

TERRY G. VAVRA, Ph.D.

P.O. Box 574
Allendale, NJ 07401
Tel: (201) 825-2556, Fax: (201) 825-8792

PRESENT POSITION

present **Principal, TERRY VAVRA ASSOCIATES**

PREVIOUS POSITIONS HELD

- 2003 - 2005 **Chairman Emeritus, IPSOS LOYALTY, INC**
Serve as thought leader and trainer for this new Division of Ipsos, SA the third largest survey-based marketing research company in the world.
- 1982 -2003: **President, MARKETING METRICS, INC**
A marketing and marketing research consultancy focused on customer satisfaction and retention. Marketing Metrics was purchased by Ipsos in 2003 to serve as a center of excellence for satisfaction and retention practices.
- 1983-1998: **Associate Professor of Marketing - Lubin School of Business, PACE UNIVERSITY, White Plains, New York**
Conduct graduate courses, seminars and training programs in Marketing Management, Consumer Behavior and Relationship Marketing in the MBA and Executive MBA programs
- 1982-1984: **Publisher, THE AMERICAN CONSUMER**
A fact letter created to help marketers and advertisers maintain an understanding of the always changing attitudes, lifestyles and purchasing behavior of American consumers.
- 1980-1982: **Vice President, Director of Marketing and Research, LEVINE, HUNTLEY, SCHMIDT & BEAVER ADVERTISING**
Responsible for the agency's new business prospecting and presentations as well as counseling agency staff and clients on research needs and information.
- 1978-1980: **Vice President, Director of Research, BBDO, INC.**
Ultimate responsibility for research conducted for BBDO's clients, as well as the Information Resource Center (the largest agency secondary data service) and the BBDO Telephone Survey Unit.
- 1977: **Group Research Head, KENYON & ECKHARDT ADVERTISING**
Specialized in new product development working with agency clients, including: Coca Cola USA, Coca Cola Foods, Coca Cola Wines, Bristol Myers and Quaker State.
- 1972-1977: **Director, News Audience Research, THE NATIONAL BROADCASTING COMPANY**
Established a marketing research department for NBC News; responsible for conducting attitude and preference studies among television viewers.
- 1970-1972: **Assistant Professor of Marketing, ILLINOIS STATE UNIVERSITY**

EDUCATION

- | | |
|-------------------------|----------------------------------------------------------------------------------|
| Ph.D. in Marketing: | UNIVERSITY OF ILLINOIS at Champaign-Urbana |
| Date: | October 1973 |
| Thesis: | "A Three-Mode Factor Analytic Investigation of the Effectiveness of Advertising" |
| Minor: | Psychometrics |
|
 | |
| M.S. in Marketing | UNIVERSITY OF CALIFORNIA, Los Angeles |
| Date: | March 1967 |
| Thesis: | "Affectivity and Effectiveness: A Study of Irritation in Radio Advertising" |
|
 | |
| B.S. in Business Admin. | UNIVERSITY OF CALIFORNIA, Los Angeles |
| Date: | June 1964 |

HONORS AND RECOGNITION

Top 50 Business Research Articles of 2005, Emerald Management Reviews, for "The Brand-Customer Connection".

Corporate Research Sponsor, Memorial Sloan-Kettering Cancer Center, 2001; 2002; 2003.

Recognition from the Children's Hospital of Buffalo, 1996

Lubin School Outstanding Publication Award, 1992, 1993, Pace University

March of Dimes Good Citizen Award, National Chapter, The March of Dimes, Foundation, 1992

Award for Teaching Contributions - Promotional Marketing Association of America, 1989.

Member of People Express Advertising team awarded a 1983 Silver Effie for advertising effectiveness by New York Chapter of the American Marketing Association.

Public Service Award from the National Retinitis Pigmentosa Foundation - 1982.

OFFICES AND MEMBERSHIPS

Member of the *Journal of Marketing's* Editorial Review Board (1977-1982)

Member of the Promotional Marketing Association's Educational Faculty (1986 to present)

Member of the *Journal of Consumer Marketing's* Editorial Review Board (1980-1987)

American Psychological Association

American Marketing Association

Association for Consumer Research

American Association for Public Opinion Research

American Society for Quality Control

Society of Consumer Affairs Professionals

PERSONAL DETAILS

Date of Birth:	March 22, 1941	Citizenship:	USA
Marital Status:	Married, 3 daughters	Height:	5'11"
Health:	Excellent; Hodgkins Survivor	Weight:	210 lbs.

BOOKS

Loyalty Myths with Timothy L. Keiningham, Lerzan Aksoy and Henri Wallard, New York, John Wiley & Sons, 2005. Finalist for the 2007 Berry-AMA Book Prize for the Best Book in Marketing.

The Customer Delight Principle with Timothy L. Keiningham, Chicago; The American Marketing Association and McGraw-Hill, 2001.

Customer Satisfaction Measurement Simplified, Milwaukee, WI; The American Society for Quality, 2001.

Improving Your Measurement of Customer Satisfaction, Milwaukee, WI: The American Society for Quality, 1997.

Aftermarketing: How to Keep Customers for Life Through Relationship Marketing, New York, McGraw-Hill, 1992 and 1995.

