



Cactus Call

Volume 1, Issue 24

Southwest Chapter—Marketing Research Association

May/June 2004

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Message from the President

This is it...

...my final President's Message. I begin this message with a lot of mixed emotions – some that I didn't expect.

Overall, I am pleased with how the year went. My year began by attending Leadership Training at the National Conference in San Francisco. While I did learn a few things – the biggest thing I learned was how GREAT this Chapter is! I was thoroughly prepared for my new position because of the wonderful leadership before me and the relationship we all have when it comes to the sharing of information. Even though we are all spread apart, we are a Chapter of FRIENDS – and it shows!

The next step was Strategic Planning and Educational Forum, which were held in Dallas. The Strategic Planning meetings provide a vehicle where the Board members plan our chapter events for the year. This is also where a big part of the planning for the Las Vegas Conference was accomplished.

Educational Forum (EF) was a great success. EF provides a great opportunity for companies to expose more of their employees to a cost effective, informative venue. I truly recommend it for your front line Managers and Supervisors. Educational Forum is geared to reach the people who don't make it to the big conferences. It is packed with material that can instantly be put to use in the work environment. The next Educational Forum is in Park City, Utah on July 30th – look for more information in this issue as well as on the website...and plan to be there!

(cont on page 3...)

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 6/20 to place your ad in the July issue.



SWMRA CHAPTER- Board for 2003-2004

<p>Bobbie Kirkland President On-Line Communications, Inc. 401 SE Dewey Ave. Bartlesville, OK 74003 Phone: 918-338-2000 Fax: 918-338-2008 bobbiek@on-linecom.com</p>	<p>Cristy Reid President Elect/Membership Chair Colorado Market Research Svcs. 2149 South Grape St Denver, CO 80222 Phone : 303-758-6424 Fax : 303-756-6467 creidcolomkt@msn.com</p>
<p>Melissa Pepper Vice President Tammadge Market Research, Inc. 210 Barton Springs Rd., Ste. 915 Austin, TX 78704 Phone: 512-474-1005 Fax: 512-370-0339 Melissa@tammadge.com</p>	<p>Elisa Galloway Immediate Past President Galloway Research Service 4751 Hamilton Wolfe, Suite 100 San Antonio, TX 78229 Phone: 210-734-4346 Fax: 210-732-4545 egalloway@gallowayresearch.com</p>
<p>Kim Larson Treasurer Information Alliance Utah University Research Park 595 E. Research Parkway North Logan, Utah 84341 Phone: 435-881-3667 klarson@infoalli.com</p>	<p>Michelle Carter Secretary Decision Analyst, Inc. 604 Ave H East Arlington, TX 76011 Phone: 817-640-6166 Fax: 817-652-0691 mcarter@decisionanalyst.com</p>
<p>Tony Soares Director at Large ISA – Dallas/Fort Worth 12701 Sweet Bay Dr. Euless, TX 76040 Phone: 817-354-7154 Fax: 817-354-7147 tsoares@isacorp.com</p>	<p>Vic Walsh Director at Large National Data Questing, Inc. 3339 Taylorsville Rs, Louisville, KY 40205 Phone: 502-452-1575 ext 1505 Fax: 502-459-8392 vic.walsh@ndqinc.com</p>
<p>Karen Thomas Director at Large Savitz Field and Focus - Dallas 13747 Montfort Dr., Ste 112 Dallas, TX 75240 Phone: 972-386-4050 x220 Fax: 972-450-2507 kthomas@savitzfieldandfocus.com</p>	<p>Brad Larson Director at Large ICT Group – Research Services 100 Brandywine Blvd. Newtown, PA 18940 Phone: 267-685-5000 Fax: 267-685-5724 blarson@ictgroup.com</p>
<p>Peggy O'Connor Advisor On-Line Communications 401 SE Dewey Ave. Bartlesville, OK 74003 Phone: 918-338-2000 Fax: 918-338-2008 peggyo@on-linecom.com</p>	<p>Robin McClure Advisor Dallas Focus 511 East John Carpenter Fwy. Suite 100 Irving, TX 75062 Phone: 972-869-2366 Fax: 972-869-9174 r.mcclure@dallasfocus.net</p>
<p>Linda Brazel Advisor Galloway Research Service 4751 Hamilton Wolfe, Suite 100 San Antonio, TX 78229-5121 Phone: 210-734-4346 Fax: 210-732-4500 LBrazel@gallowayresearch.com</p>	<p>Nancy Hayslett Advisor/Scholarship Chair On-Line Communications 8596 East Davenport Drive Scottsdale, AZ 85260 Phone: 480-905-1429 Fax: 480-905-0661 nancyh@on-linecom.com</p>

