

THE NEWSLETTER SERVING THE NORTHERN CALIFORNIA PACIFIC NORTHWEST CHAPTER OF THE MRA

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President's Message | "THIS IS OURS"

By Adam Berman, CfMC, President

6 years ago, during a national MRA conference I experienced an electric moment when, for the first time, I understood the amazing benefits of our Association. During the conference I was on one of those MRA "tracks" where concurrent sessions run along 3 or 4 different themes. Attending session after session, I found the content, the speakers and the attendees interesting and relevant to my area of expertise, web survey research.

Then, I learned that IMRO (Interactive Marketing Research Organization) had just merged with the MRA. Suddenly, my so-so interest in the MRA was replaced by passion to become part of the organization I discovered during those 3 days.

For the first time, I understood the value of MRA conferences, its leadership, and the importance of our volunteers. Their work in developing programming, networking and service opportunities helps all of us grow our businesses and grow as professionals. In addition, I saw a marketing research organization which was progressive yet evolving, motivated by solid thinking and a willingness to push the boundaries.

So there I was, feeling really excited and thinking, "These guys are onto something." Those three

days saw the beginning of my involvement; it was the time when I made a commitment to an organization that continues to outdo itself.

For the past six years the juice has kept flowing.

As my interest developed, so too did my understanding of the MRA organization as a whole. For me, the MRA became not just another industry association, but an organization consisting of industry leaders who generously volunteer their professional and personal time to make the organization more valuable to its membership. Equally important, the organization fosters a culture where close knit groups of professionals constantly network inside and outside their professional lives.

In less than a year and a half as President-elect and now as President of the Northern California / Pacific Northwest Chapter, I've come to understand that the national organization is driven to reinvent itself. It is so forward thinking that its leadership has set up a separate board of leading thinkers, including a futurist, who work outside of our industry and whose main focus is strategizing on the future direction of the organization. This board advises our national board as they strive to make the MRA a leading industry association.

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Attitude is Everything

By Paul Kirch, Common Knowledge Research Services

When looking at success in business and personal life, it's hard to overlook attitude. In fact, attitude is everything. Attitude starts internally, but it is most recognized externally by others around you. Maintaining confidence and a positive outlook is crucial to staying focused when life throws you some curve balls. Though very cliché, there is truth to the phrase "when life throws you lemons, make lemonade."

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As someone who grew up surrounded by negativity, it was a lesson that I had to learn on my own. And just like most people, I have battled to stay positive through hard times. Yes, I have seen the sky falling on more than one occasion. Despite that, I've managed to return to a positive outlook and often I have an overly optimistic view that has helped me achieve success both personally and professionally.

People buy from people they like, but they buy more from people they also trust. Trust is the best way to build a lasting relationship. Confidence in what you're selling and a good product are crucial, but it all centers on a positive attitude. This will open many doors that might otherwise close very quickly. Negativity will sabotage any chances of building the trust that is so crucial to getting that first opportunity or that next one.

Recently, I called the American Airlines Platinum desk. I fly a significant number of miles per year and this special support line is one of the perks for loyal customers. I was most likely going to miss my scheduled flight and wanted to explore options. The person on the other end of the line was not only rude, but also made me feel as if I was inconveniencing her. Her negative attitude made an easy call hard and made me question my loyalty to this airline.

One negative attitude can do a great deal of damage. What's your own attitude when you talk to customers? Being negative is not just self-destructive; it can also damage the spirit of others. Do you think your clients would rather talk to people who are positive or negative?

We've all heard it said... "Attitude is everything," or what about, "If you're positive good things will happen." I think there might be truth to this, but attitude does not necessarily guarantee you'll live a great life. I think the key is that attitude really dictates how you'll handle trouble when it comes your way. Everyone faces tests and I truly believe that there are lessons hidden in each one of them. As I look back, I feel that I have been provided many gifts from these situations and, for that, I am grateful.

"Don't sweat the small stuff!" Is it really all small stuff? At the time it might not seem so, but I assure you often it is. Approximately 2 years ago, I heard that a friend of mine had been given a few weeks to live. I made one of the most difficult phone calls of my life to say good-bye. At 6'4" tall and with a large muscular build, Terry was always a strong figure with an equally strong personality. The voice I heard on the other end of the phone was that of a frail, little old man (he was only 43). He told me that his doctors gave him a bleak prognosis. He said, "I know what they told me, but I'm going to beat this."

Over the next few weeks Terry's health started to worsen, but his attitude stayed strong. That attitude made all the difference. In fact, he has made a miraculous recovery. Unfortunately, since then he had a hip deteriorate due to the medication he was on, so 6 months ago, he was told he needed a hip replacement. However, they told him he would likely bleed to death during surgery due to a low platelet count. They refused to do the replacement. He told me that he was going to overcome this, and, as of three weeks ago, he arrived home with his new hip. His attitude got him through this and he has been an inspiration to me and others around him.

Yesterday, I received an email from Terry. He told me the platelet issues were due to the fact he now has bladder cancer. The last line of his email stated, "NO BIGGY. Just another day in my life..." I'm confident he is right. His attitude will get him through this as it has in the past. In fact, his attitude has helped his friends and family get through this. Terry has turned his issues into 'small stuff' by staying positive. At this point I don't believe he's going anywhere. Yes, he's made a believer out of me. Have you made a believer out of anyone? How about your friends? How about your clients? This is your chance. Get out there and make someone believe in you! Just remember that attitude really is everything.