ARTICLES AND MONOGRAPHS

"A Great Customer Experience," with David Rich, **QSR Magazine**, April 11, 2008.

"Constructive Cynicism: Not all Highly Touted New Management Practices Warrant Adoption," **Marketing Management**, December 2006.

"Managing Through Rose-Colored Glasses," **MIT Sloan Management Review**, Vol. 48, No. 1, Fall 2006.

"A Longitudinal Examination of the Asymmetric Impact of Employee and Customer Satisfaction on Retail Sales," **Managing Service Quality**, Vol. 16, No. 5 2006. Selected as 2007 Best Paper.

"The Brand-Customer Connection: To Optimize Profits, Firms Must Unite Brand- and Customer- Centric Measures," with Timothy L. Keiningham, Lerzan Aksoy, and Tiffany Perkins-Munn, **Marketing Management**, July/August 2005. Cited by Emerald Management Reviews as one of the Top 50 Management Articles of 2005.

"Controlling the Grapevine," **Marketing Management**, July/August 2004.

"Determining Your Share," **Quirk's Marketing Research Review**, March 2004.

"Don't Generalize Satisfaction Research," **Marketing Management**, November/December 2003

"Driving Share-of-Wallet through Customer Satisfaction and Brand Preference," **Proceedings of the 2003 ESOMAR Congress**, September 2003.

"ISO 9001:2000 and Customer Satisfaction," **Quality Progress**, May 2002.

"Customer Research Not Marketing Research," **Marketing Research**, Summer 2000.

"Differentiating Donors," **Marketing Health Services**, Fall 1999.

"Customer Delight and the Bottom Line," **Marketing Management**, Fall 1999.

"Evaluating EZPass: Using conjoint analysis to assess consumer response to a new tollway technology," **Marketing Research**, Summer 1999.

"Just Listen to Yourself - Poorly done satisfaction surveys can drive the customer away," **Marketing News**, October 26, 1998.

"Customer Retention and the Stages of Service After the Sale," **Best Practices in Customer Service**, Spring 1998.

"Evaluating New Products-Conjoint Analysis offers a level of detail that few concept testing methods can match," **Marketing Research**, Winter 1997.

"Satisfaction Surveys Can Create Dissatisfied Customers," **Westchester County Business Journal**, November 3, 1997.

"Is Database Marketing Right for Your Brand?," **The Direct Advantage**, Fall 1996

"Building Customer Loyalty," **Mall Street Journal**, Fall 1996

"The Value of Loyalty," **Selling Power**, May 1996

"Customer Loyalty: The Competitive Edge Beyond Satisfaction," with Doug Pruden and Ravi Sankar, **Quirk's Marketing Research Review**, April 1996

"How to Determine the Hidden Value of Your Customers," **Keeping PACE Westchester Business Journal**, April 1996

"Don't Let Lost Customers Short Circuit Your Retention Efforts," with Doug Pruden, *Customer Relationship Management*, March 1996

"Aftermarketing: The Importance of Retention Marketing," *Marketing Encyclopedia (AMA)* by Jeffrey Heilbrunn, 1995

"Terry G. Vavra Tells You How to Keep Your Most Precious Product - Your Customers," *Business New Jersey News*, October 4-17, 1995

"A Match Made in Heaven," *GMAC Advantage*, May 1995

"Using Aftermarketing to Maintain a Customer Base," with Doug Pruden, *Discount Merchandiser*, May 1995

"Aftermarketing: Strategies to Retain Current Customers," *Business Matters from CODA*, Spring 1995

"Aftermarketing: Strategies to Retain Current Customers," *The Lubin Letter, Vol XIV, No. 2*, Spring 1995

"Selling After the Sale," *Bank Marketing*, January 1995

"Improving Direct Mail Fundraising Through Segmentation Research," with Carmine A. Grande, *Nonprofit Management & leadership, Vol. 5, No. 2*, Winter 1994

"Selling After the Sale: The Advantages of Aftermarketing," *Agency Sales Magazine*, September 1994

"Aftermarketing: Building Customer Relationships," *Potentials in Marketing*, August 1994

"Aftermarketing: Selling After the Sale," *Swimming Pool/Spa Age*, July 1994

"Aftermarketing," *Advertising* (Japanese Trade Group), June 1994

"Emphasizing Market Share Disregards Current Customers," *Marketing News*, May 9, 1994

"Selling After the Sale: The Advantages of Aftermarketing," *Marketing Review*, May 1994

"The Database Marketing Imperative," *Marketing Management*, Vol. 2, No. 1, 1993, pages 46-57

"Customers for Life: How to Turn One-Time Customers Into Customers for Life," *Payroll Exchange*, February 1993

"In Quest for New Business, Marketers Overlook Obvious Source: Current Customer Base," *Services Marketing Today*, January/February 1993, Vol. 9, No. 1

"Learning From Your Losses," *Brandweek*, December 7, 1992, Vol. XXXIII, No. 46

"Is the Sale the End or Just the Beginning?," *Creative Selling*, November 1992, Vol. 24, Issue 11

"Aftermarketing for Better Relationships with Customers," *IPIX*, February 1992

"Strategic Planning for Creation of Successful Sales Promotions," Dentsu Sales Promotion Division, Tokyo, Japan, 1992

"How to Get the Most from Open Ends," with Deborah Pelles, Third Annual Sales & Marketing Technology Conference, June 1990

"Marketing Instructors' Familiarity With and Use of the Personal Computer", with Arthur Saltzman, *Conference Proceedings American Marketing Association's Microcomputers in Marketing Education Conference*, March 31, 1990, New Orleans, Louisiana.

