



**NEW YORK CHAPTER  
AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH**

**2007  
Distinguished Service Award**

*Presented to*  
**GEOFFREY FEINBERG**

With the end of his term as counselor-at-large approaching, Geoffrey Feinberg completes nearly a decade of service to NYAAPOR – a remarkable level of sustained commitment to building our association.

Mr. Feinberg has served on the chapter's Executive Council for eight of the past nine years – as associate secretary/treasurer, secretary/treasurer, associate program chair, program chair, vice president, president, past president and councilor-at-large. This year, rather than rest on his at-large laurels, he took the lead in soliciting sponsorships, managed our membership survey and filled in for the late Warren Mitfosky in organizing and recruiting for the chapter election. He even led a brown-bag workshop, on mining government surveys for social marketing campaigns.

Mr. Feinberg is a vice president of Roper Public Affairs, a division of GfK, where he specializes in public policy and strategic communications research. Many of his studies have been disseminated publicly and he has appeared on national television to discuss Roper Poll findings. He has directed proprietary, international strategic branding and communications studies for clients in a variety of sectors, and has a special interest in research on environmental issues. He currently serves on the advisory committee of the Sustaining Family Forests Initiative, which is jointly administered by the American Forest Foundation and the Yale School of Forestry and Environmental Studies.

For three consecutive years, Mr. Feinberg directed the annual survey for the Council of American Survey Research Organizations (CASRO), the research industry trade association. He has spoken at numerous professional meetings and has been published in *Psychological Science*, *CASRO Journal* and *Public Perspective*.

Before joining Roper, Mr. Feinberg worked for four years in the marketing department at Oxford University Press. He was educated at Kent State University (B.A. in psychology and English) and Dartmouth College (M.A. in experimental psychology).

NYAAPOR is proud to present its Distinguished Service Award to Geoff Feinberg.

