

There is a free lunch!

In September, the MRE will host its annual Bring-A-Friend meeting. All are encouraged to bring a friend to the meeting. In addition to learning from and networking with other research professionals, your friend will enjoy a free lunch! All those who bring a friend will be entered in a prize drawing.

*Market research can establish beyond the shadow of a doubt that the egg is a sad and sorry product and that it obviously will not continue to sell. Because, after all, eggs won't stand up by themselves, they roll too easily, are too easily broken, require special packaging, look alike, are difficult to open, and won't stack on the shelf.*

Robert Pliskin, to the National Packaging Forum, 1963

Many thanks to **Betsy McCann**, Market Research Manager at Bank One, for organizing the officer elections, once again.

The 2004 MRE officer candidates are:

President, **Theresa A. Olson**

Theresa is a Marketing Research Manager for the Banc One Investment Management Group.

Vice President, **Molly M. Schmied**

Molly currently supports the market research needs of NiSource, Inc. in areas such as customer satisfaction, new business development, economic development, and lead generation.

Treasurer, **Michael McCrary**

Michael is a statistical modeling analyst in the Retail Marketing area at Bank One.

Secretary, **Stephanie Groce**

Stephanie is Vice President, Consumer and Professional Research at Saperstein Associates.

Coming in September

**The Application of Market Research to Web Usability**

The increased use of the Internet to provide a transactional environment for consumers and business shoppers and buyers has placed unprecedented demands on marketing and technology professionals to create Web sites that effectively support the goals of the enterprise. This presentation will take a close look at how technology-driven user acceptance testing can be modified using marketing research techniques to create customer driven, highly effective Web sites. The presentation will discuss methodology and design considerations, technology considerations and present a case study.

**Michael Schiller**, Executive Vice President/Director Consulting Services of DecisionPoint Marketing & Research has over 20 years experience in marketing, marketing research and technology. His background includes responsibilities as Vice President Marketing of the deregulated energy services arm of one of the largest natural gas companies in North America as well as Vice President/Practice Lead for the Energy Industry Solutions Group of Cambridge Technology Partners, one of the top Internet development companies in the world. He is a trained behavioral scientist and marketing professional. He holds a BS degree in Political Science and has completed graduate studies in Communications at Arizona State University and has an MBA from Western International University of Phoenix.

Worth the cover charge  
July Meeting Recap

In July, **Scott Zunic** of Paul Werth Associates shared with us his view on measuring the impact of public relations. His company's approach goes beyond more familiar methods of simply looking at media mentions. RelationshipWerth™ takes a three-step approach for planning and evaluating a public relations measurement program. This process employs some traditional research methodologies to set and track measurable goals in the public relations arena.

Thursday, September 18, 11:30 to 1:00  
Columbus Metropolitan Library, Downtown

RSVP on the MRE Web site!  
<http://www.marketresearchexchange.org/meetings/>