

## President's Corner

As we get further into 2010, the IASE and the mystery shopping industry in general are facing some rather daunting challenges.

The biggest challenges facing us are State and Federal legislative challenges to the independent contractor status of our mystery shoppers. It should be clear to every company owner and manager, that if we are forced to use employees rather than independent contractors, our operating cost will go up by 25% to 30%. Many smaller companies will be forced out of business or into consolidation. It is important for each of us to stay on top of what is happening with these new laws and do everything we can to prevent them from passing. Continue to monitor and write your legislators and make sure you are adhering to the Independent Contractor business model. There will be 6,000 audits conducted at random by the IRS

this year alone, to make sure business in various industries are following the IC model and using IC's correctly. I will continue to keep you as up to date as I can.

I think most of us agree we do not want the IASE to become as big as the MSPA, or compete with the MSPA. That said, however, I think new members and new ideas are essential to maintaining the viability of any organization. We all need to start identifying potential new members to join, and once they are identified and approved, begin recruiting them for membership.

I would like to recommend as many of our companies as possible support the Independent Mystery Shoppers Coalition, by either attending or sponsoring the IMSC conference scheduled for August 15-18 in Las Vegas. I know that's easy for me to say because I live in



Chuck Kenerson  
President  
QSI Specialists

Las Vegas, however the benefits could be a lot of new mystery shoppers for our companies, and the IASE could recruit new members from among the other companies sponsoring the conference.

I wish all of our Members a successful and prosperous 2010. We welcome new thoughts and ideas from members.

**Chuck Kenerson**

**President Elect - IASE**

## Inside this issue:

<i>Meet the President</i>	2
<i>Getting to Know: Salli Bruell</i>	3
<i>Washington, D.C Fly-In</i>	4
<i>To Trademark or not to Trademark—That is the Question</i>	5
<i>Client—Mystery Shop- per—Company</i>	6
<i>The Corporate Cur- mudgeon Dewey or Don't WE: Another Great Moment in Management</i>	7
<i>2010 IMSC Conference</i>	9
<i>IASE Board Members</i>	10

## MEET THE PRESIDENT

*Chuck founded QSI Specialists in 2000 as a division of Global Intelligence Network, a Nevada Licensed Private Investigations firm. He is a licensed private investigator and President of QSI Specialist.*



Chuck Kenerson is a graduate of the University of Nevada, Las Vegas and a veteran of 24 years as a Special Agent and Supervisory Special Agent for the United States Department of Justice, Drug Enforcement Administration (DEA). He served in posts of duty in Los Angeles, Las Vegas, San Diego, Cleveland, back to San Diego and DEA Headquarters in Washington DC. When he retired from DEA in 1995, he was Section Chief in charge of coordinating interagency enforcement activities between DEA and other federal law enforcement agencies.

After retiring from DEA, Chuck returned to Las Vegas as an Agent with the Nevada Gaming Control Board. In that capacity he conducted detailed background and financial investigations on applicants seeking non-restricted gaming licenses. Mr. Kenerson has also worked as a

Corporate Investigator and as a Security Investigator for several major gaming corporations.

Chuck founded QSI Specialists in 2000 as a division of Global Intelligence Network, a Nevada Licensed Private Investigations firm. He is a licensed private investigator and President of QSI Specialist. He has helped develop mystery shopping programs for hotels and casinos fine dining establishments, apartment and new homes sales centers, bars and retail establishments. In addition to serving as the President Elect of the International Association of Service Evaluators (IASE), he is a member of the Nevada Society of Professional Investigators (NSPI), the International Masters of Gaming Law (IMGL), the Mystery Shopping Providers Association (MSPA). He also serves on the Board of Directors of the Association of Former Federal Narcotics Officers (AFFNA)



Chuck Kenerson  
President  
QSI Specialists

and is a member of the Nevada Homeland Reserve Unit.

Chuck is married and has three children and three grandchildren. He enjoys traveling and has been fortunate enough to have traveled on six Continents. He is an avid sports fan and a Harley Davidson motorcycle enthusiast.



