



Cactus Call

Volume 9, Issue 1

Southwest Chapter—Marketing Research Association

January 2001

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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: Kim Larson at 435/753-9014 (fax), or klarson@drgutah.com

If you wish to place an ad, please call Robin McClure at 972/869-2366, for an order form. Please call as soon as possible as the next deadline is February 21, 2001.

Message from the President

From The Ex-Prez

I've always said that writing these "From the President" columns is hard work. This one is perhaps the hardest, as I write it knowing that by the time you read it, I'll have moved on to another...life? Career? Whatever, it's a change.

Here's the synopsis: I am leaving Clearwater Research on December 19 of this year. We (my wife and I) are purchasing an ice cream parlor in Seaside, Oregon.

Really.

And now...the rest of the story: We've been contemplating buying a business since February of last year. We've been looking, and looking...came close on a couple of different things (always involving food), and we kinda stumbled on this ice cream parlor in September. We went over and visited, looking at the financials, went back, made an offer...negotiated. And here we are.

If you know me at all, you know I've never been one to be "normal" and "like everyone else." This is certainly a different direction than Marketing Research...as marketing research was different from radio, which was different from banking, which...heck, you go back far enough, and you'll find me working at a Dairy Queen some 30-odd years ago (some of them odder than others). So perhaps I've come full circle. It's scary and exciting all at the same time - kind of like being a kid in a candy shop. Literally.

The last eight years at Clearwater have been full ones. It was hard to consider another change, considering everything I've done and where I'm at. But that's what the future is for, and so I leave my job and my MRA-Southwest President's position knowing that I leave behind some great people who will continue to be great people and do great things. Kim and the Krew, plus the Brain-Trust, will continue to provide the chapter with the high-caliber leadership that you've come to expect. And they have my home phone number, just in case. But they won't need it. They are a hard-working group, and they've got a terrific line-up set for this year's Las Vegas Conference.

My only hope is that all that effort works up an appetite for ice cream. You see, I know a place...☘

Mike, Former President now Head Scoop - Zinger's, Inc.
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**Netiquette:
Minding Your P's
& Q's On-line.**
By Kati Beauchaine-Brown

E-mail is fast becoming a standard communication method for business and personal correspondence. Because it is such an intimate communication, where you're conversational, it is important to adhere to some basic courtesies when exchanging e-mail.

- Always reply to your e-mail messages in a timely manner, even if only to acknowledge receipt. Technology is not completely reliable, and senders may wonder if unconfirmed messages have been lost in cyberspace.
- When you send e-mail, in particular business e-mail, ask the addressee for confirmation. It is unwise to assume correspondence was received, especially if it entails a proposal.
- If you offer e-mail as a way for clients and associates to contact you easily, be sure you check your e-mail on a regular basis. If you are away from e-mail access for an extended period of time, set up an automated "out-of-office" message for senders, offering an alternative way of being assisted.
- Be selective when sending large files (i.e. animated messages, photographs, graphics). They may be useless if the recipient does not have the proper software to view them. In addition, non-business e-mail of this type may be unwanted. Be sensitive to how others choose to use e-mail socially in the workplace.
- When sending files, advise the recipient of the format, such as Microsoft Word 6.0 or Excel 5.1. It's also a good idea to identify the contents (i.e. 3 pages, 956 records).
- Protect your image when exchanging e-mail with your clients. Spelling, punctuation and grammar count. Conduct your e-mail correspondence with the same high levels of professionalism you would any other type of business contact.
- Include an automatic signature block in your professional e-mails that provides your full name, title, address, phone and fax numbers, e-mail address and website address. This serves as an easy reference for recipients to contact you.

Happy and Successful E-Mailing! 🌵

The 15th Annual Las Vegas Conference **JACKPOT STRATEGIES**



Presented by: Southwest, Southern California & Northern California/Pacific NW Chapters - Marketing Research Association

March 14-16, 2001 at Luxor Las Vegas

The 15th Annual Las Vegas Conference has an impressive line-up -- again! Look!

- *Respondent Cooperation - a Fresh Perspective:* Richard Boone, E.& J. Gallo
- *Employee Commitment:* Jon Masland, Symmetrics Marketing Corporation
- *Las Vegas Travel Research:* Terry Jicinsky, Research Manager, Las Vegas Convention & Visitors Authority and Todd Gillins, Research Manager, R&R Events Partners
- *What Do Clients Want?* Panel includes: Bob Graham, M/C/C; Wendy Kheel, Universal Studios; David Sheatsley, L.A. Convention and Visitors Bureau; Brian Watkins, Delta Airlines; Stephen Westberg, Southern California Edison
- *Using the Media to Improve Response Rates:* Terilyn Reber Vaught, ACNielsen BASES
- *Useful Marketing / Networking Strategies:* Michael Reagan, FAST Sign Company

Plus:

- Annual Raffle - great prizes
- *A Funny Thing Happened on the way to the Future* - share a funny (but true) Marketing Research story and win \$50!

