

# IASE Newsletter



March 2011

Volume 6, Issue 1

## President's Corner

I would like to send out a big welcome to our new IASE members. The quality and character of these companies is outstanding and the IASE is honored to have all of you as members of our organization. In no particular order we have:

Karen Register and John Deluca of **Strategic Reflections** in Cincinnati, OH. Strategic Reflections is a full service mystery shopping company who provides mystery shopping services to all types of businesses, but specializes in the retail sector.

Carrie Porhammer of **Undercover Essentials** in Palm Bay, FL. Carrie not only travels the country doing video shops for dozens of clients, but she also teaches video shopping techniques and procedures in seminars for mystery shopping companies who need shoppers trained and certified.

Barbara Gerber is the founder and President of **Devon Hill Associates** in LaJolla, CA. Devon Hill is the industry leader in mystery shopping hospitals and health care organizations.

Marc MacGillivray of **LP Innovations** in Milford, MA

LP Innovations is a nationwide loss prevention and investigations company.

\*NOTE\* Marc has recently accepted another position within LP Innovations.

David Johnston, Director of Business Development will be the new contact person for the IASE and for all mystery shopping related matters. We welcome David, and certainly wish Marc the best in his new position.

We have a couple of significant events coming up in May. Our annual conference is May 18, 2011 – May 20, 2011 at Big Cedar Lodge outside Branson, MO. I hope by now most of you have checked out their website at [www.bigcedar.com](http://www.bigcedar.com) and made your arrangements to attend. April 18 is our deadline to take advantage of the great IASE rates. We also have several great speakers and will get to hear a little bit about some of our new member companies. If any of you need any further information or a registration form for the conference just contact any of your Board members.

The Independent Mystery Shoppers Coalition (IMSC) is holding one of their two annual conferences in Orlando,



**Chuck Kenerson**  
President  
QSI Specialists

FL from May 11, 2011 to May 13, 2011. I know several of our members will be attending the IMSC Conference and then coming directly to our conference in Big Cedar.

The second IMSC conference of 2011 will be held October 30 thru November 1 at the Tropicana Hotel in Las Vegas. These conferences are not only a great venue for networking with other mystery shopping companies but a great place to meet and recruit new shoppers. I would recommend everyone plan to attend at least one of the two conferences every year.

I hope to see you all in Big Cedar

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**Annual IASE Conference**  
**Big Cedar Lodge**  
**612 Devil's Pool Road, Ridgedale, Missouri**  
**www.bigcedar.com**

**Agenda**

**Schedule of Events**

**Wednesday, May 18, 2011** will be a travel day and we will gather for cocktails at a location to be announced that evening around 5:00 PM

**Thursday, May 19, 2011 - 9:00 AM to 10:30 AM** – Sean Litke - Social Networking and Engineering - Room TBA—See Sean's bio on page 3

**Thursday, May 19, 2011 – 10:30 AM to 12:30 AM** – Carrie Porhammer – Video Shopping

Refreshments will be served - Lunch on Own

**Thursday, May 19, 2011 -1:30 PM to 5:00 PM** – Motivational Speaker Doug Kelly - Room TBA—See Doug's bio on page 4

**Thursday, May 19, 2011 -Annual Banquet - 6:30 PM - 9:30 PM** – This will be a good old fashioned outdoor (weather permitting) Cowboy Bar-B-Q by the lake with grilled steaks, corn on the cob and all the fixins. Cash Bar

**Friday, May 20, 2011**

9:00 AM to 12:00 PM	IASE Business Meeting
12:00 PM	Lunch Courtesy of QSI Specialists
1:30 PM to 4:00 PM	IASE Business Meeting