"Pretesting New Information Products Using Electronic Self-Administered Surveys", with C. Atherton, *Conference Proceedings Technology in Marketing Conference*, sponsored by the American Marketing Association, Chicago, June 25-28, 1989.

Verbatim Analyzer, Response Processing Software, Marketing Metrics, Paramus, New Jersey, 1989.

Solving Marketing Problems with Personal Computers, Pace University, Paramus, NJ, 1988.

"Accessing Software: Licensing, Networking and Pirating" with Arthur Saltzman, *Proceedings of the 1987 Summer Educator's Conference* of the American Marketing Association, Toronto, Canada.

"The PC Versus the Pencil" with Bill Maher, *Pharmaceutical Executive*, June 1987.

Beginning Lotus, Workbook for A First Course in Spreadsheets, Pace Computer Learning Center, White Plains, NY, 1985, 1987, 1989.

Lotus Intermediate, Workbook for Spreadsheets 2 and 3, Pace Computer Learning Center, White Plains, NY, 1986, 1988.

The American Consumer. Wrote, edited and published this twice-monthly newsletter from August 1983 to December 1984. Circulation of 100 companies, libraries and agencies when ceased publishing.

"Cut Recruiting Costs, Gather Vivid Information with 'On-Site' Qualitative Research Technique", with John Thorbeck, *Marketing News*, September 16, 1983, American Marketing Association, Chicago.

"Advertising Copytesting: The State of the Art", in *Proceedings of the 89th Convention of the American Psychological Association*, Washington, DC: American Psychological Association, 1981.

"Generic Branded Products: How Serious the Challenge to National Brands", with Lee Boylan, *BBDO Special Report #1*, New York: BBDO, Inc., 1981.

"Brand Names: How to Create Them and Why They Work", with Tom C. Dillon and Lew G. Pringle, *BBDO Magazine*, May 16, 1980, American Marketing Association, Chicago.

"Expect Survey Difficulties This Year Due to Census, Political Polling Pressures", *Marketing News*, May 16, 1980.

"An Exposition of Three-Mode Factor Analysis for Segmenting Target Audience Reactions", with Edwin C. Hackleman in Olson, Jerry (Ed.) *Proceedings of the Association for Consumer Research*, 1979 Annual Conference, Chicago: Association for Consumer Research, 1979.

"The Use of Factor and Cluster Analysis in Advertising Research", in Ivan Ross (Ed.) *Division 23 Proceedings of the 87th Convention of the American Psychological Association*, New York: Division 23, American Psychological Association, 1979, pp. 15-17.

"An Exposition of Three-Mode Factor Analysis for Segmenting Target Audience Reactions", *Proceedings of the Association for Consumer Research*, 1979.

"Les Aspects Affectifs de la Publicite et Leurs Influences sur les Consommateurs", *Encyclopedie du Marketing*, June, 1977.

"The Use of Factor and Cluster Analysis in Advertising Research, *Division 23 Proceedings of the 87th Convention of the American Psychological Association*, 1979.

"The Influence of Advertising's Affective Qualities on Consumer Response", with Alvin J. Silk, in G. David Hughes and Michael L. Ray (Eds.) *Buyer/Consumer Information Processing*, Chapel Hill, North Carolina: University of North Carolina Press, 1974.

"The Influence of Advertising's Affective Qualities on Consumer Response," with Alvin J. Silk, Alfred P. Sloan School of Management, Massachusetts Institute of Technology, September 1973.

"Factor Analysis of Perceptual Change", *Journal of Marketing Research*, Vol. IX, No. 2 (May 1972), pp. 193-9.

"An Application of Three-Mode Factor Analysis to Product Perception", in *Marketing in Motion/Relevance in Marketing*, combined proceedings of the American Marketing Association, spring and fall, 1971, Chicago: American Marketing Association, 1971, pp. 578-83.

"Fear Appeals in Advertising: An Investigation of the Influence of Order, Anxiety and Involvement", with Paul R. Winn, in *Marketing in Motion/Relevance in Marketing*, combined proceedings of the American Marketing Association, spring and fall, 1971, Chicago: American Marketing Association, 1971, pp. 444-9.

PROFESSIONAL PRESENTATIONS

Chain Link Research, "Shattering the Myths of Customer Loyalty", Parallax Views 2005, Banff Springs, Canada, Oct 6-7, 2005.

The Conference Board, "Loyalty Myths," Customer Loyalty Conference, New York, May 6, 2005.

The Conference Board, "Customer Experience Management Hits New Heights," Customer Experience Management Conference, New York, February, 23, 2005.