Letter from The Ocean Conservancy

Thank you for your generous contribution of \$1,855 to The Ocean Conservancy. I am pleased to hear that the raffle was a great success and that many people were interested in The Ocean Conservancy's mission.

By providing a contribution to The Ocean Conservancy, you are helping to promote many initiatives in marine conservation such as:

- ?? Hosting one of the most successful International Coastal Cleanup events ever. This year more than 900,000 people in over 100 countries collected 12.5 million pounds of trash in our global waterways;
- ?? Gaining protection for nearly 25 percent of the waters in the California Channel Islands National Marine Sanctuary, creating the largest marine reserve network in the United States; and,
- ?? Eliminating more than 100 tons of fishing gear and other hazardous debris from endangered Hawaiian monk seal habitat by participating in cleanup expeditions to the northwest Hawaiian Islands.

We are proud to announce that *Worth* magazine selected The Ocean Conservancy as one of America's 100 Best Charities, for the second year in a row. This year we are one of only eight national environmental groups receiving this recognition. According to *Worth*, The Ocean Conservancy is among an elite group of environmental organizations that have the biggest impact and "are doing the best job, dollar for dollar, of mitigating [environmental] problems."

Thank you once again for your support and interest in The Ocean Conservancy.

Sincerely,

Kate Hanley
Manager, Foundation and Corporate Relations

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.

Message from the President

(cont from page 1...)

Our annual convention in Las Vegas got huge raves. Our partnership with CMOR and having the National MRA hold their Board Meeting in Vegas made this our biggest conference in years. Your attendance made all the difference in the huge success of this event. Our Vegas conference is one of the best conference package values available, at a fraction of the price of other conferences. Las Vegas is another outstanding opportunity to attend fantastic programs and it provides an excellent forum to discuss, learn, teach, network, and mingle. The Board is currently in negotiations for next year's event. You can't beat the combination of bright lights, big city and the best lineup on the strip! The Vegas conference is a MUST attend event!

The SWMRA Scholarship program continues to provide a great opportunity to help members expand their knowledge base. Although members are not taking advantage of the program as we hoped, we will continue to make it available. I encourage people to apply and take advantage of this great resource. We offer up to \$750 per scholarship for continuing education programs. This is a wonderful opportunity for you or others in your company to take a class you've always wanted to take. We want our industry to grow and remain strong. Education is a big key toward that goal. Contact Nancy Hayslett or any Board member to find out more about this program.

And last, but not least, the best part of the year was the privilege of serving you, the members! I will always be grateful for this experience. I have met so many wonderful people. It was a great honor and pleasure doing it with the help and guidance of the BEST group of people I have ever worked with. The Board works very hard to give back to the members and to make this an Association you can be proud to be a part of. We all need each other to make that happen. Help keep our Chapter great by participating in events and by telling the Board members what YOU want. Please get involved to help make, and keep, this Association strong. It takes all of us to make it grow – you'll be surprised at how rewarding it really can be!

Best wishes to the 2004-2005 Board – Cristy, you'll be GREAT!

Thank you for everything!

Announcing the New 2004-2005 SWMRA Chapter Board



President – *Cristy Reid, Colorado Market Research*

President Elect – *Brad Larson, ICT Research Services*

Vice President – *Melissa Pepper, Tammadge Market Research*

Secretary – *Michelle Carter, Decision Analyst*

Treasurer – *Kim Larson, Information Alliance*

Members at Large –

Stacy Scott, Dallas Focus

Tony Soares, ISA Dallas/Ft. Worth

Karen Thomas, Savitz Research

Vic Walsh, National Data Questing

Immediate Past President – *Bobbie Kirkland, On-Line Communications, Inc.*

Special thanks to the nominating committee: Elisa Galloway (chair), Cristy Reid, Kim Larson, Melissa Pepper, Beth Aguirre-Smith



Breathe in the rarified air in **PARK CITY, UTAH!** Fill your head with new perspectives in market research. The Southwest Chapter's summer event will take place **JULY 30, 2004** at the **Canyons Resort.**

Who Should Attend The SWMRA'S Fifth Annual Educational Forum?

