

# **NYAAPOR**

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

## **“STARTING YOUR OWN MARKET RESEARCH COMPANY”**

**AFTERNOON WORKSHOP  
1:30 – 4:30 PM**

**WEDNESDAY APRIL 5, 2006  
FORDHAM UNIVERSITY  
60<sup>TH</sup> STREET AND COLUMBUS/9<sup>TH</sup> AVENUE  
MCMAHON HALL LOUNGE (FOLLOW SIGNS AFTER FRONT DESK)**

COME HEAR THREE SUCCESSFUL FOUNDERS OF RESEARCH COMPANIES SHARE THEIR EXPERIENCES AND LESSONS LEARNED. THIS WORKSHOP WILL PROVIDE THE PERFECT OPPORTUNITY FOR ASPIRING MARKET RESEARCH ENTREPRENEURS TO LEARN ABOUT THE KEYS TO STARTING AND MAINTAINING A SUCCESSFUL BUSINESS.

**SANDRA BAUMAN** IS THE FOUNDER AND PRINCIPAL OF BAUMAN RESEARCH & CONSULTING. DURING HER 18+ YEARS IN RESEARCH, SANDRA HAS DESIGNED AND MANAGED OVER 250 STUDIES FOR CORPORATE AND NON-PROFIT CLIENTS. PRIOR TO STARTING HER FIRM IN 2002, SANDRA WAS VP AT WIRTHLIN WORLDWIDE, WHERE SHE CO-FOUNDED AND LED WIRTHLIN'S INTERNET RESEARCH DIVISION.

**LARRY ROSIN** IS CO-FOUNDER AND PRESIDENT OF EDISON MEDIA RESEARCH. OVER THE LAST 12 YEARS, HE HAS BEEN THE PRIMARY FORCE BUILDING EDISON INTO ONE OF THE WORLD'S MOST RESPECTED MEDIA RESEARCH COMPANIES CONDUCTING AUDIENCE RESEARCH FOR RADIO AND TV STATIONS, AND RECORD LABELS IN JUST ABOUT EVERY MARKET IN THE US AS WELL AS IN COUNTRIES ON FIVE CONTINENTS.

**HUGH DAVIS** IS CO-FOUNDER AND EXECUTIVE VICE PRESIDENT OF GREENFIELD ONLINE AND SPEARHEADS ITS GLOBAL INITIATIVES TO LEVERAGE NEW TECHNOLOGY TO DEVELOP PRODUCT OFFERINGS AND CREATE BUSINESS EFFICIENCIES. HUGH JOINED GREENFIELD CONSULTING GROUP IN SEPTEMBER 1992, AND IN 1994 HE AND ANDREW GREENFIELD CO-FOUNDED GREENFIELD ONLINE – ONE OF THE FIRST TO USE THE INTERNET TO CONDUCT MARKETING RESEARCH.

### **SPACE IS LIMITED, SO RESERVE EARLY!**

E-MAIL [MGMTOFFICE@AOL.COM](mailto:MGMTOFFICE@AOL.COM), CALL (212)684-0542, OR FAX (212)481-3071.

PRE-PAID FEES ARE LISTED BELOW – \$15 ADDITIONAL AT THE DOOR.

**SORRY, NO REFUNDS BUT YOU CAN SEND SOMEONE IN YOUR PLACE.**

**PREPAID FEES: MEMBERS (NYAAPOR INDIVIDUAL) \$60; NON-MEMBERS \$75;  
STUDENT MEMBERS \$30; AND HLMS \$40.**

PLEASE FORWARD A CHECK (PAYABLE TO NYAAPOR) BY APRIL 4<sup>TH</sup> TO:

ROSEMARIE SHARPE, NYAAPOR SECRETARIAT,  
152 MADISON AVENUE, SUITE 801, NEW YORK, NY 10016.  
OR SIGN-UP AT [HTTP://WWW.NYAAPOR.ORG](http://www.nyaapor.org).