Institute for International Research, "Customer Satisfaction and the Bottom Line: Process Improvements Linked to Customers' Feedback," Miami, FL, February 16, 2005

Professional Society for Sales and Marketing Training, "Satisfied Customers Will Put You Out of Business," Boca Raton, FL, November 8, 2004..

Frontiers in Service Conference, "Reflections in the Satisfaction Mirror: Proof of a Services Core Concept," Miami, FL, October 28, 2004.

Renaissance Executive Forums, "Earning and Leveraging Customer Loyalty Wisely," Summit, NJ, July 8, 2004.

Executive Women in Home Textiles, "Delighting the Customer: the Challenges and Rewards of Going Beyond Customer Satisfaction," New York, March 28, 2004.

The Conference Board, "Validating Customer Satisfaction with Shar-of-Spending," New York, February 4, 2004.

ASQ Business Excellence and Customer Satisfaction Conference, Speaker "Driving Share-of-Wallet Through Customer Satisfaction & Brand Preference," Atlanta, GA., November 17, 2003.

ASQ CSD Fall Conference, Keynote Speaker "Six Keys to Building Stronger Relationships with your Customers," Orange County, CA, October 6, 2003.

ESOMAR Congress 2003, Speaker "Driving Share-of-Wallet Through Customer Satisfaction & Brand Preference," Prague, Czech Republic, September 14, 2003.

North Jersey ASQ Spring Quality Conference, Speaker "Meeting the ISO 9001:200 Standards for Customer Requirements & Satisfaction," Whippany, NJ, April 9, 2003.

Interactive Marketing Institute of Virginia, One Day Workshop: "Managing Customer Relationships: New Measures, New Models of Satisfaction, Loyalty, Profitability & Potential," Falls Church, VA, February 9, 2002.

PBS, Television Interview: The Customer Delight Principle, New York, NY, February 13, 2002.

American Society for Quality, 12th Annual Quality Audit Conference, Speaker: Implementing Customer Satisfaction Techniques for ISO 9001:2000, St. Louis, MO, February 15, 2002.

Institute for International Research, 6th Annual Customer Satisfaction Surveys, Round Table Facilitator: "Effective Techniques for Validating Your Surveys and Their Results", Orlando, FL, April 30, 2002.

Mercedes-Benz USA, National Parts and Service Conference, Keynote Speaker: "Satisfaction, Delight & Profitability", Cancun, Mexico, November 8, 2002.

American Marketing Association, Seminar, "Delighting Your Customers," Bloomington, IL, November 14, 2002.

AMA/ASQ, Customer Measurement and Management Conference, Panel Discussion, Linking Loyalty Measures to Profits, Chicago, IL April 2, 2001.

NJ AMA, Collegiate Awards Night, Keynote Speaker, "The Customer Delight Principle Exceeding Customers' Expectations for Bottom-Line Success, Somerset Hills, NJ, April 16, 2001.

Business Network, Ramapo State College of New Jersey, Speaker, "If You Want to Keep Them, Don't Just Satisfy Your Customers, Delight Them!", Mahwah, NJ, April 24, 2001.

Consumer Interaction to Business Intelligence, Aftermarketing for FMCG Brands Conference, Speaker, "How to Keep Customers for Life Through Relationship Marketing," Brussels, Belgium, May 8, 2001.

Institute for International Research, Loyalty Program Conference, Speaker, "Customer Delight: The Key to Strengthening Loyalty for Improved Customer Equity," San Francisco, CA, June 14, 2001.

Institute for International Research, MICS 2001 Conference, Speaker, "Are You Sure Your CSM Program is Valid?," San Diego, CA, July 18, 2001.

Institute for International Research, Customer Win-Back Strategies, Speaker, "Learning From Customer Loss: Turning Failure Analysis Into a Wealth of Information," New York, NY, July 24, 2001.

Virginia Commonwealth University, One Day Workshop: "Managing Customer Relationships: New Measures, New Models of Satisfaction, Loyalty, Profitability & Potential, Richmond, VA, October 19, 2001.

Council of American Survey Research Organizations, CASRO, Speaker, "Evolving from Marketing Research to Customer Research: Concerns of Respect, Ethics and Rights of Privacy," Amelia Island, FL, October 12-14, 2001.

CNNfn, Interview: Business Unusual anchored by Ali Veshi, The Customer Delight Principle, New York, NY, December 19, 2001.

Time Inc. Custom Publishing, Annual Planning Meeting, Keynote Speaker, "Customer Relationship Management: The New Marketing Frontier", Miami, FL, March 14, 2000.

Virginia Commonwealth University, One Day Workshop, "Aftermarketing: A Current Prospective on Relationship Marketing," Richmond, VA, October 6, 2000.

Northeast ASQ, Seminar and Workshop, "Gearing Up for ISO 9001:2001 – Customer Feedback Systems," Marlborough, MA, October 31, 2000.

Institute for International Research, Loyalty Programs Online/Offline Strategy Optimization, "You Can't Buy Loyalty: How Mercedes-Benz builds a Life-Long Relationship with its Clients," San Francisco, CA, November 13, 2000.

Institute for International Research, "Validating Your Satisfaction Measurement Program," MICS '99 Conference, La Jolla, CA, June 6-9, 1999.