- ANSWER: All Front-Line Supervisors and Managers who work with Interviewers!
- All HR staff who design Interviewer Training Programs!
- All Owners and Managers who want to bring great ideas back to their organization!

The Southwest Chapter is dedicated to offering ongoing educational sessions for those in the industry with direct contact with our most precious asset—THE INTERVIEWER!

Please join us Friday, July 30 in Park City, Utah at the **Canyons Resort**

COME THE NIGHT BEFORE -- Networking Team-Building Chili Cook-off on Thursday evening July 29!

-Learn about the **FISH** Philosophy

--Win **Prizes** for your cooking abilities!

---Learn from top people in **CMOR** about the newest interviewer training modules!

--Find out about the issues involved in fielding surveys internationally!

---Plan a family vacation in this **4* Resort!**

*****Bring enthusiasm and knowledge back to your organization!*****

See what last year's attendees had to say about the 2003 Dallas Program.....

The Southwest Chapter's Education Forums get better and better every year. Inspirational speakers, brass-tacks education, and seasoned experience combine with camaraderie and great networking for an event that's not to be missed. I'm already looking forward to 2004's forum.
- Patricia Carr, Eclectic Insight

I would like to take this opportunity to say a special thank you to each of the Board members for the outstanding job they did in preparing the successful July event. Everyone deserves a standing ovation for their hard work and dedication! I was impressed with each speaker that participated in the forum. I also enjoyed networking with the incredible folks. It is a pleasure to be associated with such a dynamic chapter. I look forward to our next encounter.
-Pam Porter, Murray Hill Center SW

For more information about this breathtaking resort, log onto www.thecanyons.com.

Cristy Reid, President Elect (creidcolomkt@msn.com)
Southwest Chapter (www.swmra.org)
Marketing Research Association (www.mra-net.org)

Southwest MRA Educational Forum July 30, 2004 General Information

Hotel Information.....

- ?? An arranged fee of \$87/97 in the Sundial Lodge
- ?? Mention SW Chapter of MRA
- ?? Grand Summit Resort Hotel and Conference Center-Sundial Lodge, The Canyons, Utah
- ?? 4000 The Canyons Resort Drive, Park City Utah 84098
- ?? Reservations at 888-CAN-YONS (226-9667)

The Canyons is approximately 32 miles from the SLC airport. Upon departure from the Salt Lake International Airport, head east on Interstate 80. I-80 connects to I-15 and transfers back to I-80. Follow freeway signage for Cheyenne (East) up Parley's Canyon. Approximately 30 miles from the airport get off on Exit #145 (highway 224). The Canyons Resort is two miles away (the 5th stop light). Turn right at The Canyons Resort Drive and proceed to the Grand Summit Resort Hotel and Sundial Lodge at the base area.

Conference Information.....

- ?? \$45 Networking Chili-Cook Off Thursday July 29, 6:30-9:00PM
- ?? \$85 Educational Forum Friday July 30, 8am-5pm

What to Wear...

- ?? Professional Casual, but you're in the mountains so please bring a warm jacket and jeans

For more information log onto www.thecanyons.com.

For more information, contact Cristy Reid, President-Elect (creidcolomkt@msn.com)
Southwest Chapter (www.swmra.org)
Marketing Research Association (www.mra-net.org)

Southwest Chapter Educational Forum

"Get Heady at 8,000 Feet"

Fill your head with new perspectives - Park City, Utah, July 30, 2004

Registration Form – Please complete form by July 14, 2003

Registration: [] \$50 – Pre EF Workshop “Cost Accounting and Quantitative Marketing Research Field Work” Thursday 7/29 1:30 – 5:30 pm SPONSORED BY NATIONAL MRA
[] \$85-Seminar
[] \$50-Seminar - Students
[] \$45-Optional Event Thursday Night -- Thursday includes: Chili Cook Off, complimentary drink, networking and entertainment. No charge for kids under 12.

