research. Yet, fast recruiting does not always equal good recruiting. A few notes to this point:

- It is not uncommon to see the same respondents from project to project. As a rule, the pool of respondents needs to be expanded. In the meantime, vendors with the largest pools of respondents are preferable over those who are forced to continually recycle recruits. No one wins when the same respondents are interviewed repeatedly.
- A successful vendor should understand the characteristics that distinguish a suitable respondent from an unsuitable respondent. It is essential that respondents be qualified to participate in the specific research project. Equally important is that respondents are able to effectively convey their ideas to moderators; communication barriers complicate research efforts. Respondents should be articulate and willing to engage in conversation.
- Consistent progress reports during the recruitment phase are necessary. The best vendors provide daily updates via e-mail and encourage open communication throughout the process, allowing project directors to track progress, make necessary adjustments, and better prepare for the field.

3. Responsiveness

Success in the field requires a high degree of flexibility from everyone involved, and responsiveness from the facility staff can go a long way towards creating a positive and productive research day. Clients expect a high level of service, so facility hosts, hospitality managers and facility managers should be attentive and ready to assist with any practical problems that arise. In preparation for this role, facility staff members on duty during research day should be briefed about the project, including any issues concerning the recruitment.

The best vendors clearly designate a “go-to” staff member, who can provide assistance for anything from making copies to placing food orders to regulating the temperature in the viewing room. Facility staff should be well equipped to handle problems with technology. Whether staff members are personally trained or just know who to contact, access to immediate technological assistance is essential. Video streaming and Internet connections can be extremely valuable for marketing researchers, but the benefit is only as good as the corresponding tech support.

4. Respect

Though it should go without saying, “respect” is the last of the Four R’s. An underlying, mutual respect between field directors and project managers is the basis of a strong partnership. In the same way that marketing researchers seek to understand their client’s project – including the specific roles of various team members – facility managers must make an effort to understand their client: the marketing researcher.

Marketing research agencies reflect a variety of business models, and the division of labor and roles of individual employees is likely to differ among companies. Prior to research day, the facility manager may only have direct contact with the project’s field director. Yet, facility managers must take the time to understand which issues fall within the field director’s realm of authority, and which issues may require approval from another source.

Where the boundaries of authority are not clear, patience becomes an essential virtue. As partners working towards a single goal – that of managing the project’s logistics – facility managers and field directors must maintain open and effective communication characterized by mutual respect of the other’s capabilities and limitations. This attitude should be established during first telephone interaction between the field director and facility manager, and it should set the tone for the remainder of the project.

Though every project presents its own set of challenges, the Four R’s well help provide a stable foundation for both present and future research objectives.

**Northern California/Pacific Northwest Chapter
Meet & Greet! Member Networking
By Paul Valdez, PRC, Nichols Research, Inc.
Chapter Advisor – Past President’s Advisory Council**

Editors Note:

In preparation for our “Thirsty Thursdays”, we thought we would share with you what other chapters do to put some “zip” into Chapter Membership. Please share with us any ideas you have for networking or social get-togethers.

I have been active and serving on the Northern California/Pacific Northwest Chapter Board of Directors since 1997. Through my experience as a MRA volunteer and Board Member, I have met many research professionals at different educational events that were sponsored by our Chapter. Since our Chapter is comprised of 8 states and parts of Western Canada, these events were usually held in Seattle or San Francisco – where the bulk of our membership is from.

As Chapter President in 2004, I wanted to focus on building a community within our Chapter, since our Chapter covers a larger geographical area. Therefore, I developed a theme for the year which was, “Reaching Out and Bringing our Members Together.” This was defined as the first half of our Board year devoted strictly to ‘NETWORKING’ and the second half devoted to ‘EDUCATION’. Before developing this plan for the year, I consulted past presidents. I asked them what they did to bring members together for the Chapter. I was inspired on how they just picked a member’s focus group facility as they hosted appetizers and drinks and talked about what was happening in the local ‘world of research’ at the time. Therefore, I developed the ‘Meet and Greet’ program for our Chapter and a new tradition was born!

