



Cactus Call – Vegas Edition

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Southwest Chapter—Marketing Research Association

Jan/Feb 2004

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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:

Melissa Pepper, 512-474-1005, or melissa@tammadge.com

If you wish to place an ad, please call Robin McClure at 972/869-2366, for an order form. Please call by 2-10 to place your ad in the March issue.



Message from the President

HAPPY NEW YEAR!

On behalf of the entire SW Board, we wish you a happy, healthy and successful 2004!

Now... take out your brand new desk calendar, appointment book or organization method of choice – and put X's across the dates of MARCH 3-5, 2004.

In big, bold letters write.... LAS VEGAS JOINT CONFERENCE!!!!!!!!!!!!!!

With the exciting theme of “Discovering Hidden Treasures” – Follow the Map to Success – you are guaranteed to discover many treasures when you follow the map through the great line up of events. Learn what goes on behind that drive thru call box with Marla Goodman from Jack in the Box. Want to be better at networking? Don't miss Cheryl Sinclair from Dancing Star Coaching. Learn how to use monitoring to motivate employees from Jeananne Edwards of Cendant. And golf fans will not want to miss Ken Lovell from the PGA Tour! Please refer to the full schedule in this edition of the Cactus Call, as this is only a small description of what we have planned! Registration and sponsorship information are also available in this issue of the Cactus Call, thru our website at swmra.org or by contacting any board member.

Be sure to take note of the important deadline dates. Register early and your name will be entered for a chance to win a FREE conference registration to the National MRA conference in BOSTON! This conference is going to be a great educational opportunity at a steal of a price! And in case you have not heard, CMOR is also holding their conference in Las Vegas this year. Their dates are March 2-3rd, 2004 at the Flamingo Hotel. Make arrangements now to attend BOTH events at a combined price that is still lower than many other educational opportunities! We are also pleased to announce that the National MRA Board will be holding their Strategic Planning meeting in Las Vegas to coincide with the Joint Conference. This will be a great opportunity to meet and mingle with members of the National organization.

As you can see there are a LOT of exciting things coming together to make this conference a MUST attend event. BE THERE, OR WE'LL MAKE YOU WALK THE PLANK!!

Respectfully,
Bobbie Kirkland
President, SWMRA
BobbieK@On-LineCom.com

SWMRA Chapter Board for 2003/2004

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“Is it Better to Give Than to Receive? Or, How to Take the Work Out of Networking”

Do you like to network? For many, networking is an uncomfortable chore considered necessary to get a job, to get clients, and it isn't fun! What if you thought of networking as giving something instead of asking for something? Would that make it easier?

One of the most amazing networking stories involves a holiday card list. There was a couple that was thinking of dropping someone from their card list, since they hadn't been in touch for sometime. They sent the card anyway and started communications. It turns out that the person who was almost dropped helped them adopt a child, something that had been quite difficult for them to do.

Here are some suggested steps for networking:

1. Look at all the people and resources you know. Think about what they want and what their strengths are. How can you help them?
2. Start chatting informally with people while you are doing things like standing in line, getting your nails done, or at parties. Ask lots of questions about what they want or do. This can be considered “practice” if you like. You will begin to build a wonderful collection of people and their special talents.
3. Once you start to connect people with each other, or match them up, you will experience a real joy from helping people.

And do you know what happens next? People will start helping you! Think again, before you trim your holiday card list!

Cheryl Sinclair is a business and executive coach, and motivational speaker. She works with individuals and organizations in her coaching business, Dancing Star Coaching, LLC, to achieve the success that they want. Cheryl will be a presenter at the Las Vegas Conference. Copyright 2003, All Rights Reserved.