SAS Institute, "Building Profitability Through Customer Equity," Montreal, Canada, March 18, 1999.

Association for the Advancement of Relationship Marketing, "Building Profitability Through Customer Equity," Toronto, Canada, March 17, 1999.

Institute for Interactive Marketing, University of Illinois, "Aftermarketing: Creating Customer Loyalty," Champaign-Urbana, March 5, 1999.

Virginia Commonwealth University, "Aftermarketing: A Current Prospective on Relationship Marketing," Richmond, VA, February 26, 1999.

Management Centre Europe, "Score Your Customers by Satisfaction, Loyalty, Profitability and Potential (SLP²), 8th Annual Conference, London, England, December 7-8, 1998.

Canadian Direct Marketing Association, "Score Your Customers by Satisfaction, Loyalty, Profitability and Potential (SLP²), Relationship Marketing Conference, Toronto, Canada, December 1, 1998.

Institute for International Research, "Broadening the Scope of Satisfaction Measurement: Managing Customer Relationship Based Upon Satisfaction, Loyalty & Profitability," Conjoint & Choice Based Modeling Essentials: A Tools & Techniques Forum, San Diego, CA, November 9-10, 1998.

Institute of Interactive Marketing, Virginia Commonwealth University, “New Measures of Satisfaction, Loyalty, Profitability and Potential; Increasing Loyalty Through Business process Re-Engineering; Customer Blueprinting; Using Aftermarketing and SLP² to Manage Customer Relationships,” one day workshop, Richmond, VA, October 25, 1998.

Database Marketing Association, “Managing Your Customer Relations,” Business-to-Business Database Marketing, Orlando, FL, September 16, 1998

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, August 26, 1998.

Institute for Interactive Marketing, Virginia Commonwealth University, “Managing Customer Relationships: New Measures, new Models of Satisfaction, Loyalty and Profitability and Potential,” Richmond, VA, June 28, 1998.

Institute for International Research, “Measuring & analyzing the Voice of the Customer: Case Studies,” Conjoint & Choice Based on Modeling Essentials: A Tools & Techniques Forum, Chicago, IL, June 18, 1998.

Institute for International Research, “Broadening the Scope of Satisfaction Measurement: Managing Customer Relationship Based Upon Satisfaction, Loyalty & Profitability,” Measuring & Improving Customer Satisfaction 9th Annual Conference, Hilton Head, SC, June 7-9, 1998.

American Society for Quality, “The 10 Deadly Sins of Satisfaction Measurement: What Not to Do, How Not to Do It, Why It Shouldn’t Be Done,” Conference, St. Louis, MO, June 2, 1998.

Society for the Advancement of Consumer Affairs Professionals, “The Top 10 List of CSM Program Failings: What Not to Do, How Not to Do It, Why It Shouldn’t Be Done,” Spring Conference, Atlanta, GA, April 28, 1998.

Industrial Product Management Summit, “Best Practices in Customer Retention,” Institute for International Research, Atlanta, GA, April 27, 1998.

American Marketing Association, “The Ten Deadly Sins of Satisfaction,” Somerset Hills, NJ, April 20, 1998.

Annual Customer Services Strategies Conference, “How to Serve Your Customers Better by Listening to Their Needs,” INC Magazine 8th, San Diego, CA, April 1, 1998.

Institute for Interactive Marketing, Virginia Commonwealth University, “Managing Customer Relationships: New Measures, New Models of Satisfaction, Loyalty and Profitability and Potential,” Richmond, VA, March 10, 1998.
“Aftermarketing,” Japanese Business Leader’s Delegation led by Professor T. Satow, New York, NY, February 14, 1998.

Institute for International Research, “Designing Retention Strategies for Different ‘Classes’ of Customers,” Marketing to your Most Profitable Customers Conference, New York, NY, February 9-11, 1998.

IBM Consulting, Internal Training Seminar in Research Methodology, Tokyo, Japan, January 26-18, 1998.

Center for Business Intelligence to Foster & Maintain Retail Customer Loyalty, “Getting to Know Your Customer: Exploit the Capability and Functionality of Your customer Database,” a workshop, Houston, TX, January 15-16, 1998.

Best Practices Resident & Customer Satisfaction in the Assisted Living, Nursing & Senior Living Industries, “How to Avoid Dissatisfying Your Customers with Your Satisfaction Survey,” Palm Beach, FL, January 12, 1998

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, November 18, 1998.

International Institute for Research, “Managing Customer Equity & Profitability,” Third Annual Customer Profitability Conference, New York, NY, December 8, 1997.

National Center for Database Marketing, “Growing customer Relationships with Improved Customer Satisfaction Measurement,” 20th Conference & Exposition, Orlando, FL, November 19, 1997.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, November 5, 1997.

Institute for International Research, “Improving Your analysis of Customer Satisfaction Data – Moving Beyond Cross Tabular Analysis,” Designing & Implementing Customer Satisfaction, Chicago, IL, October 28, 1997.

International Quality and Productivity Center, “Developing Segment, Specific Strategies for Healthy, Happy Customers and a More Profitable Business,” Minimizing Churn in Telecommunications Year II, Washington, DC, September 24, 1997.