## GETTING TO KNOW

### Salli Bruell, Treasurer of IASE

I was born in New Jersey (does anyone ever admit they were born in NJ? Yikes) and then.... moved around a lot, went to Penn State (yes, I did eventually have to leave, much to my chagrin)..... and then.....Skip ahead 40 or so years.....

I became B Business Solutions, mystery shop business owner 11 years ago. With lots of help, Judith's "how to manual" and IASE, it has been a success. Wow, time flies. I love having my own business until it is time to go on vacation. Then, well not so much... But in general, I love doing what I am doing. My business is busy with clients (a few less than last year, thanks to the economy) but growing again.

I am also married and a full time mom with one daughter now a sophomore in college and one daughter a junior in High School. So I will soon be an "empty nester". I know most of you realize this, but it amazing how much time your kids consume, even when they are older... funny thing.

Anyway, I was President of IASE for a while. I was Treasurer of IASE be-

fore..... and in between have been a happy member of the organization. I have learned so much from IASE, much of which I would have never figured out on my own. Here are just some things to note about me.

**Favorite Food:** I could not think of any one item. I love donuts and pastries, perogies, and other strange things like pig stomach (Pennsylvania German.... My grandmother got me into this very young)

**Favorite Drink:** Iced Tea (non-alcohol) or just simply a light beer.

**Favorite Color:** Green

**Favorite Movie:** Forest Gump

**Favorite TV Show:** This changes; we do not have cable at our house (by choice) so we do not watch a lot of TV. But I would have to say 60 Minutes... and this season is seems to be The Biggest Loser (who knows why, I think it inspires me)

**Strangest way I got a client:** I had an article in the Penn Stater (alumni magazine) about BBS when I first started BBS, way back when. I had someone call me, an alum, and ended up hiring me because of that article.

**What I wanted to do growing up:** Be a veterinarian. **Why didn't I?** I did not want to go to school for that long. Another four years of tailgating could have done me in. **What I ended up doing?** Industrial Engineering... **How did I get from Engineering to Mystery shopping?**

With a lot of inspiration!

**Hobbies:** Running (I ran 1000 miles in 2009). This included a run in San Francisco at our IASE conference (across the bridge in the early morning hours with Lauri, Angela, and Diane). I did a mystery shop in Hawaii so I got to run there; ran the annual Falmouth Road Race (MA) for the 7<sup>th</sup> year in a row. There were many many other great runs. Longest Run: A half marathon (13.1 miles) in Pottstown, PA.

**Other Hobbies:** Skiing, watching my daughter play field hockey, reading



Salli Bruell  
Owner  
B Business Solutions

**Magazine Cover I'd Like To Be On:** Runner's Magazine

**Most Prized Possession:** Our cat.... Cheetah

**What I want to do by the time I am 50 (and it is getting close):** Go rafting down the Colorado

**If I Had \$1 Billion, I Would:** Retire, travel, buy a place in Big Sky Montana



## Washington, D.C. Fly In

**Chuck Kenerson**  
President, QSI Specialists



*“The human resource cost and the payroll cost alone would raise Mystery Shopping Companies operating cost 25% to 30 %...”*



On Tuesday, February 2, 2010, 41 participants representing 31 Mystery Shopping Companies from around the United States, descended on Washington D.C to participate in an MSPA sponsored “fly-in”. The purpose of the fly in was to meet with members of our various States Congressional delegations to discuss some pending legislation that could affect the Independent Contractor status of our mystery shoppers.

In every State except Nevada, Mystery Shopping Companies operate using the Independent Contractor model because it works for them and for the Mystery Shoppers. Any changes in the law that would call into question the legitimacy of that business model in the industry could be catastrophic to the Mystery Shopping industry. Legislators were specifically asked not to support senate Bill 2882 or House Bill 3408, which could require our companies to utilize employees rather than independent contractors. The human resource cost and the payroll

cost alone would raise Mystery Shopping Companies operating cost 25% to 30 %, and would ultimately result in many companies going out of business, and a lot of consolidation among those remaining companies.