2004 Las Vegas Joint Conference
SCHEDULE AT A GLANCE

Wednesday, March 3rd			
6:00 p.m.	Opening Reception – <i>Food, Fun, and Folks! Greet, Eat, and Meet!</i>		
Thursday, March 4th			
8:00 a.m.	Breakfast		
9:00 a.m. - 10:15 a.m.	Opening Session	<i>“Research That Makes the Cut”</i>	Speaker ?? Ken Lovell, VP of R&D, PGA Tour
10:30 a.m. - 11:45 a.m.	Workshop Session	<i>“Fast Food Evolution”</i>	Speaker ?? Marla Goodman, Manager of Consumer Insights, Jack in the Box
Noon - 1:45 p.m.	Luncheon Speaker	<i>“Take Charge of Your Inner Networker”</i>	Speaker ?? Cheryl Sinclair, Dancing Star Coaching
2:00 p.m. - 2:30 p.m.	Workshop Session	<i>“MRA National Happenings Update”</i>	Speaker ?? Michael Mermelstein/Larry Hadcock
2:45 p.m. - 4:30 p.m.	Workshop Session	<i>“Presentation of Industry HOT Buttons & Panel of Experts to discuss findings:</i>	Speaker ?? Panel of National MRA Board Members
Friday, March 5th			
8:00 a.m.	Breakfast		
9:00 a.m. - 10:15 am	Workshop Session	<i>“Crayons, Cameras and Chocolate Milk”</i>	Speaker ?? Allison Murphy, Murphy Marketing Research/ TRENDTOWN
10:30 a.m. - 11:45 a.m.	Workshop Session	<i>“How to use Monitoring to Coach and Motivate Employees”</i>	Speaker ?? Jeananne Edwards, Quality Coordinator, Cendant
Noon- 1:30 p.m.	Luncheon		☞ Networking Luncheon
1:30 p.m.	Raffle, Update and Wrap-Up – <i>includes a giveaway to the 18th Annual Las Vegas Conference</i>		?? SWMRA Board
2:00 p.m.	Conclusion		

PREVIEW OF LAS VEGAS 2004

Thursday, March 4th at 9:00AM - 10:15AM "Research That Makes The Cut" by Ken Lovell, Vice-President of Research and Development for the PGA TOUR.

Ken will focus on how research is used, how it has changed the decision-making process in his organization and what makes for good research-AND-researchers.

Ken Lovell is the Vice President of Research and Development for the PGA TOUR. In his position he is responsible for developing research sources and methods for all business units within the TOUR as well as providing support where necessary to the TOUR's strategic partners in the golf world. This has included developing reliable information on areas ranging from the sponsorship and soft retail goods markets to creating models that better explain interactions between viewing habits, fan attitudes and golf participation.

Ken was hired to create the TOUR's research department and since that time has worked to bring the measurement of consumer needs, preferences and ideas to the decision-making processes of the TOUR and its constituents. Since the department's creation, the PGA TOUR has come to rely on research methods to an increasing degree in improving the accuracy and timeliness of business decisions.

Prior to his work with the PGA TOUR, Ken was with Procter and Gamble where he was responsible for consumer research on powder laundry detergent globally as well as new laundry forms in the United States. He holds a Master of Science in Management degree from Purdue University and a Bachelors degree from Brigham Young University.

Thursday, March 4th at 10:30AM - 11:45AM "Fast Food Evolution" by Marla Goodman, Manager of Consumer Insights, Jack in the Box.

Burgers, fries and shakes? The "American" meal, right? Well, maybe in 1960. Maybe even in 1990. But in the new millennium, the multi-billion dollar fast food business is changing. At today's hectic pace, food away from home is a way of life. But not only have food preferences changed, fast food consumer demographics have changed as well. These changes have caused havoc in the fast food industry. As a result, companies are relying on research more than ever in making consumer-based decisions. They are seeking out research partners who are nimble enough to roll with the changes and willing to be unconventional.

Marla Goodman is a tenure professional with more than 15 years of research experience. She graduated Magna Cum Laude from Roosevelt University in Chicago, with dual Degrees in Management and Marketing.

Marla currently holds the position of Manager, Consumer Insights at Jack in the Box, Inc. She helps JIB understand their current customers, anticipate their future needs, track competitors, and understand emerging trends. This includes conducting focus groups, taste tests, in-restaurant tests, as well as monitoring the relevance of Jack in the Box's award winning advertising campaign. She is currently involved in their rebranding effort.

Thursday, March 4th at 12:00PM - 1:45PM "Take Charge of your Inner Networker -- An Interactive Session to Practice Networking and Being Yourself!" by Cheryl Sinclair, Dancing Star Coaching.

Cheryl Sinclair believes that life is simply one exhilarating performance, with no time for a dress rehearsal! Highly energetic and multi-faceted, she speaks to organizations and individuals to help them utilize their brilliance for success in their business and personal lives. With her coaching business *Dancing Star Coaching, LLC*, she partners with those ready to take action to get their lives and organizations exactly the way they want them. If you're looking for a vibrant, unique expression of your true self in business and your personal life, you have found a co-conspirator!