We met at fun places like a local restaurant lounge or bar, a cooking demonstration with renowned Chef Tyler Florence, did local walking tours of the San Francisco Ferry Building, toured the local museum of modern art, etc. Other ideas were baseball games, breweries or galleries. These were venues that were held in our local region with the purpose of pure networking and FUN! Also, attending Board members used this opportunity to speak about and promote volunteerism for the Chapter, upcoming events and sponsorship opportunities, hand out newsletters and have insightful discussions about the profession with other research professionals from the area.

Since its introduction to our members, this program has been more than successful and our members continue to inquire when the next one will be! Our locations have since expanded beyond Seattle and San Francisco and have now included Portland and Sacramento. I think there are talks to reach out to our Idaho members with a white water rafting event! Too bad Hawaii isn’t in our geographical region!

For more details and pictures of these events, you can visit our website at www.ncpnwmra.org/events.html

Happy Networking!

Thirsty Thursdays – Member Networking



We are proud to announce *Thirsty Thursdays*, to strengthen relationships within our chapter. Come meet us and network at the first Thursday of every month 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. So mark your calendars and don't miss the first Thirsty Thursday, on **February 1st at Tir Na Nog located at 16th and Arch at 6pm.**

Come meet us by the bar near the alley entrance. (www.tirnanoghilly.com, ph: 267-514-1700)

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*.

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

- 2/6 Employer/Employee Non-Compete, Contracts
- 2/13 Mobile Interviewing
- 2/20 International Bidding
- 2/23 Moderator's Expectations for Facilities (Best Practices)
- 3/27 Navigating a Phone Room in the Internet Age

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

Not Certified yet???

Get Grandfathered in before February 28th, 2007

What is Grandfathering? The Professional Researcher Certification program offers a two-year open application period for those who are currently marketing research practitioners and meet a stringent set of criteria. Candidates would be 'Grandfathered' into PRC based on their experience, education and ethics with the application materials providing a full representation of the candidate's expertise. No exam is necessary during this phase. All Certified must continue their professional development by accruing education contact hours in topic areas outlined for their job category.



Be a Survivor

In the Amazing Race to Research Excellence.

Thursday-Friday, May 10th & 11th, 2007

Park Hyatt Philadelphia • Philadelphia, PA

This exciting, interactive conference will identify the challenges facing our industry and provide the insights and tools to not only Survive but to cross the Finish Line to Research Excellence.

Speakers include:

- *Simon Chadwick, Cambiar LLC – Keynote*
- *Howard Gershowitz, Mktg., Inc.*
- *Brian Costello, Director, Human Resources Thomas Jefferson Hospital Systems*
- *David Mallen, The Ad Council*
- *Susan McDonald, National Analysts*
- *And many more experts!*



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
EARLY REGISTRATION FEE: (April 12 th , 2007 Cutoff)	\$295	\$335
REGISTRATION FEE: (May 9 th , 2007 Cutoff)	\$335	\$375
ON-SITE REGISTRATION FEE:	\$385	\$425

Payment must be received by April 12th for early registration. 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

More Benefits of Being and MRA member:



Lynn Gutstein of Cheskin and Conal Murray of Authentic Response, who were married in May 2005, recently welcomed a new addition to their family. Liam Brendan Murray was born a healthy baby at 8 Pounds 15 ounces on November 14th 2006.

**Congratulation from all of us Lynn & Conal
and we can't wait to meet the new little market researcher!!!**

Need to contact MRA National Headquarters? Who's Who and how to reach them:

MRA HEADQUARTERS STAFF (860) 682-1000		
Title	Name/Email	Ext.
Executive Director	Larry Brownell	x 32
Operations Officer	Elyse Gammer	x 17
Director of Finance	Tasha Jackson	x 16
Director of Technology	Scott Doucette	x 13
Director of Technology	Sean Anderson	
Director of Development	Lucy Haydu	602-626-5242
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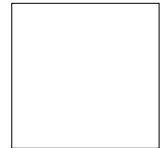
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Call for Articles

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.

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

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