All of the participants stayed at the University Club in downtown Washington D.C. Very similar, but not quite as nice as the University Club in Philadelphia where the IASE held their 2008 Annual conference. On Wednesday, February 3, 2010 we were all provided with breakfast during our briefing and at approximately 9:00 AM took off to Capitol Hill. I was fortunate to have the opportunity to meet with Senators Harry Reid and John Ensign, as well as Congresswoman Shelly Berkley, all from Nevada. The legislators and their staff members were all aware of the legislation, had obviously done their homework, and were very attentive. They asked relevant questions, most of which we were able to answer. They had also had groups of people representing other

industries who depend on the Independent Contractor business model visit their offices.

Following our day on Capitol Hill, we gathered at a local Irish Pub for some food and drink (mostly drink) and to critique the day’s activities. All total our group met with 71 different Legislators or their senior staff members. With just a couple of exceptions, we were very well received.

I was scheduled to remain in Washington until Saturday to visit relatives in the area, but with the Blizzard of 2010 expected to hit Washington on Friday, I got the last seat on the last flight from Washington to Las Vegas on Thursday night, otherwise I might still be stuck there.

It was a very enlightening experience to see our Government at work. The Senate and Congressional office buildings are bustling with activity, much of it with groups of people doing the same as we were doing; lobbying legislators for or against certain pieces of



## Washington, D.C. Fly In

legislation that may affect their particular business.

I should point out that there are literally thousands of pieces of legislation introduced every year that go absolutely nowhere. They end up in this committee or

that committee and, for one reason or another, are never brought to a vote and die in committee. That is where these particular bills are at the moment. They are stuck in committee and may never go anywhere. That is not to say we should

not worry about them and do nothing. If you have not already done so, it is not too late to write you Legislators and make them aware of your opposition to these bills and how they might affect your business. I am sure many of you have data-

Continued

bases with thousands of mystery shoppers. I doubt you could survive the cost of hiring each one as an employee, paying them every two weeks and doing full withholding of all required State and Federal taxes.

## To Trademark or Not to Trademark...That Is The Question!

**Angela V. Megasko**  
President/CEO, Market Viewpoint, LLC.

We are all working very hard to establish our brands in the marketplace. As business owners, we pay careful attention to the way we conduct business because we know that a poor image or reputation can cost us big time. But what do you do when someone pirates your company's good name or its graphic representation in the market in the form of your logo and mark? The answer is a simple one. Make sure you are trademarked. It came to my attention about a year ago that a "company" was using

the name of Market Viewpoint in their email correspondence to prospective shoppers. The subject of this email was the Western Union scam that we, in this industry, have all become familiar with. It seems the individuals perpetrating this crime felt that using the name of a legitimate company would lend credence to their solicitation. We began getting calls from shoppers all over the world wondering if this was really us. The shoppers were tipped off by the numerous misspellings and grammatical errors in the email. They were also skeptical based on the old adage "if it sounds too good to be true". It became apparent that we needed to do something

to protect our brand and our decision to initiate the trademark registration began.

According to the Minnesota law firm, the Pliam Law Group, P.A., "You acquire a mark in the United States by using it, not by registering it. Registration, then, has everything to do with enhancing the rights already granted by virtue of using the mark." Our decision to register our trademark was based on the fact that someone "out there" in cyberspace was using our name to conduct criminal activity. We wanted to make sure that we were guarding our identity as best we could and we realized that simply using our mark since 1996 may not be

*"...what do you do when someone pirates your company's good name or its graphic representation in the market in the form of your logo and mark?"*



**United States  
Patent and  
Trademark Office**

[www.uspto.gov](http://www.uspto.gov)