REGISTER EARLY FOR THE CONFERENCE AND WIN!

Remember to send in your registration form and fees by February 23rd, because you could win a full conference registration package to the 43rd Annual National MRA Conference, June 6-8, 2001 in New York City. We'll hold a random drawing of all registrants and announce the winner! It COULD be you, but only if you register early!

REGISTER EARLY AT THE LUXOR!

The Luxor has a great lineup of restaurants, shops, entertainment, a great pool, and much more. Room rates are \$89 weekdays and \$139 weekends

Call Luxor at 800-288-1000 for reservations -- give them our code "T-MRA."

Deadline for early hotel registration is February 13, so act now!

For up-to-date information click on our web site -- www.swmra.org
Questions? Contact Kim Larson at kim.larson@drgutah.com or call 435-753-9770

The 15th Annual Las Vegas Conference JACKPOT STRATEGIES



Registration Form (one registrant per form please)

Registration Costs: **\$195 Members** (SW, SoCal and NoCal/NW Chapters)
 \$220 Non-members (All Others)

Early registration cutoff is February 23 (at prices listed above)
 Late cutoff is February 28 -- add \$30 On-site registration -- add \$55

If more than one person comes from your company, their registration is \$10 LESS
Cancellation Policy -- No Refund After Late Registration Cut-Off 2/28/2001

Costs include: All Seminars - Opening Reception (6pm on Wednesday, March 14th)
 Thursday Breakfast & Lunch - Friday Breakfast & Lunch
 Conference concludes at 3:00 p.m. on Friday, March 16th

Cost per Event (ADDITIONAL GUEST TICKETS)

<input type="checkbox"/> \$50.00	Opening Reception	<input type="checkbox"/> \$25.00	Friday Breakfast
<input type="checkbox"/> \$25.00	Thursday Breakfast	<input type="checkbox"/> \$35.00	Friday Lunch (speaker)
<input type="checkbox"/> \$35.00	Thursday Lunch (speaker)	<input type="checkbox"/> \$125.00	One Full Day Package

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Sponsorships are available!

Red = \$50
 White = \$100
 Blue = \$150
 Platinum (speaker/meal) = \$250
 Contact Robin McClure
 at Dallas Focus
 Call: 972-869-2366 or
 dallas.focus@airmail.net

Make checks payable to:

SOUTHWEST CHAPTER MRA

Mail completed Registration Form & Check to:

Barb Rosner -- SW Chapter MRA
2902 South Newberry Road
Tempe, AZ 85282
Phone: 480-966-0190

For up-to-date information click on www.swmra.org
 Contact: Kim Larson at kim.larson@drgutah.com or call 435-753-9770

Register Early for the conference by February 23rd
Register Early at the Luxor by February 13th



IS THERE ANYTHING TO DO AFTER THE SESSIONS?

(an informal Las Vegas Guide, part 2)
(by Mike Exinger)

Last time we looked at websites that covered Las Vegas from A to Z. Some of those sites had information about gambling, but there are plenty more that specifically center on gaming information. These sites teach you how to play the games, how to win (OK, how not to lose so much), what the REAL odds are, and just about anything else involved with a roll of the dice or a pull of the slot handle.

Face it -- most of you will try to do a little gambling while in Las Vegas. Most folks do. Most folks also go through their money faster than they expected, and you don't have to. I would never lead you to believe that you can win (and win BIG) gambling, because unless you're very lucky, you can't (skill has nothing to do with most games...more on that later). You CAN learn about

the games, how they work, what the specific rules (and "tricks") are, and play smarter so that you don't lose as often, or as much...and, if Lady Luck comes your way, you're less likely to give it all back.

So, these sites are all about gambling, the rules, how to play, and how to win (they say it that way -- I don't). I should also tell you that many offer online gaming or links to online gaming - some will let you try games for free, and others are actual online casinos -- for real money. Tread carefully (keep your credit cards in your pocket).

Oh, wait, before we start...I left off one very important site in our list of Vegas information. The "Big Empire" has a variety of guides, but the one of Las Vegas is outstanding because (a) it tells you how to do the town on the cheap (that's me), and (b) the write-ups are hysterical. Check it out at: www.bigempire.com/vegas

And...I've mentioned before about the availability of monorail systems throughout

The Strip area (so you don't have to walk everywhere...or anywhere). Here's a link to a page that shows 'em all: www.vegas.com/transportation/monorails.html

OK. Now, here are some gambling sites to investigate:

- Learn to play the games -- www.casino.com
- Info on gambling rules and online gaming: www.gambling-links.com
- Get the lowdown on the games and the odds with: www.thewizardofodds.com
- Be a player - check into: www.playersnetwork.com
- Info on games, rules, and online gaming: www.4players.com ♣



Looking for answers in mountains of data?
We live in the mountains – we know data.
Let us be your guide.