International Quality and Productivity Center, "Marketing for Customer Retention: Keeping Customers for Life Through Relationship Marketing," workshop, , Minimizing Churn in Telecommunications Year II, Washington, DC, September 24, 1997.

Business-to-Business Database Marketing, "Beyond RFM: Managing Your Customerbase Using Satisfaction, Loyalty, Profitability & Potential (SLP²)," New Orleans, LA, September 10, 1997.

International Quality and Productivity Center, "The Top Ten List of CSM Program Failings: What Not to Do, How Not to Do It, Why It Shouldn't Be Done," How to Design & Implement Customer Satisfaction Surveys, Washington, DC, August 12-14, 1997.

International Quality and Productivity Center "Turning Your Satisfaction Survey into a CSM process Integral to Your Organization's Success," Workshop, How to Design & Implement Customer Satisfaction Surveys, Washington, DC, August 12-14, 1997.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, August 12, 1997.

National Center for Database Marketing, "Score Your Customers by Satisfaction, Loyalty & Profitability," Customer Satisfaction: The Missing Link in Database Marketing, Chicago, IL, July 23-25.

IBC Communications, "Benchmarking and Goals: Feedback from Customers and Peers," Benchmarking Customer Service & Marketing for Utilities, Atlanta, GA, June 27, 1997.

Institute for International Research, "Advanced Techniques to Analyze Customer Satisfaction Measurements," 8th Annual Measuring & Improving Customer Satisfaction, San Diego, CA, June 9, 1997.

Institute for International Research, "Extending Your Analysis Beyond Crosstabs: New Tools and Analytical Models to Mine Information from Your Customer Satisfaction Survey," Workshop, 8th Annual Measuring & Improving Customer Satisfaction, San Diego, CA, June 8-11, 1997.

University of Illinois, Korean Banking Institute Marketing Program, New York, NY, June 4, 1997.

IBM Consulting, Internal Training Seminar in Research Methodology, Brussels, Belgium, May 14, 1997.

Planned Giving Group, "Aftermarketing: Customer & Donor Loyalty Strategies," New York, NY, April 16, 1997.

AIC Minimizing Internet Churn Conference, "Conducting a Cost/Benefit Analysis of Customer Retention and Acquisition Studies," Washington, DC, April 14, 1997.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, March 4, 1997.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, January 7, 1997.

National Center for Database Marketing, "Score Your Customer by Satisfaction, Loyalty & Profitability (SLP), Orlando, FL, December 13, 1996.

Strategic Research Institute, "Stop Losing Your Customers," Workshop, New York, NY, November 14, 1996

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, October 22, 1996.

PBS 1996 Development Conference, "Retaining Members With Aftermarketing - The Keys to Customer Retention," New Orleans, LA, September 26-27, 1996.

American Express, "Benchmarking Loyalty," Toronto, Canada, August 30, 1996.

National Center for Database Marketing, "Keep Your customers for Life Through Relationship Marketing," Annual Conference, Chicago, IL, July 19, 1996.

Canadian Direct Marketing Association, "Grow Your Business With Aftermarketing - The Strategy of Customer Retention," Customer Relationship Day Council, Toronto, Canada, July 18, 1996.

National Conference on Student Retention, "Harnessing the Tools of Aftermarketing to Better Retain students," Orlando, FL, July 10-13, 1996.

American Express, "Benchmarking Loyalty Programs," keynote speaker, Loyalty Forum, Travel Services Division, New York, NY, June 27-28, 1996.

IBM Consulting, Internal Training Seminar in Research Methodology, Stockholm, Sweden, June 4, 1996

IMARK, "Aftermarketing for Customer Retention," one day workshop, Reykjavik, Iceland, May 31, 1996.

International Quality and Productivity Center, "Marketing for Customer Retention: Keeping Customers for Life through Relationship Marketing," half-day workshop, Conference, Minimizing Churn in Telecommunications, Washington, DC, May 22-24, 1996.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, May 14, 1996.

American Marketing Association, Philadelphia, PA, "Keeping Your Customers Through Database Marketing," April 17, 1996.

CNA Insurance, Aftermarketing: How to Keep Customers for Life Through Relationship Marketing," internal training seminar, Chicago, IL, April 3, 1996.

Strategic Research Institute, Conference chair and workshop, "The Six Tools for Customer Retention," 2nd Annual Aftermarketing Forum, New York, NY March 25-26, 1996.

American Marketing Association, New Jersey Chapter, "Aftermarketing: How to Keep Customers for Life," Somerset Hills, NJ, March 11, 1996.

IBM Consulting, Internal Training Seminar in Research Methodology, Singapore, January 15, 1996.

National Center for Database Marketing, "Keep Your Customers for Life Through Relationship Marketing," Annual Fall Conference, Orlando, FL, December 11, 1995.

Rolls-Royce Motor Cars, Meetings on Strategic Planning for 1998 Model Introduction, Crewe, England, December 6-7, 1995.

Center for Business Intelligence, "Getting a Start on Retention Marketing in a Soon to be Deregulated Industry," Benchmarking for the Power Industry, Washington, DC, November 14, 1995.