## To Trademark or Not to Trademark...That Is The Question!

Continued

that you have the right to sue in federal court more easily. It also gives you the right to use the ® symbol (registered trademark symbol) that can and should be displayed with any reference to your company name, logo, and/or mark. It puts others on notice that you have claimed this “mark” as an exclusive right in the marketplace and it may deter them from using

your mark and pirating the brand you are working hard to build. Finally, your trademark must be registered if you want to recover any damages that may have occurred as a result of willful trademark infringement. There are, however, disadvantages to trademark registration. These include time and money. You will need to spend time with your lawyer

to set things up correctly, ensuring that all aspects of your operations are protected. I highly recommend getting good legal advice but it can be expensive so ask up front what your costs will be to avoid surprises. In the long run, paying the price to protect your brand now may be worth paying big bucks in the

future to prove in court that you are the legal owner of your company’s identification.



## Client- Mystery Shopper- Company ( CSC )

**Andrea Preda, Researcher at Future Marketing**

IASE is proud to have members in all parts of the world. As a result, the mystery shopping industry is at different life spans in the different countries our members service. This makes it possible to provide and share a variety of viewpoints in the marketplace across the world. This is a view from Future Marketing in Bucharest Romania.

A business wanting to grow and advance must look outside the con-

finances of their business to see what the current society is wanting and needing. If a business does NOT look outside their business how will they know if the current society does in fact want and desire what they have to offer.

The value of Mystery Shopping is a necessity for a business to see what the current business environment holds for their growth and success.

The economic impact vs. Mystery Shopping

With many products being the same or very similar,

quality of service becomes increasingly important. All big companies wanting to succeed and understand their quality of service performance will benefit from using a Mystery Shopping Company.

Client-Mystery Shopper Company

The connection between the business client and the mystery shopping company is essential in achieving quality results. Together the business client and the mystery shopping company will identify areas to be evaluated that in turn

will improve quality of services.

Once all evaluation topics have been identified, the mystery shopping company, will coordinate efforts with the mystery shopper. The shopper is very important in the process and provides the link between the customer and the business.

The mystery shopping company must be sure the shopper remains objective in their reporting efforts.

The mystery shopping company must evaluate all reports and discuss with the business client.



## Client- Mystery Shopper- Company ( CSC )

Continued

The mystery shopping company will discuss trends and assist in developing action plans for areas needing improvement.

Once improvement is seen, the mystery shopping company and business client will address new evaluation topics that need attention. This then becomes the ongoing process.

The mystery shopping company that develops a relationship with the business client and works towards making the business client successful will maintain client loyalty.

The mystery shopping company will offer a variety of services to the business client based on the client needs.

The business client will see the services as a

must have and positive influence on the business operations. Employees will become more attentive to customer needs. The improvement in quality of services and customer satisfaction is only one step in achieving success.

Mystery Shopping services can have a high degree of necessity in economic market. Especially when the

economy is having difficulty. The results of the mystery shopping reports and striving to provide quality services will encourage repeat customers which can help increase profits.

When you want to maintain and expand your business, you need a piece of Marketing for your Future! A mystery shopping company.

## The Corporate Curmudgeon

### Dewey OR Don't We: Another Great Moment In Management

by Dale Dauten, from King Features, 300 E. 57<sup>th</sup> ST, 15<sup>th</sup> Fl, New York, NY 10019

Contributed by Nova Sipe, Sipe and Associates

### Sipe and Associates Customer Service Evaluations

**"WE HAVE BOOKS ABOUT TV!"** -- *A sign in the Springfield Library - the Springfield that's home to Marge and Homer Simpson and family.*

Today we travel to an unlikely place in search of inspiration for innovation, to a library in Gilbert, Arizona. There we can find the start of a radical notion known in the library world as "The Perry Branch Rebellion."

The Rebellion began with what qualifies as one of our Great Moments in Management.

One day in 2006, a boss happened to say to an employee four of the most beautiful words in organizational life: Let's do something special.