Seminar costs include: Friday Seminar, Breakfast and Lunch
Conference time 8:00 a.m. – 5:00 p.m.

COMPANY INFO:

COMPANY _____ MRA National Member [] YES [] NO
ADDRESS _____ MRA Chapter Member [] YES [] NO
Which chapter? _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____ FAX _____

Name as you would like it to appear on your badge:

NAME #1 _____ Seminar [] Optional Event []
NAME #2 _____ Seminar [] Optional Event []
NAME #3 _____ Seminar [] Optional Event []
NAME #4 _____ Seminar [] Optional Event []

Type of Card: () MasterCard () Visa () AMEX

Card Number: _____

Name as it appears on card: _____

Billing address of card: _____

Expiration Date: Mth ____ Year ____ Total Amount to be paid: \$ _____

Cardholder Signature _____

NUMBER OF ATTENDEES: _____ TOTAL AMOUNT ENCLOSED \$ _____

Make checks payable to:
SOUTHWEST CHAPTER MRA
Hotel Information
Canyons Resort/Sundial Lodge
1-888-226-9667 (888-CANYONS)
\$87/\$97 per night
Conference Code: SW Chapter MRA

Mail completed Registration Form & Check to:
Kim Larson
Information Alliance
595 East Research Parkway
North Logan, Utah 84341
Phone (435) 750-8767 Fax (435) 750-8769
Email: Klarson@infoalli.com

For more information log onto www.thecanyons.com
For more information, contact Cristy Reid, President-Elect at 303-758-6424, creidcolomkt@msn.com or
the Southwest Chapter website at www.swmra.org

Program Information for Southwest Chapter Educational Forum

THE FISH PHILOSOPHY **A Better Way To Live at Work**

Lots of organizations have vision, but how many employees bring that vision to life on the floor of their workplace every day? The workers at Pike Place Fish Market in Seattle took a stand to make their business world famous, and through everyday actions made their vision a reality. Now companies from health care to manufacturing are discovering the key points of the FISH! Join us to see how a deep commitment to company vision can stay alive in your workplace. Come discover FISH! And find out why work and play need not be mutually exclusive. Be ready for low flying fish!!!

FISH! Facilitator Leslie Trottier is Program Coordinator for Child Care Resource & Referral Northern Region. Leslie holds a bachelor's degree from Weber State University and a master's from BYU. She is a certified FISH! Philosophy instructor and has provided the training for hundreds of workers along the Wasatch Front.

IT'S A SMALL WORLD AFTER ALL AND AMERICA IS NOT THE CENTER OF IT **How to be an Astute International Market Researcher**

Understanding the vast differences, yet striking similarities between US research and that done in other countries around the world are enthralling, enchanting, frustrating, and challenging. But as more and more researchers find themselves asked about their Global capabilities, these are things well worth trying to understand. In one short hour we'll do our best to cover:

- ?? How to find International suppliers
- ?? What to expect in terms of methods used, costs and timing, communications and attitudes
- ?? Customs, cultural idiosyncrasies, habits and practices
- ?? How NOT to be the Ugly American in Business or as a Tourist

Terilyn Reber Vaught is currently Vice President of ASKi International Market Research. ASKi is a Global research supplier based in Hamburg Germany and serves clients based in Europe and the US who want to do work in Europe and South America.

Prior to joining ASKi in January 2004, Terilyn was Manager of Global Quality and Standards for ACNielsen BASES. It was in this position that her Global travels began as she was responsible for researching, certifying, and training research suppliers around the globe, as well as establishing research standards to be used on a country by country basis as her previous employer introduced themselves into each market. Over the past four years, Terilyn has worked in over 30 countries in Western and Eastern Europe, and North, Central and South America.

When Terilyn isn't traveling, she tries to manage her husband Paul and four "kids" Wyler, Luz, Boudinot and Corbly who all live in Cincinnati, Ohio.

And to answer the two most common questions Terilyn hears...

She logged over 200,000 frequent flyer miles in 2003 but burned through 480,000 upgrading. And, it's easier to tell you the International places she likes the least, vs. her favorites. They are, Paris and London.