Digital Equipment Corp., "Aftermarketing: Keeping Customers Through Retention marketing," invited presenter, Stow, MA, October 28, 1995.

IBM Consulting, Internal Training Seminar in Research Methodology, Palisades, NY, October 24, 1995.

Society for Consumer Affairs Professionals, "How to Recover Lost Customers," and "Tracking Customers' Changing Expectations and Requirements," Fall Conference, Orland, FL, October 16-17, 1995.

Institute for International Research, "New Developments in Measuring and Reporting Customer Satisfaction," opening plenary presentation, Designing and Implementing Customer Satisfaction Surveys, Chicago, IL, October 11-13, 1995.

IBM Consulting, Half-day seminar on Market Segmentation, Fort Lauderdale, FL, October 2, 1995.

Comcast, Internal Training Seminar in Retention Marketing, Philadelphia, PA, August 31, 1996.

Institute for International Research, "New Development in measuring and Reporting Customer Satisfaction," opening plenary presentation, Designing and Implementing Customer Satisfaction Surveys, San Francisco, CA, August 7-8, 1995.

AT&T Consumer Products, Internal Training seminar in Aftermarketing, Parsippany, NJ, July 14, 1995.

IBM Consulting, Business Transformation Workshop, Marketing Research Component, Brussels, Belgium, June 27, 1995.

Comcast, "Retention Marketing is the Future of Marketing," National Marketing Meeting, Charleston, SC, June 18-21, 1995.

Institute for International Research, "Customized Customer Satisfaction Surveys and Action Plans," half-day workshop, Measuring & Improving Customer Satisfaction, Las Vegas, NV, June 12-19, 1995.

Strategic Research Institute, "Aftermarketing: Maximizing Customer Retention to Increase Long Term Profits," conference chair and speaker, "The Status of Retention Marketing and Most Effective Tactics," Chicago, IL, May 23-24, 1995.

Virginia Commonwealth University, "How to Use Aftermarketing to Build Your Retail Business" (in conjunction with the Richmond Retail Merchants Association, Business Leaders Seminar), Richmond, VA, May 23, 1995.

Institute for International Research, "Accumulating Information About Your Lost Customers," conference chair and speaker, Customer Win Back Programs, Chicago, IL, April 25-26, 1995.

Institute for International Research, "Customer Satisfaction: A Key Component to Building Customer Equity, The Most Important Investment You Can Make In Your Business," opening plenary presentation, Designing and Implementing Customer Satisfaction Surveys, Orlando, FL, March 29-31, 1995.

Emory University, Expert Discussant, Square Table Executive Forum, Atlanta, GA, March 24-25, 1995

Marketing Advisory Council, "Aftermarketing: How to Keep Customers for Life Through Relationship Marketing," workshop, Strategies for Customer Retention conference, San Francisco, CA, February 15-17, 1995.

Automotive Service Industry Assoc., "Aftermarketing - Selling After The Sale," 1994 Aftermarket Symposium, Las Vegas, NV, October 31, 1994.

IBM Consulting, "How Business Consultants Can Use Marketing Research," all day seminar, Palisades, NY, October 11, 1994.

Associacao Brasileira De Anunciantes, "Aftermarketing," all day seminar, Marketing de Relacionamento, Sao Paulo, Brazil, October 5, 1994.

Motorola International, "Aftermarketing," Network Managers Conference, Schaumburg, IL, September 27-28, 1994.

Institute for International Research, "How to Create Loyalty Through Business Process Re-Engineering," Business-To-Business Loyalty Marketing, Chicago, IL, September 22-23, 1994.

Institute for International Research, "Identifying Key Drivers of Customer Satisfaction," Designing & Implementing Customer Satisfaction Surveys, San Francisco, CA, September 19-21, 1994.

National Association of Quick Printers, "Aftermarketing: Keeping Customers for Life," Chicago, IL, July 14-16, 1994.

Institute for International Research, "Improving Customer Satisfaction Surveys," half-day workshop, Measuring & Improving Customer Satisfaction, Nashville, TN, June 13-15, 1994.

American Marketing Association, Connecticut Chapter, "Aftermarketing: How to Keep Customers for Life," Fairfield, CT, June 7, 1994.

American Marketing Association, Raleigh-Durham Chapter, "Aftermarketing: How to Keep Customers for Life," Raleigh, NC, June 6, 1994.

American Marketing Association, Oregon Chapter, "Aftermarketing," Portland, OR, May 23, 1994.

IntelliQuest "How to Retail Customers for Life," Conference on Aftermarketing, San Antonio, TX, May 4, 1994.

Washington Direct Marketing Association, "Aftermarketing: How to Keep Customers for Life," 39th Annual Conference, Washington, DC, April 4-6, 1994.

Institute for International Research, "Aftermarketing," half-day workshop, Cashing-In on Customer Retention Conference, New Orleans, LA, January 24-26, 1994.

Institute for International Research, "CSP Questionnaire Construction," workshop, San Diego, CA, December 13-15, 1993.