Schedule of Events | Fall + Winter 2007-2008

October 18, 2007

Seattle Fall Meet & Greet Tap House Grill - 1506 Sixth Avenue, Seattle

November 1, 2007

San Francisco Fall Meet & Greet

December 5, 2007

Seattle PSRF/MRA Holiday Party

December 13, 2007

Nor Cal Holiday Party **SAVE THE DATE!**

January 10, 2008

Portland Winter Meet & Greet



Photos by Michelle Ramirez



Looking Back: A Handful of Thanks

By Magda Cooling, PRC, Opinions...of Sacramento, Immediate Past President

Wow! The 2006-2007 Chapter year seemed to flow at a rapid pace! The Meet and Greets that were held in Sacramento, San Francisco, Seattle and Portland were excellent venues for 'meeting and greeting' Members and Non-Members who have now joined the MRA. The 2006 December Holiday Parties that took place in San Francisco and Seattle were quite festive as well. Starting off 2007 we continued to offer top-notch education at the Annual Las Vegas Joint Chapter Conference in March – thank you to all who volunteered, attended and sponsored. Portland was the site for our Spring Educational Event. Thank you Carole Wiedmeyer for an outstanding program and volunteering as our Chairperson!

Who can forget the MRA celebrating their 50th Anniversary in San Francisco in June? What a special occasion it was! A special thank you goes to Jane Rosen who was Chair for the wonderful and most memorable Gala Dinner. In addition, I want to thank Jackie Weise and Paul Valdez who Co-Chaired the On-Site Committee. We certainly raised the bar with Chapter Events when we filled the tent at the engaging Teatro Zinzanni! Congratulations to Andrew Schiers and Jackie Weise who both were recipients of the Northern California/ Pacific Northwest

Chapter Service Award in June as well as 'Super Congratulations' to Mimi Nichols for receiving MRA's highest honor, the Honorary Lifetime Membership Award. The planning for our 2007 Fall Educational Event began late last year and committee members worked hard to create and coordinate a fantastic two days of education and fun!

The 2008 Joint Chapter Conference for Las Vegas is already shaping up! Keep the dates of March 5-7, 2008 open and MARK YOUR CALENDARS. We'll need your support with volunteers, attendance and sponsorship again. Thank you to all the volunteers who keep this Chapter rolling right along with its fast paced momentum. We wouldn't be here without your support, knowledge and enthusiasm.

I would like to offer a special thanks to the 2006-2007 Board Members: Adam Berman, Carole Wiedmeyer, Andrew Schiers, Hugh Miller, Larry Eastwick, Venetia Kourakos, Maria Gistrand, Pam Lintner, Scott Prueter, and Peter Cole. And finally, I would like to offer my heartfelt gratitude to Jackie Weise and Paul Valdez for their extra special support as Board Advisors. It was an honor to serve the Chapter and the best people in the industry, again!

22nd annual
las vegas conference

**“unleash
the potential”**

march 5-7, 2008

at the mirage hotel and casino

las vegas, nevada

presented by: the southwest, southern california, and northern california / pacific northwest chapters of the nra



Treasurer's Report

By Hugh Miller, PRC, Opinions...of Sacramento

This is Ours...Continued from page one

Over the past few years, the PRC program (Professional Research Certification) has been embraced and adopted by our industry and other related industries such as the advertising industry. In addition, CMOR has been instrumental improving respondent cooperation, improving the research process, and positively impacting privacy and other legislation related to survey research. CMOR was instrumental in keeping our industry out of the "do not call" legislation.

I've watched the MRA develop web 2.0 business networks through blogs, webinars, EEP (Exchange Evaluation Program), an online job bank, and on-demand education. Our association continues to renew itself through a culture of intimate and committed market research professionals continually looking to make the organization a better and more relevant industry association.

And this is why I serve as the Northern California / Pacific Northwest Chapter President. I wanted to be part of a winning organization whose purpose is to advance, protect and promote: knowledge, standards, excellence, ethics, professional development and innovation. I am an avid MRA volunteer. My interest is to help make this organization better for my company, my peers, my industry and myself.

To become even more effective, we need your help. Please join our Northern California / Pacific Northwest Chapter as we work hard to develop educational programming, networking opportunities, editorial commentary, sponsorship opportunities, and professional services.

By participating you can make us even more stimulating and relevant. We need something more important than dues; we need your time, your ideas and, most of all, we need your willingness to attend our programs and participate. Your effort can help us to become an even more useful and vital organization.

Get involved with our Chapter. Contact me directly. We're always looking for people who want to make our industry a better place to work.

Jul 1 - Aug 24, 2007

Ordinary Income/Expense

Income	
Dues	5,355.00
Event Attendees	2,469.54
Total Income	7,824.54

Expense	
Board Meetings	928.11
Event Expenses	
Event Catering	88.50
Event Facility	824.76
Event Miscellaneous	200.00
Event Promotion	50.00
Total Event Expenses	1,163.26
Licenses and Permits	20.00
Miscellaneous	49.80
Total Expense	2,161.17

Net Ordinary Income 5,663.37

Other Income/Expense

Other Income	
Interest Income	1.15
Total Other Income	1.15

Net Other Income 1.15

Net Income 5,664.52

Aug 24, 2007

ASSETS

Current Assets	
Checking/Savings	
12 Month CD	13,928.61
Washington Mutual	11,085.87
Total Checking/Savings	25,014.48
Total Current Assets	25,014.48

TOTAL ASSETS 25,014.48

LIABILITIES & EQUITY

Equity	
Opening Bal Equity	19,705.98
Retained Earnings	-356.02
Net Income	5,664.52
Total Equity	25,014.48

TOTAL LIABILITIES & EQUITY 25,014.48

NCPNW Board Members

- President** Adam Berman | CfMC Research Software | adam@cfmc.com
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“The best way to destroy an enemy
is to make him a friend.” — Abraham Lincoln



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Paul Valdez, Editor, PRC, Nichols Research, Inc

*Submissions to TOPLINE are welcome! Please
send them to pvaldez@nicholsresearch.com
Articles may be edited for content and length.*