Program Information Continued...

GET SERIOUS! (about having FUN@WORK!)

How you can make your call center a Positive, Encouraging, and Highly Motivating workplace. A place where people jump out of bed to get to in the morning and hate to leave in the evening! A workplace of continuous energy and excitement that creates loyal fans out of all your employees.

You will learn how to:

- ?? Improve productivity
- ?? Improve retention
- ?? Reduce attendance problems
- ?? Improve morale/job satisfaction
- ?? Improve the quality of new hires (everyone wants to work for a great company, right?)
- ?? Improve the image of your company as a great employer (better word of mouth)

Erik will share some of the methods ISA has used over the past 3 years to Get Serious about having fun at work (and improve productivity at the same time!).

Erik Brassell is the Manager of Quality & Productivity at Interviewing Service of America, Inc (ISA). Erik has worked at ISA since 1998. He currently manages their 200-station telephone center in Van Nuys (Los Angeles), CA; as well as their Training Department with 2 full-time trainers. Erik and the "ISA ZOO Crew" are responsible for creating, implementing, and administering interviewer incentive programs. He is ISA's "Chief FUN Officer."

Interesting fact: Erik's claim to fame is as the son of former professional boxer Rufus Brassell, who fought Muhammad Ali, George Foreman, and Jerry Quarry in the early 70's.

TRAINING – IT'S NOT JUST FOR INTERVIEWERS ANYMORE Teaching Supervisory Skills

Research data collection companies have spent the last several years improving their recruiting, hiring, motivating and managing of telephone interviewers, in their effort to raise response rates. The supervisors who directly monitor and manage those interviewers have been left in the dust of all that innovation and interviewer development. In many cases, companies have not yet given their supervisory staff new tools to monitor and manage the new interviewer profile, surveying procedures, and the resistant consumer. This presentation takes a look at some of the new techniques and training data collection companies area giving their supervisors, through individual and CMOR activity. The session will also include some dialogue with the audience on common problems and concerns encountered in managing monitors and supervisors.

Kathy Pilhuj is Vice President of Data Collection & Production for Scarborough Research. She manages three interviewing centers with 200 interviewers that collect 220,000 telephone surveys annually. The Operations Center also mails out 115,000 mail surveys a year. Kathy's responsibilities also include management of the Programming and MIS Departments. Kathy is Chairperson of the CMOR volunteer Respondent Cooperation Committee and Co-Chair of the Annual Respondent Cooperation Workshop.



MARKETING RESEARCH ASSOCIATION

(Ph) 860-257-4008

(F) 860-257-3990

email@mra-net.org

www.mra-net.org

Your Tools to Succeed

“Cost Accounting and Quantitative Marketing Research Field Work”

..... a special pre-conference workshop preceding the Southwest Chapter Education Event in July!

Presenter: Kim Larson, Information Alliance
Location: Canyons Resort, Park City, Utah
Day/Time: Thursday, July 29, 1:30 - 5:30 PM
Cost: \$50
Register: Please register through the Southwest Chapter at www.swmra.org
Questions: Linda Schoenborn, MRA National, 860-257-4008 or Cristy Reid, 303-758-6424 or creidcolomkt@msn.com.

Synopsis:

This course is designed for the experienced marketing research manager whose job responsibilities include costing market and opinion research data collection activities. Although an emphasis will be placed on quantitative modes such as live telephone interviewing and Internet instruments, the techniques learned can be used in a wide variety of cost accounting applications.

Participants will be given an overview of managerial accounting, process and job costing, cost-volume-profit analysis, activity based costing, research data collection process, algorithms for live telephone interviewing and web based data collection. Real world examples will also be used to illustrate how the concepts can be applied to make better decisions.

Regardless of your interest in accounting, this course will be of great benefit to decision makers because the costs of quantitative fieldwork can be a significant component of any research project.

At the completion of the course, you will be able to:

- (1) understand the basic concepts of cost accounting
- (2) use the language of accounting to accurately communicate with business professionals
- (3) calculate the contribution margin of quantitative field work
- (4) calculate the operating margin of quantitative field work
- (5) use cost accounting to make better fact based decisions

Special thanks go to Karl Feld (formerly Western Wats) and David Haynes, Western Wats, for developing this Costing Workshop for MRA.

