

# NYAAPOR

THE NEW YORK CHAPTER OF THE  
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
ESTABLISHED 1979

## “THE STATE OF THE MARKET RESEARCH INDUSTRY”

WEDNESDAY, OCTOBER 19, 2005

6:00 – 8:00 PM (REFRESHMENTS AT 5:30 PM)

FORDHAM UNIVERSITY

60<sup>TH</sup> STREET AND COLUMBUS/9<sup>TH</sup> AVENUE

MCMAHON ROOM 109 (FOLLOW SIGNS AFTER FRONT DESK)

COME JOIN US FOR A LOOK AT THE PROBLEMS AND PROSPECTS FACING THE MARKET RESEARCH INDUSTRY. TWO EXPERTS IN THE FIELD WILL DISCUSS CURRENT DEVELOPMENTS.

THIS EVENING SESSION WILL INCLUDE A DISCUSSION OF THE DRIFT TOWARD CONSOLIDATION IN THE MARKET RESEARCH INDUSTRY AND HOW “MEGA-COMPANIES” ARE AFFECTING THE PRACTICE OF COMMERCIAL MARKET RESEARCH AND THE STUDY OF PUBLIC OPINION.

### **ED KELLER**

ED IS A VETERAN OF MARKETING RESEARCH, HAVING WORKING IN THE INDUSTRY FOR OVER 25 YEARS. HE SERVED MOST RECENTLY AS CEO OF ROPERASW AND OF NOP WORLD CONSUMER. HE IS PRESIDENT OF THE MARKET RESEARCH COUNCIL, A DIRECTOR OF THE ARF, AND A MEMBER OF THE RESEARCH ADVISORY BOARD OF WOMMA (THE WORD OF MOUTH MARKETING ASSOCIATION). HIS BOOK, *THE INFLUENTIALS*, WAS SELECTED AS ONE OF FIVE FINALISTS FOR THE 2004 BERRY-AMA BOOK PRIZE FOR BEST BOOK IN MARKETING.

### **DIANE K. BOWERS, CASRO**

DIANE IS PRESIDENT OF THE COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS (CASRO), WITH WHICH SHE HAS BEEN ASSOCIATED SINCE 1979. SHE IS A MEMBER OF ESOMAR'S PROFESSIONAL STANDARDS COMMITTEE AND SITS ON THE BOARD OF ADVISORS OF THE GRADUATE PROGRAMS IN MARKETING RESEARCH AT SOUTHERN ILLINOIS UNIVERSITY, THE UNIVERSITY OF GEORGIA, THE UNIVERSITY OF TEXAS AT ARLINGTON, AND THE UNIVERSITY OF WISCONSIN AT MADISON.

**ATTENDANCE IS BY ADVANCE RESERVATION ONLY.**

**FOR SECURITY, PLEASE BRING A GOVERNMENT ISSUED PHOTO ID.**

**THIS MEETING IS FREE TO CURRENT, STUDENT, HLM (HONORARY LIFETIME), AND FIRST-TIME NYAAPOR MEMBERS WHO SIGN UP FOR A NEW MEMBERSHIP AT THE EVENT.**

**ALL OTHER NON-MEMBERS: \$20.**

**RSVP TO ROSEMARIE SHARPE, NYAAPOR SECRETARIAT BY TUESDAY, OCTOBER 18 AT MGMTOFFICE@AOL.COM OR (212) 684-0542.**