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Why go to a MRA conference... especially a regional one?

By Peggy O'Connor

There are a million reasons why!...but for the practicality of this article, I will zero in on those I feel are primary.

My first Las Vegas conference was born out of the idea of fun, shows and gambling. I did get some of the above, but more importantly, I learned a lot at that convention. If I came home with one good idea for improving my business (which I did) it paid for the whole trip. The sessions were excellent and some touched on research fundamentals that I had forgotten. Well, maybe not forgotten, but things we do out of habit and it's good to put some thought into them again. When you are in the research business for a long time you become jaded and complacent. I returned recalling why I went into this business and with renewed excitement about the future. What a great lift!

There is also a great benefit to those who are new to the industry. A lot of times we get so caught up in what our company is doing that we forget that there are others who are facing the same obstacles and frustrations. Others who are trying new and different ways of getting goals accomplished. It is wonderful to be able to talk to other people that are in the same industry or even in the same

position as you. You begin to realize that we all face the same situations and you are able to learn from others.

Regional conferences are smaller which allow you to get to know a lot of new people, revitalize old friendships and have enough quality time to spend with them. The most important point is to share ideas and make some serious friends. And if the Schwarz be with you, you may even find a new client.

One thing I guarantee you is that you will return home with exuberance, warm fuzzies and excitement you haven't felt in a long time. Trust me - try it!

I look forward to meeting you at the 15th Annual Las Vegas Conference March 14th - 16th. Please stop and introduce yourself and of course you can tell me how much you enjoyed my wonderful article!!

From your Past President
Forever!! 🌵

Things I Overheard (and I am still Laughing)

Compiled by: Kim Larson

I have received several very funny open-ends, stories and quotes from many companies who wish to remain anonymous. (For obvious reasons) This column is intended to make you laugh, so I extend my sincere appreciation to all contributors - you know who you are - for making me laugh. If you have an addition to this column,

please send it to me. I promise to be the soul of discretion.

People say the darndest things (or sometimes its interviewers record the darndest things)

Note that these verbatims were collected from over 18 different phone centers around the country. The grammatical errors are left for your enjoyment

What were your sources of information while shopping for your minivan?

My husbens trusty a reneged the deal.

What do you think is the most important environmental issue facing our region today?

The deforce stations.

Answers from environmental studies

Organizations doing the most for the environment.

Seaira Club

Port of Ceatel

From what you know, what is a watershed?

Airia that holds water for furter use.

A sors of water.

What issues, if any, would concern you most about the sewage treatment facilities in your area?

Sight and smell. Arcticturally interesting.

Financial Questions

What are some of the reasons you're not interested in obtaining a smart card?

I don't worry about buying stuff. I am waiting for Jesus to come back.

Please describe the nature of your most recent problem with the bank.

The bank was open, but it seemed the woman was having trouble communicating with me. I went to the ATM to withdraw \$700. The screen told me to have a nice vacation, but no money came out. I went inside the bank and told the teller and she told me that I'd have to wait seven days to get the problem

straightened out. I said I needed the money now. I passed out because she didn't believe me. She thought I got it, but I didn't. They had to call an ambulance when I passed out. When I came to I locked the door and refused to let other customers come in until they fixed my problem. They finally went and checked the machine and saw that no money had come out so they wrote me a check for the \$700. The later mailed me a receipt. Nobody compensated me for my embarrassment of for the personal injury done to me. It almost cost me my life. I had a stroke not too long ago and I could have had another one. I was robbed by the bank. They have it all on camera and they know I wasn't lying. I feel I should have been compensated.

What is the most important problem facing this area today?

Illederit prople.

We need to reduce crime by putting utilities underground instead of on the poles.

Please tell me some of the reasons you are voting for this candidate instead of one of the other candidates.

I am legally blind but I have seen good things about him on television.

I guess that probably he wasn't Al Gore. They both suck, okay. I just voted for the best one. What the hell, I don't like Bush.




MEMBERS ON THE MOVE

San Antonio, Texas -- Galloway Research Service recently named **Carlos Jáuregui** as Research Group Department Director. He joined the Research Group earlier this year and previously was the Telephone Department Director for five years.

San Antonio, Texas -- Galloway Research Service recently celebrated the 20 year anniversaries of **Alice Weiss**, a supervisor in the Telephone Department, and **Julia Rosas**, an interviewer at one of Galloway Research Service's mall facilities. Many employees from all departments of Galloway Research attended the celebration as did family members of the two honorees.

Galloway Research Service has the largest data collection capabilities in South Texas and offers custom research services for a diverse clientele of local, regional, and national companies.

For additional information, visit the Galloway Research Service web page at www.gallowayresearch.com or contact Elisa Galloway. 

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