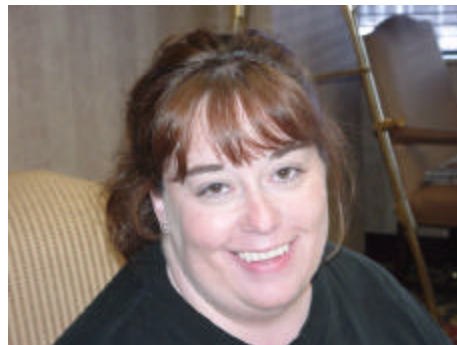
Thank you for taking the reigns this past year, and doing a wonderful job of it. You took all the many processes and procedures of the SW Chapter and improved on each and every one. The Chapter owes you and On-Line Communications a debt of gratitude. You will be a hard act to follow. As always it was a lot of hard work, but worth it all to work with you and your Board. Elise

A Great Year!

I'm not really going to say "good-bye" to Bobbie at this point...I think we will be even more "joined at the hip" in the coming year than we were last year, if that's possible! As President-Elect during the past year, which meant being Program Chair for the recent 18th annual Las Vegas conference, Bobbie and I agonized over speakers and topics...we had a few speakers back out after semi-commitments, but in the end, ended up with a dynamite program. We shared laughs and tears and worries, and through it all, developed a great working relationship and friendship! I know she will continue to be a great source of knowledge and experience for me in the coming year, so THANK YOU BOBBIE, for all your help, and we'll talk soon!
Cristy Reid
President

Thanks for the great attitude and willingness to help others. You have been a great chapter president! – Brad Larson, president elect

Thank you for leading us to a great year. I have benefited from your leadership and mentoring skills. I look forward to continuing to work with you. Oh, please keep nudging... lightly . – Tony Soares



You have done a fantastic job and I cannot tell you how impressed I am with your ability to do your job and this volunteer job. You have also been a great friend and I will still call you every day so let your receptionist know. There are so many memories, but I will never forget opening the boxes of treasure chest with you and Cristy at TI. Thanks for everything!
Kim Larson

I wanted to say thanks to Bobbie for all of her hard work. It has been a lot of fun being with you and at times lots of laughs. You had a wonderful show rate in Vegas even if the crowd could not see you. Thanks for all you did.
Karen Thomas

You have the perfect blend of intensity and calm to make a board like ours work effectively. Thank you for trusting me as I kept saying, "Don't worry, she'll do it." I've learned

Thanks for all your hard work this past year! We appreciate your commitment to serve the Southwest Chapter members. With your guidance, knowledge, and organization the Las Vegas conference was TERRIFIC! It has been a pleasure to serve on the board with such a wonderful President.
Michelle Carter

I've really enjoyed working with Bobbie this past year. She has amazed me with her insight, her work ethic, and her total grasp of our mission and our work at hand. Our chapter is a far better chapter after having Bobbie at the helm, and I feel like we are now well tooled to rise to the challenges that exist in our industry and among our members. She has carried us to that next rung. Thanks, Bobbie! – Vic Walsh

Mission Statement

The Southwest Chapter of the Marketing Research Associations mission is to add value to the membership; we will do this by:

- ?? Educating members about the latest techniques and technologies in all aspects of marketing research – including design, data collection, sampling, processing, analysis, and management – to promote excellence in marketing and opinion research;
- ?? Providing more in-depth communications with other professionals through newsletters, networking opportunities, meetings and conferences;
- ?? Promoting chapter membership in all segments of market research, encouraging membership participation through opportunities for involvement;
- ?? Providing leadership and direction to promote professionalism and excellence within our membership while adhering to the professional standards of the National Marketing Research Association;
- ?? Encouraging understanding and appreciation of marketing research by the general public;
- ?? Encouraging membership cooperation with educational institutions in preparing students for careers in marketing research

Marketing Research Association
Southwest Chapter
Melissa Pepper – Cactus Call Editor
Tammadge Market Research
210 Barton Springs Rd. , Suite 515
Austin, TX 78704

Subscriber
Street / P.O. Box
City, ST ZIP Code