International Service & Quality Forum, "How to Maximize Customer Retention Through Satisfaction and Relationship Building Strategies," Valled de Morne, France, November 15-19, 1993.

Institute for International Research, "CSP Questionnaire Construction," workshop, Orlando, FL, October 27, 1993.

Direct Marketing Association, "The Relationship Marketing Challenge: Are We Really Relating With Our Customers?," Annual Fall Conference, Toronto, Canada, October 25-26, 1993.

National Automatic Merchandising Assoc., "Aftermarketing: Key to Retailer's Future," Chicago, IL, September 29, 1993.

IBM Consulting, "Seminar: How Business Consultants Can Use Marketing Research," Palisades, NY, September 21-23, 1993.

International Customer Service Association, "Customer Retention Through Aftermarketing Strategies," New York, NY, September 20-22, 1993.

American Marketing Association, "Rethinking the Marketing Mix to Maximize Customer Retention: An Aftermarketing Perspective," Educator's Conference, Boston, MA, August 8-10, 1993.

Institute for International Research, "Aftermarketing," workshop, co-presented with Kelly Uscategui, New Orleans, La, June 16, 1993.

Direct Marketing Day in New York, "How to Retain Customers Through Aftermarketing," co-presented with Jock Bickert, New York, NY, May 24-25, 1993.

Institute for International Research, "How to Pretest Localized Promotions," Chicago, IL, April 29-30, 1993.

Society of Consumer Affairs Professionals, "Aftermarketing: How to Keep Customers for Life," workshop with Kelly Uscategui, Washington, DC, April 28, 1993.

Target Marketing Magazine, "How to Keep Your Customers," Database Marketing Demystified Conference, New York, NY, April 15-16, 1993.

Advertising Research Foundation, "Pretest Your Sales Promotions Before You Launch," New York, NY, February 1-2, 1993.

Institute for International Research, "How to Use Customer Research to Develop More Effective Sales Promotions," Chicago, IL, January 28-29, 1993.

Institute for International Research, "Issues in Constructing Customer Satisfaction Questionnaires," half day seminar with Kelly Uscategui, San Diego, CA, December 8, 1992.

National Center for Database Marketing, "Keeping Customers for Life," 4-hour workshop in Aftermarketing, 4th Annual Conference, Orlando, FL, December 2, 1992.

Institute for International Research, "Issues in Constructing Customer Satisfaction Questionnaires," half day seminar with Kelly Uscategui, New Orleans, LA, November 12, 1992.

Non-Profit Day in New York, "How to Use Donor Research to Pretest Campaigns," Non-Profit Council, New York, NY, August 25, 1992.

Institute for International Research, "Pretesting Sales Promotion," Sales Promotion Conference, June 29, 1992.

Institute for International Research, "How to Establish a World-Wide Customer Satisfaction Program," co-presented with Rolls-Royce, Customer Satisfaction Measurement Conference, San Francisco, CA, June 1992.

Oklahoma State University, "Aftermarketing, a Vital Component of Service Marketing," Conference on Quality in Service, Tulsa, OK, May 13, 1992.

Manchester Polytechnic School Delegation, "Aftermarketing: The Future of Marketing," Pace University, New York, NY, April, 1992.

International Premium and Incentive Exposition, "Pretesting Your Sales Incentives Before You Launch a Program," chaired Research and Evaluation Track, Las Vegas, NV, February 18-20, 1992.

Dentsu Promotion Management Division, "Strategic Planning for Sales Promotions," three day seminar, Tokyo, Japan, January 27-31, 1992.

Institute for International Research, "Pretest Your Promotions!," chaired and presented, Sales Promotion Conference, New York, NY, January 9-10, 1992.

Dentsu Research, Inc, "Aftermarketing", United States, October 15, 1991.

American Marketing Association, "Getting the Most From Open-Ended Survey Responses With Computer-Assisted Analysis", with Deborah Pelles, presented at the Third Annual Sales and Marketing Technology Conference, June 17, 1990, Chicago, Illinois.

American Marketing Association, New Jersey Chapter, "Database Marketing", a presentation of Aftermarketing, January 24, 1990.

Sales Promotion Board of the Association of National Advertisers, "Pretesting Sales Promotions", New York, February 7, 1990.

American Marketing Association and American Society for Quality Control, "Conducting A Customer Satisfaction Program at the Top of the Market" with Paul Beart, 1989 Conference of Customer Satisfaction Measurement, Atlanta, February 1989 and Chicago, July 1989.

American Marketing Association, "_____ ", 1989 Technology in Marketing Conference, Chicago, June 1989.

Dentsu Advertising, "Aftermarketing", presented to Dentsu Advertising's 1989 Update Conference, April, 1989, Tokyo, Japan.

Shiseido Cosmetics, "Marketing to Aging Baby Boomers", presented to Strategic Planning Department, Toiletries Division, Tokyo Japan, April, 1989.

Japan Marketing Research Society, "The Status of American Marketing Research", New Jersey, May, 1988.

American Marketing Association, "A Comparison of Computer Administered Questionnaires with Pencil and Paper Questionnaires", presented to 3rd Annual Microcomputers in Marketing Education Workshop, October 26-28, 1986, California State Polytechnic University.