Ah, what glory lurks in that little statement! Yet, such a suggestion is spoken rarely; the more common pronouncement is just the opposite, the dreary, "It doesn't have to be anything special" The heart sinks. But a young librarian named Marshall Shore recently recounted for me how

one fine day he was asked by Harry Courtright to make a library special. (Perhaps we should also make this a Great Moment in Career Management because when I asked Shore if he'd be amazed at being asked to do something unique, he replied, "I'd developed a reputation for experimentation and innovation, so when they asked me to be involved, it was (START ITAL) asking for something new (END ITAL)." And there's the career

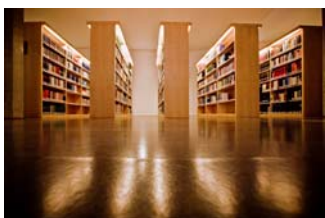
"Let's do something special."  
Ah, what glory lurks in that little statement!"



## The Corporate Curmudgeon Dewey OR Don't We: Another Great Moment In Management

...Continued

chicken-egg – you have to be known for being special to be asked to be special.) What Shore did was to seek out locals who did not use the library and ask, Why not? Here again, let us stop and admire: Most people, put in charge of opening a new library branch would seek out librarians and library users – the “experts” – to ask for “input.” But, as



Shore put it, “I want everyone to use the library so I wanted to see what was stopping people from coming in.” He mostly heard two complaints: finding a book using the library numbering system, and the fines.

Given the nature of the economy, he couldn't give up a revenue source, like fines, but he could do something about those little numbers, the Dewey Decimal System that we all learned in school... didn't we all?... yet it's still off-putting to my prospective library users. I suppose it made them think of the crusty old school librarian with the schussing – a serpent-like hissing, come to think of it, the snake in the stacks.

But many of these same non-users of the library claimed to LOVE going to bookstores – ah-ha – and that's how Shore decided to offer up the radical notion of dumping Dewey and going with the topic-grouping familiar to book shoppers. Imagine the resistance Shore faced. Not from library

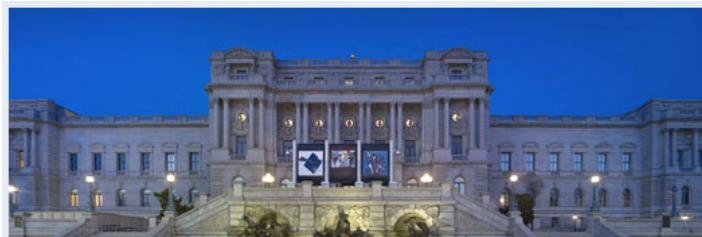
customers – he knew from survey results that three out of four visitors to the library came in to browse, not to seek out a specific book – but from librarians and staffers, the people who live Dewey, die Dewey. How did Shore overcome their objections?

Get this. It was a new library branch. The Dewey-less system was decided BEFORE the staff was hired. Part of the interviewing process was asking about Dewey. Those who couldn't imagine a library without it simply were not hired. If you have an idea you want to nurture, don't plant it in the forest of the status quo, place it in a fresh field, away from the old growth. Give it to a new group or try it in an experimental store, surrounded by people who want it there, who want it to thrive.



Which brings us to an IBP (Important Business Principle) with a lovely Zen weightless heft: It's easier to change people than to change people.

**Dale Dauten is co-founder of AgreementHouse.com, a company resolving business disputes. A paperback edition of his book “The Laughing Warriors” has recently been released. Please write to him in care of King Features Syndicate, 300 W. 57<sup>th</sup> ST, 15<sup>th</sup> Fl, New York, NY 10019, or at [dale@dauten.com](mailto:dale@dauten.com). 2009 by King Features Syndicate, Inc.**



Library of Congress  
Washington, D.C.