**Friday, May 20, 2011** Free Night – perhaps dinner and a show in Branson.

All times are approximate

## Speaker

**SEAN LITKE**

**WEBLINK INTERNATIONAL**

**PROJECT MANAGER**

**Annual IASE Conference**

**Big Cedar Lodge**

**612 Devil's Pool Road, Ridgedale, Missouri**

**[www.bigcedar.com](http://www.bigcedar.com)**

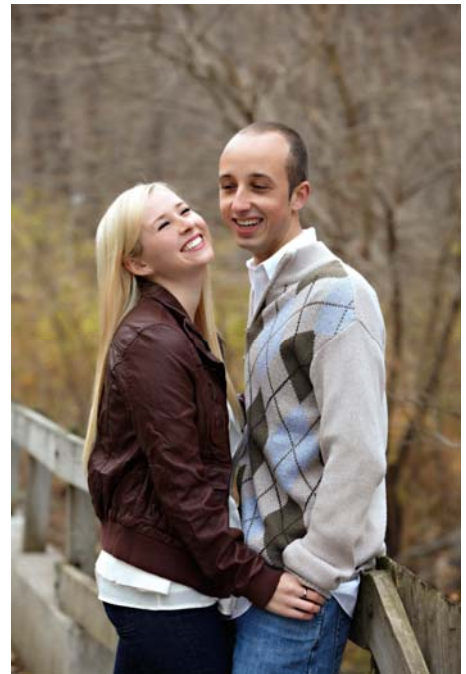
Sean Litke went to Westfield Schools his whole life and grew up on the North Side of Indy until graduating in 2005. He went on to study Public Relations and Marketing at Ball State University in Muncie, where he discovered his love for communication, visual communication and branding. Through his studies, he routinely took courses with as much creative coursework as possible, wishing that he would have studied graphic design or visual communication from the get-go.

During his senior year, Sean pitched an idea to a reputable, tenured public relations agency based in Indianapolis, Hetrick Communications. The pitch turned into an internship, where Sean came on to the team to develop their firm social media strategy, as well as some potential plans to offer clients. Towards the end of this internship, Sean applied for another at BLASTMedia in Fishers, Indiana. He was hired to be a social media communication intern, and manage brand message and communication for several clients. In December of 2010, Sean graduated with a Bachelor of Science in Public Relations.

At 23, Sean decided to leave this internship after two months, at which time he launched his own start-up that does web design and development, social media strategy and branding initiatives. His love for design and giving people what they pay for is what his business is founded on. Sean prides himself on being able to take a conversation about what a client will need and want, and producing a fulfilling result.

Currently 24 years old, Sean is running his small start-up, and is also a Project Manager at Weblink International. At Weblink, Sean is the lead for advertising implementation for over 400 chamber of commerce and association websites. He leads the design of ads for clients, posts them to the websites that Weblink manages and communicates with clients on a consistent basis.

Sean is engaged and will be getting married to his longtime girlfriend in November of 2011. He enjoys trail running, cycling, swimming and running with his 3 year old Australian Cattle Dog/German Shepherd mix.



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**Speaker**

**DOUGLAS KELLY**  
**DOUGLAS KELLY & ASSOCIATES, INC.**  
**PRESIDENT**

Douglas Kelly is President and Chief Executive Officer of Douglas Kelly & Associates, Inc., a marketing, media and advertising company owned and operated continuously since its founding in 1973.

Douglas Kelly is involved in all aspects of the scope of services offered by Douglas Kelly & Associates, Inc., for marketing of clients' products and services; primary research by both quantitative and qualitative methodology, secondary research, market segment identification and evaluation, product and service research and development, strategic and tactical planning for manufacturer to consumer, whole-sale to consumer, business to business, direct sales, promotion, in all mediums – broadcast, print, internet, outdoor as well as point of sale, direct mail, collateral sales materials.

Prior to 1973, Douglas Kelly was Creative Director at Batz, Hodgeson, Neuhoener

Advertising Agency, St. Louis, Missouri, the 64th largest advertising agency in the United States and the largest privately owned advertising agency in Missouri, with five offices in the US at that time.

### **Professional Organizations**

Douglas Kelly & Associates, Inc., has been a member of the American Association of Advertising Agencies, an invitation-only professional organization, since 1988.

Douglas Kelly & Associates, Inc., has been a member of the Direct Marketing Association – National association of direct marketers.

### **Education**

Kansas State University, Manhattan, Kansas, 1964 – 1968; BA; major: Art and Design, minor: Social Sciences.

### **Civic Organizations**

Springfield Symphony: served as Board member for eleven years and held Board and Association offices of Treasurer, Vice-President and President during this tenure.

Salute to the Performing Arts: Charity events to fund Local Performing Arts Groups – symphony, theater, opera. Served as Board member for six years, and held Board offices of Secretary, Chairman of the Marketing Committee and President.

Springfield Area Chamber of Commerce: served on general task forces, and as Chairman of the Marketing Committee.

Ozark Marketing Council: served as committee member for advancing tourism awareness of Springfield/Branson Area tourism.

Springfield Downtown Kiwanis Club: general membership.

American Cancer Society: Member of Springfield chapter serving more than 30 counties – marketing committee

Missouri Governor's Commission on Tourism: publicity and article writing

Missouri Secretary of State – Special Task Force for Census: media messaging to difficult to find demographic groups statewide

# Accommodations

**Annual IASE Conference**  
**Big Cedar Lodge**  
**612 Devil's Pool Road, Ridgedale, Missouri**  
**[www.bigcedar.com](http://www.bigcedar.com)**

**Wednesday May 18, 2011 through Friday May 20, 2011**

The annual IASE Conference will be held at the Big Cedar Resort and Lodge, 612 Devil's Pool Road, Ridgedale, Missouri. This is 10 miles South of Branson, Missouri and their toll free # is 1-800-225-6343. Please plan your arrival accordingly and make your reservations early. Their website is [www.bigcedar.com](http://www.bigcedar.com) and it has everything you need to know about the resort and the surrounding area and how to get there.

