

## The MRE is pleased to announce the following candidates for office for 2004!

**President: Theresa A. Olson**

Theresa is a Marketing Reserach Manager for the Banc One Investment Management Group. Theresa has been at Bank One and serving in a marketing research capacity since 1996. She is involved in primary and secondary research, product research, industry analysis, and competitive intelligence. Theresa has a Bachelor's degree in Marketing and a Master's in Marketing and Communication, both from Franklin University. Theresa served as Vice President for the MRE in 2003.

**Vice President: Molly Marie 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. She has been with NiSource for ten years. She has a bachelor's degree in Psychology from Capital University and an MBA from Franklin University. This will be Molly's first year serving as an officer for the MRE.

**Treasurer: Michael McCrary**

Michael is a statistical modeling analyst in the Retail Marketing area at Bank One, where he has been for four years. He works with direct mail and other marketing programs, with an emphasis on forecasting results, creating and implementing experimental research design, and tracking marketing efforts. Michael completed his graduate studies in Sociology at The Ohio State University. Michael served as Treasurer for the MRE in 2002.

**Secretary: Stephanie Groce**

Stephanie is the Vice President for Consumer and Professional Research at Saperstein Associates. She is responsible for the design, management, analysis, and reporting of research projects for a variety of industries. She has a bachelor's degree in English and a Master's in Quantitative Research, Evaluation, and Measurement, both from The Ohio State University. Stephanie served as secretary for the MRE in 2002.

### July Meeting Update

In July, Scott Zunic of Paul Werth Associates will share with us his view on measuring the impact of public relations.

Thursday, July 17, 11:30 to 1:00  
Columbus Metropolitan Library, Downtown

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

### May Meeting Recap

May's meeting was an informative presentation about CheckFree's 360 Service Quality Performance Model. Maureen Gootee, or Mo, enthusiastically shared her company's efforts to link internal and external data to improve performance. Their model uses customer research to define internal performance metrics, which are measured and used to provide timely and consistent feedback to employees. Their model has resulted in an unprecedented increase in customer satisfaction.