## 2010 IMSC Conference

Las Vegas, NV—August 15-17, 2010



### An invitation from the IMSC

In March of 2009, the MSPA determined they would be unable to hold the shopper conference in conjunction with the MSPA Company Conference. Many shoppers were disappointed as they enjoy the opportunity to meet with the companies they work for. Shoppers began discussing having their own conference, which led to the creation of what is now known as the IMSC. (Independent Mystery Shoppers' Coalition)

With great delight, I report that we had 130 shoppers in attendance and over 100 mystery shopping companies visit and interact with shoppers and each other. The organizers for this first conference had only a few months to prepare, but with hard work, the organizers put together an amazing event. We are expecting 300-500 shoppers and at least 100 companies to be involved this year. At this time, 85% of our sponsors from last year have agreed to sponsor again this year.

This year's conference is sure to be bigger and better, as we have acquired new venues to advertise the event. We have expanded to offer information to shoppers in other countries, including France, Australia, Germany, Canada, and Asia, The UAE, Egypt, the UK and more. This will offer global advertisement for your company as a sponsor. Please visit our website for more information. <http://tinyurl.com/imscinfo>

This year's event will be held at the beautiful  
Suncoast Hotel and Casino  
August 15<sup>th</sup> through August 17<sup>th</sup>, 2010.

<http://www.suncoastcasino.com/>

To reserve your room, click here: <http://www.suncoastcasino.com/imc2010>

Below are our sponsorship levels for this year: All sponsorship levels accommodate two staff members for each table; additional staff members may attend for \$100.00 per person.

#### General sponsorship: \$300.00

1 six-foot table in the vendor area

Your company name and website listed as sponsor in the IMSC program

#### Sapphire Sponsorship: \$500.00

At this sponsorship level, you will receive:

1 six-foot table in the vendor area

Ad in the IMSC Program

2 tickets to program sessions and all networking events

500 impressions for a banner ad on <http://jobs.volition.com/> to promote your firm.

#### Diamond Sponsorship: \$1500.00

At this sponsorship level, you will receive:

2 six-foot tables in the vendor area

Premier ad in the IMSC Program

2 tickets to program sessions and all networking events

One exclusive Ad in an email from the IMSC to all attendees

Opportunity to submit/present topic

1,500 impressions for a banner ad on <http://jobs.volition.com/> to promote your firm.



## 2010 IMSC Conference...Continued

### Presenting Sponsor Level 2: \$3500.00

At this sponsorship level, you will receive:

- 2 six-foot tables in the vendor area
- Premier ad in the IMSC Program
- 2 tickets to program sessions and all networking events
- One exclusive Ad in an email from the IMSC to all attendees
- Opportunity to submit/present topic
- Title advertising over social event sponsored
- 1 standard hotel room (IMSC negotiated rate)
- 3,500 impressions for a banner ad on <http://jobs.volition.com/> to promote your Firm.

### Presenting Sponsor Level 1: \$5,000.00

At this sponsorship level, you will receive:

- 2 six-foot tables in the vendor area (Premier location)
- Premier ad in the IMSC Program
- 2 tickets to program sessions and all networking events
- One exclusive Ad in an email from the IMSC to all attendees
- Opportunity to submit/present topic
- Title advertising over social event sponsored
- 2 standard hotel rooms (IMSC negotiated rate)
- Complimentary breakfast and lunch for two, both days of the conference
- 5,000 impressions for a banner ad on <http://jobs.volition.com/> to promote your firm.

#### Important Links:

- Shopper Registration: <http://tinyurl.com/imscinfo>
- Hotel Reservations: <http://www.suncoastcasino.com/imc2010>
- Discussion: [http://forum.volition.com/forum.asp?FORUM\\_ID=34](http://forum.volition.com/forum.asp?FORUM_ID=34)

Please contact PamInCA at [sweetcayenne1959@cox.net](mailto:sweetcayenne1959@cox.net) for instructions on paying your selected sponsorship and with any questions you might have.

## IASE Board

<b>Chuck Kenerson</b>	<b>President</b>
<b>Janet Fitzgerald-Sipe</b>	<b>Past President</b>
<b>Salli Bruell</b>	<b>Treasurer</b>
<b>Tina San Roman</b>	<b>Communications Director</b>
<b>Matt Corrow</b>	<b>Membership Chair</b>