Cheryl Sinclair is a multi-faceted strategist, speaker, business and executive coach who helps clients expand businesses, achieve career success, improve communication skills, and simply get more enjoyment out of life. She believes we can all have the success that we desire. For more information, her website is www.dancingstarcoaching.com.

Thursday, March 4th at 2:45PM - 4:30PM "Industry Hot Buttons"

Do you wonder what the pressing issues are in our industry? We will present the results of an industry issues survey along with a panel of MRA National Board Members to answer your questions on today's Research Hot Topics. This will be a timely and lively interactive session of your concerns and your questions.

Friday, March 5th at 9:00AM – 10:15AM “Crayons, Cameras and Chocolate Milk -- Top Ten Trends In Qualitative Research”

Grab your coffee and come early as Alison Murphy from Murphy Marketing Research /TRENDTOWN offers her perspective on the top ten trends in qualitative research, and how field partners can help their clients address these trends. Specially, this session will touch on:

- ~~///~~ Going beyond the simple focus group – the trend toward more sophisticated techniques in focus group recruiting
- ~~///~~ Employing creative problem solving and idea generation games with everyday consumers
- ~~///~~ Introducing “show me your world exercises” into a focus group setting
- ~~///~~ Moving toward observation and in-context interviewing

Alison will present several real world case studies in which the techniques she presents were employed. The focus will be on creating a deeper understanding between the field and its qualitative partners.

As a partner in Murphy Marketing Research/TRENDTOWN, Alison is involved in all aspects of client projects including study design, study implementation and analysis. She works closely with clients to uncover the strategic implications associated with the study findings.

Prior to forming Murphy Marketing Research/TRENDTOWN in 1993, Alison spent eight years working in market research positions for several large advertising agencies, and two years as a client-side research director. She has over 20 years of experience in moderating focus groups in consumer and business-to-business industries. She specializes in new product development and creative problem-solving techniques.

Alison earned a BA in Journalism from the University of Wisconsin - Madison and an MA from Marquette University. She is a member of the Qualitative Research Consultants Association and the American Marketing Association.

Murphy Marketing Research/TRENDTOWN is dedicated to providing clients with innovative research techniques aimed at delivering a fresh approach to consumer insight.

Friday, March 5th at 10:30AM – 11:45AM "Quality Control and Monitoring" by Jeananne Edwards, Quality Coordinator at Cendant (Avis division), Tulsa, Oklahoma.

Cendant is one of the foremost providers of travel and real estate services in the world.

As the Quality Coordinator, Jeananne is responsible for all quality initiatives for the Avis car rental group. Her role is to be the innovator and coordinator of the improvement process as well as providing feedback and assistance to call center management in helping representatives improve their processes and increase their efficiency. Her expertise includes technical and hands on knowledge of many of the quality practices for call centers.

Jeananne has been a presenter at conferences sponsored by International Quality and Productivity Center (IQPC) where she has spoken on such topics as monitoring in call centers and the changing environment that E-mail and web chat have created. Jeananne designs entertaining, content-packed tailored workshops for quality improvement workshops, based on the current specific need. She develops dynamic programs that produce immediate results!

10 TOP REASONS FOR ATTENDING THE SWMRA VEGAS CONFERENCE

10. **Location, location, location.** I left 3' of snow back in Ludlow, MA to hit the Strip for the 2003 Conference. No one had to twist my arm!
9. **The best odds in Vegas...**Are found at the raffle at the close of the SWMRA Conference! Just ask Oliver Karp. Thanks to the generosity of sponsors many of us (not just Oliver) walked away with a little cash in our pockets or gifts to pack in our suitcases.
8. **ROI.** Get a return on your investment *and* involvement in MRA membership and connect with those colleagues and potential clients in this fun, friendly, relaxed setting.
7. **Quality and value.** Elisa Galloway and her team arranged for dynamic speakers such as Mark Michelson, meaty topics like Janet Savoie's "Choosing the Right Methodology," and a venue that included a panel discussion about dealing with change (and we've all had a lot of *that* since 9/11). To round out things, Pat Sabena moderated a focus group with Conference attendees as her participants.
6. **Tax deductible.** Need I say more?
5. **Reciprocity.** The New England Chapter is going to show you Westerners a great time at the 2004 MRA Conference in Boston this summer...I guarantee it!
4. **Build your network of go-to people.** Paul Valdez and I bonded, given our mutual Starbucks addictions, and we've since become great email pals. Bobbie Kirkland and I have swapped photos and ideas for Chapter events since meeting in March. I don't hesitate to pick up the phone to pick the brain of the any one of the folks I met in Vegas last March on an as-the-need-arises basis, and I know it's a mutual feeling. This is what MRA membership is all about.
3. **Colleagues—not competitors.** The camaraderie demonstrated by Elisa Galloway, Kim Larson, Karen Thomas, Robin McClure, and all those on the Conference team was even more greatly appreciated when it was made clear that these folks often find themselves in competitive situations. But they regard themselves as colleagues, not competitors—much in the same spirit as #4 above. This was my greatest takeaway from the conference and it is now incorporated in the North East MRA's Value Proposition.
2. **A showcase of members' talents.** The 2003 Conference was aptly titled "Dealing with Change." The Conference Committee members scrambled to recruit the talents of Conference attendees as weather, war, and illness resulted in one schedule change after another. The result? An awesome demonstration of just how good these Marketing Research Association professionals are at thinking outside the box...on the fly!
1. **Annual event.** And we get to do it all over again in Spring 2004! (There's already a foot of snow on the ground here in Ludlow, MA...my bags are already packed.)

