

Spring has Sprung at CMI

Here at CMI, 2008 has begun with a bang! We want to take a moment to share some of the new resources we've added and approaches we've developed to serve you and your organization better.

CASRO Leadership

Chet Zalesky, CMI's President, has been actively involved with marketing and research organizations throughout his career. Currently, in addition to his contribution to research projects conducted by CMI, Chet is serving as **Chair of the Board of the Council of American Survey Research Organizations (CASRO)**. In this position, he's actively involved in discussions about conducting market research internationally and developing processes to ensure the validity of online research tools and surveys. For example, CASRO held its first annual panel quality conference in February. Prior to the start of the conference, Chet moderated a session to better understand the issues around developing internet panel industry quality standards. For more info on CASRO and their upcoming events, check their website at www.casro.org.

New Resources to Serve You Better

CMI recently welcomed several new people to our team who bring expertise in many different areas.

- **Pam Maltz** joins us as a **Project Manager** with 13 years of expertise in supplier-side research, having performed everything from fieldwork management to project management.
- **Angela Wells**, our new **Senior Marketing Consultant**, comes to us from the client side with a proven track record turning research findings into improved market strategies. Angela will work with the marketing team as well as consulting internally to make sure our reports include clear recommendations that guide business decisions.
- **Bronwen Clark** recently joined CMI as our fourth RIVA-trained **Qualitative Moderator**. Bronwen brings extensive experience in communications research and expertise in healthcare, financial services and social marketing. She did not waste time after joining CMI – she is already off and running!
- **Scott Taylor** is our new **Qualitative Field Director**, charged with working with qualitative research vendors, including focus group facilities and recruiters. He comes to us directly from an Atlanta-based focus group facility. Scott manages logistics for all our projects with a qualitative component.

Leveraging Technology to Set You Apart from the Competition

Digital Ethnography – iSight and trends in observational research

CMI has always been at the forefront of using new technology to provide our clients with deeper insights into their target customers. We are currently conducting several online ethnographic projects to provide our clients with special insight into behaviors and decisions that occur infrequently or without much conscious thought. Our **combination of in-person discussion and remote interaction through guided online communities and blogs** provides a unique understanding of consumers in situ, allowing our clients to differentiate themselves from the competition in ways that are truly meaningful to their customers.

At the IIR's upcoming **Excellence in Marketing Research conference** (June 9-11, 2008), Laura Johnson (Qualitative Manager), will lead a workshop on how we're using technology to conduct ethnographic studies. You can learn more here: www.iirusa.com/excellence. Please use this **special code for a discount on your registration fee: SPKRM2031LJ**

Decision Tree Analysis – Getting to the roots of the decision

On the quantitative front, CMI is working with some of our clients to develop a better understanding of the decision processes that customers use when purchasing products. We are using the latest technology to help simulate a more realistic shopping experience via online studies. To help facilitate decision trees, we're **developing a planogram service at CMI** to quickly and cost-effectively simulate the in-store shopping experience.

We have many plans for expanding our resources and capabilities to support your needs, and we look forward to telling you about future developments. We are eager to put our forward-thinking expertise to work for you. Please call us with questions about our news or to help you brainstorm solutions for a business question you're facing.

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