- Registration costs:**
- Member- \$0 (included in your annual dues.)**
  - Additional Representatives from Member Companies - \$75**
  - Spouses / Significant others attending conference & dinner - \$75**
  - Invited Guest and Speakers - \$0**
  - Banquet only for Spouses - \$50**

**Room Rates are as follows:**

<b>Wednesday 5/18/2011 - Friday 5/20/2011</b>	<b>Rate Per Night</b>
Private One Room Cabin	\$238.00
Valley View Double Queen Room	\$123.00
Valley View King w/ Kitchenette	\$139.00
Valley View King	\$139.00

Individual reservations are required to provide a credit card as a guarantee when reserving room accommodations. A 50% deposit of the Group's total reservation will be charged 21 days prior to the Group's arrival. Any changes in this reservation must be made 21 days prior to the Group's arrival date. Cancellations within the 21-day period will forfeit the full amount of the reservation. Late arrival, no-show, or early departure will be charged for the full amount of the Group's original reservation.

Big Cedar Lodge must receive all guest room reservation forms no later than **Monday, April 18, 2011**. Any reservation for which a reservation form (with credit card information and authorization) is not completed and received by Resort prior to the Agreement Due Date may, at the option of the Resort, be released.

*Please mention IASE when making your reservation. Please reserve your room as soon as possible.  
The first 10 people to register will be eligible for a door prize.*

**Billing will be as follows:**

- Guest Rooms: Individual Payment**
- Catered Meals: Master Bill**
- Activities: Individual Payment**
- Meals On Own: Individual Payment**
- Incidentals: Individual Payment**

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**Registration**

**International Association of Service Evaluators**  
**REGISTRATION FORM**

<b>IASE Member</b>	<b>FEES</b>
Name for ID tag _____	\$0
<b>Other Company Representative</b>	
Name for ID tag _____	\$75.00
<b>Member Spouses / Significant Other attending full conference</b>	
Name for ID tag _____	\$75.00
<b>Member Spouses – Dinner Only</b>	
Name for ID tag _____	\$50.00
<b>Total</b> _____	<b>\$</b> _____

Please mail your registration form and check for all fees to IASE c/o Salli Bruell, 55 Greystone Drive, Mountain Top, PA 18707

**Please register ASAP. Cut off date for all events is Monday April 18, 2011, but our block of rooms is going fast.**



## Random Quotes

Not the power to remember, but its very opposite, the power to forget, is a necessary condition for our existence.

-- *Sholem Asch*

It is a favorite belief of mine that no student ever attains very eminent success by simply doing what is required of him; it is the amount and excellence of what is over and above the required, that determines the greatness of ultimate distinction.

-- *Charles Kendall Adams*

Our prayers are answered not when we are given what we ask, but when we are challenged to be what we can be.

-- *Morris Adler*

The only conquests which are permanent and leave no regrets are our conquest over ourselves.

-- *Napoleon Bonaparte*

The thorough man of business knows that only by years of patient, unremitting attention to affairs can he earn his reward, which is the result, not of chance, but of well-devised means for the attainment to ends.

-- *Andrew Carnegie*

The influence of each human being on others in this life is a kind of immortality.

-- *John Quincy Adams*

I keep my friends as misers do their treasure, because, of all things granted us by wisdom, none is greater or better than friendship.

-- *Pietro Aretino*

He who asks of life nothing but the improvement of his own nature ... is less liable than anyone else to miss and waste life.

-- *Henri Frédéric Amiel*

If somebody tells you you have ears like a donkey, pay no attention. But if two people tell you, buy yourself a saddle.

-- *Sholem Aleichem*

A man's true estate of power and riches is to be in himself; not in his dwelling or position or external relations, but in his own essential character.

-- *Henry Ward Beecher*

Wisdom is divided into two parts: (a) having a great deal to say, and (b) not saying it.

-- *Anonymous*

True wisdom lies in gathering the precious things out of each day as it goes by.

-- *E.S. Bouton*

It is human nature to think wisely and act foolishly.

-- *Anatole France*



[www.iasemysteryshop.com](http://www.iasemysteryshop.com)

**CHUCK KENERSON**

**PRESIDENT**

**JANET FITZGERALD-SIPE**

**PAST PRESIDENT**

**SALLI BRUELL**

**TREASURER**

**TINA SAN ROMAN**

**COMMUNICATIONS DIRECTOR**

**MATT CORROW**

**MEMBERSHIP CHAIR**