Nancy Domenichelli is the owner of Domenichelli Business Services, a transcription company. She was a first time attendee at the 2003 Vegas Conference.



The 18th Annual Las Vegas Conference
"Discovering Hidden Treasures"
Follow the Map to Success

March 3-5, 2004 at Treasure Island Hotel and Casino, Las Vegas
 Southwest, Southern California and Northern California/Pacific NW Chapters – MRA

Registration Form (one registrant per form please)

EARLYBIRD Registration Costs: [] **\$229 Members** (SW, SoCal and NoCal/NW Chapters)
 Deadline Feb 9th [] **\$259 Non-members** (All Others)
REGULAR Registration Costs: [] **\$269 Members** (SW, SoCal and NoCal/NW Chapters)
 Deadline February 18th [] **\$299 Non-members** (All Others)
LATE/On-Site Registration Costs: [] **\$329 Members** (SW, SoCal and NoCal/NW Chapters)
 After February 18th [] **\$359 Non-members** (All Others)
DEADLINE: Registration and payment must be received by 5pm Central – either faxed or postmarked.

**Cancellation Policy -- No Refund Will Be Issued After Regular Registration Ends
 Cut-Off 2/18/04 - A cancellation fee of \$25 will be applied before cut-off date.**

Costs include: All Seminars – Opening Reception (6pm on Wednesday, March 3rd)
 Thursday Breakfast & Lunch - Friday Breakfast & Lunch
 Conference concludes at 2:00 p.m. on Friday, March 5th

Cost per Event (ADDITIONAL GUEST TICKETS)	[] \$50.00	Thursday Lunch (speaker)
[] \$75.00	[] \$35.00	Friday Breakfast
[] \$35.00	[] \$50.00	Friday Lunch – (networking)
		Opening Reception
		Thursday Breakfast

NAME _____
 NAME (as you would like it on your badge). Please include additional form for guest badge. Please print or type your information.

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Register Early for the conference, by February 9th, and have a chance to WIN a 2004 MRA Annual Conference Package for Boston. Register Early at Treasure Island (1-888-503-8999) by February 9th. Tell them you are with "SW MRCA" for the best rates. Rates are only guaranteed until block of rooms are sold! Room rates are \$89 Wed and Thurs, \$129 Fri and Sat.



The 18th Annual Las Vegas Conference
"Discovering Hidden Treasures"
Follow the Map to Success

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

March 3-5, 2004 Treasure Island Hotel, Las Vegas

Sponsorship and Raffle Information

Don't miss the boat on this great opportunity to put your company's name in front of clients!
 We offer Sponsorship opportunities for every budget!

Sponsorship / Raffle Donations opportunities available are:



Platinum Sponsorship \$250.00

- /// Sponsorship of Reception, Registration area, Meeting Room Thursday and Friday, Friday Lunch and Wrap up session
- /// Half page ad in the Program book! (ads or logos should be .JPEG or .TIF file either 9.5 Height by 3.80 Width -or- 4.70 Height by 7.45 width. E-mail file to Kim Larson at klarson@infoalli.com)



Blue Ribbon Sponsorship \$150.00

- /// Sponsorship of Reception, Registration area and Wrap up Session
- /// Listing in Program book



Red Ribbon Sponsorship \$100.00

- /// Sponsorship of Registration area, Lunch Thursday, Wrap up Session
- /// Listing in Program book



White Ribbon Sponsorship \$50.00

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- /// Listing in Program Book



Raffle Donation Suggest \$25.00 and up / or gift

- /// Company mentioned (and cheered!) at the Wrap Up Session during Raffle
- /// Note – Cash prizes preferred
- /// Listing in Program Book

Sponsorship Chairs – for additional information contact:

SWMRA – Robin McClure, Dallas Focus

972.869.2366 (p)

972.869.9174 (f)

r.mcclure@dallasfocus.net

SO CAL – Jan Borkum, Call Solutions

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NO CAL/PACIFIC NW – Amy Shields, Nichols Research

559.226.3100 (p)

559.226.9354 (f)

ashields@nichols-research.com

Deadline to make Program Publication:

MUST be received by 5pm, Monday, February 16, 2004



18th Annual Las Vegas Conference

Southwest Chapter

Presented by Southwest, Southern California and Northern California/Pacific NW Chapters – Marketing Research Association
March 3-5, 2004 Treasure Island Hotel, Las Vegas

Sponsorship and Raffle Form

Company Name: _____ Contact Person: _____

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 - () Raffle Donation Suggest \$25.00 and up / or gift \$ _____
- TOTAL SPONSOR/RAFFLE** \$ _____

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 North Logan, Utah 84351

E-mail ad file to:
 Kim Larson at klarson@infoalli.com

Deadline to make Program Publication:
 Must be received by 5pm, Monday, February 16, 2004

Las Vegas Facts

Entertainment Websites: www.lasvegas360.com, www.vegas.com, www.accessvegas.com

First becoming a city in 1911, the Las Vegas metro area is the largest founded in the 20th century (1.4 million residents).

Fourteen of the fifteen largest hotels in the United States are located in Las Vegas.

The Stratosphere Tower, which opened on the north end of the Las Vegas Strip on April 30, 1996, measures 1,149 feet high (135 stories) and is the tallest free standing observation structure in the United States, as well as the tallest building west of the Mississippi River.

The spectacular, four-block-long Fremont Street Experience contains 2.1 million lights and 540,000 watts of sound.

By the end of 2001, almost 186,000 people were directly employed in the hotel/motel, gaming and recreation industries in Clark County.

Each year, more than 100,000 couples get married in Las Vegas.

Touring the new Desert Passage shopping mall at the Aladdin Hotel/Casino on the Strip is themed to resemble traveling from Morocco to India.

The MGM Grand is the world's largest hotel with 5,034 rooms. There are more rooms in this one hotel than in the entire city of Sarasota.

Gambling was legalized in Nevada in 1931.

The citywide hotel occupancy rate in Las Vegas during 2001 was approximately 84.7 percent, compared to the U.S. national average of 60.1 percent..

Las Vegas has more than 125,000 hotel and motel rooms.

Las Vegas was the fastest growing metropolitan area in the 1990s with 5,000 – 6,000 new residents arriving every month.

Hoover Dam's structural volume surpasses the largest pyramid in Egypt; but while each pyramid was completed by 100,000 men working for 20 years, Hoover Dam was completed in just four years with a workforce of 5,000.

At 53 years old, the famous Las Vegas icon known as Vegas Vic is five years younger than the average Las Vegas visitor. The original version of this well-known landmark, located on Fremont Street downtown, was unveiled in 1947.

There are more than 15,000 miles of neon tubing in Las Vegas signs.

Treasure Island Facts

www.treasureisland.com

Just a few months ago, TI closed its popular Battle of Buccaneer Bay to make way for the updated, sexier new show. The Battle of Buccaneer Bay debuted on October 26, 1993 when Treasure Island opened. The nearly 10-year run and 16,334 performances played to an estimated 35 million people. The famous skull and crossed-swords marquee is gone, replaced with a modern marquee featuring the new TI logo and state-of-the-art technology. The resort's outer walls have shed the lighter coral color for a deeper-toned terra cotta hue.

The cost to build the hotel – \$450 million

The hotel has 2,885 guest rooms and more than 90,000 square feet of gaming area.

It employs approximately 3600 people.

Advertise Here!!!

The Cactus Call is now accepting advertising. Use this unique tool to target the "hard to reach" market research professional.

Rates are as follows:

1/8 Page \$30

1/4 Page \$50

1/2 Page \$75

1 Page \$125

10% discount for 3 consecutive ads. 20% off for 6 consecutive issues.

Issues are January March, May, July, September, and November.

Please Contact Robin McClure at (972) 869-2366 for more information or to place an ad.

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