



IASE Member Newsletter

PRESIDENT’S CORNER

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SPECIAL POINTS OF INTEREST:

- From the President:
 - The transition
 - IASE Conference
- IMSC Conference 2010
- Independent Contractor Status
- IASE Announcements

Well we have finally figured it out and I will officially be assuming the office of President of the IASE on October 1, 2010. Janet will be staying around as our most immediate Past President and participating in a lot of different functions. I can assure you I will be calling on her frequently. I am also sure that I speak for the Board of Directors and all the membership in thanking her for a great job. Her commitment and dedication to duty is sincerely appreciated.

Unlike political candidates who promise change and then don't deliver, I just want to promise more of the same. I think the IASE is in a good place right now thanks to Janet and previous Boards. I hope to be able to continue the trend and I hope to do so with a continued effort to increase membership. I believe the IASE offers a tremendous value for the money and I hope we can continue to grow. My goal is not to become so large that the organization is cumbersome and unmanageable, but to stay small while in-

creasing membership and getting some new and fresh ideas.

I want to make a few comments to add to Janet's article about the recent Independent Mystery Shopper Coalition Conference in Las Vegas. I believe those members who were in attendance had a good time and the IASE was very well received. The exposure and name recognition alone was worth the sponsor fee. Next year's IMSC Conferences will be May 13-15 in Orlando, FL and October 30-November 1 at the Tropicana Hotel in Las Vegas. I have already been scheduled to be the Speaker for the segment on shopping casino's for the fall conference.

Please mark your calendars for the IASE 2011 annual conference at Big Cedar Lodge from May 18-20. This is an easy to get to place outside Branson, Mo and the room rates are outstanding. Check out www.bigcedar.com. We will be sending out additional details as soon as possible, but everyone



Chuck Kenerson
President
QSI Specialists

should consider reserving their room as early as possible.

Finally, I look forward to working with all of you during the next couple of years. I hope they will be extremely successful for all of us.

Best Regards
Chuck Kenerson



IMSC CONFERENCE REPORT



Janet Fitzgerald Sipe
President
Service Connections, Inc

I recently had the pleasure of attending my first Independent Mystery Shoppers' Conference. It was the 2nd Annual conference for the Independent Mystery Shoppers' Conference.

The conference was very well organized and well attended by shoppers, shopping companies and those companies that support the industry.



I staffed the IASE table at the conference. We had fliers telling about our organization listing all of our member companies. Most shoppers I spoke with were not familiar with IASE but some of them did recognize a few of our members. I instructed all shoppers to

apply to become shoppers with each company. Hopefully we will all see new shoppers coming our way.

Most of the other shopping companies were not familiar with IASE so it was a good opportunity to introduce the benefits of becoming a member of IASE.

Chuck Kennerson, IASE President Elect and QSI President, hosted an evening networking event for other shopping companies to get to know more about us. Tina San Roman, IASE Communications Director and Coast to Coast Scheduling President also attended the conference and the networking opportunity. I found the evening event very productive in learning more about other shopping companies and sharing the values and benefits of IASE.

Shoppers were out in full force! We do not get many opportunities to meet our shoppers face to face. This conference allowed for face to face interaction. Shoppers came from all across the country. They came by themselves or with a friend, or with a spouse where they both shop together. The shoppers were all very professional and interested in learning more about how they can become better shoppers and identify reputable shopping companies to

shop with. I believe they all now know about IASE and our members and have a clear understanding of what we represent and that each of us would welcome them as shoppers.

While there were many speakers and workshops there were 3 speakers that left a positive mark.

MSPA, Mike Green Past



Pres of MSPA and President of Customer Impact, gave a thorough presentation on the definition of an independent contractor and how important it is for the shopper and for shopping companies to keep the independent contractor status. He provided an update on legislative proceedings and committed to continue to fight the cause.

BestMark, CEO Ms. Jennings, gave an energizing presentation on the changes that have taken place in our industry. She praised the shoppers and let them know they are key to the success of

shopping companies but most importantly they are key to the success of the business clients that hire the shopping companies.

QSI, John Dureen, spoke about Hospitality and Guest Services. I walked away with the following analogy of his talk:

Guest Services are the products and services that a business has to offer.

Hospitality is how those products and services are delivered!

For any business to succeed they must always deliver and create the exceptional hospitality experience. It is the shoppers' job to assist in measuring the hospitality experience.

In summary, having a forum to meet the shoppers provides value to the shoppers and the shopping companies. The shoppers are planning on having 2 conferences in 2011. In May, the conference will be in Florida. Unfortunately for most of us it will conflict with our Spring Conference. In October they will have another conference in Las Vegas. I am hopeful the IASE will be able to participate in at least 1 conference on an annual basis.



RING RING, TELEPHONE

I called a business to inquire about the availability of a product that a friend had recommended to me. When the person answered the phone, I could tell from her voice tone and inflection, I had interrupted her. When I asked if the item was available, she sighed and said hold on. She came back and said they were not in stock and then silence. I took this as a cue that she was not going to do anything else for me and I thanked her.



Businesses need to view the telephone as their first opportunity to gain business. The telephone is usually the first contact a customer has with your business. Therefore it is imperative that the phone is not viewed as a nuisance but is used effectively to sustain and grow your business.

Before you dismiss the benefits of phone selling consider the following. When calling a business for information on a product or service:

34% of the businesses said the price, and with no further comment, hung up; 42% said price, then without hesitation, gave a list of other products or services

but never asked for action (to buy or make an appointment); 11.5% said they didn't know and asked caller to call back when the boss was in; 55% took more than 8 rings to answer.

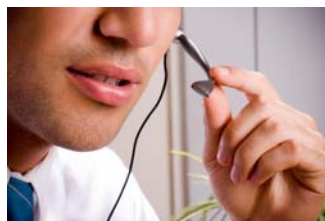
These figures represent lost business. Unknowledgeable employees, employees that are unwilling to deal with phone inquiries or even answer the phone in a timely manner—three rings should be the limit—can run off potential customers before they step foot in your business.

I made another call to find my product. This time the person that answered the phone was very personable and friendly. She introduced herself and then asked for my name and used it throughout our conversation. When I told her that I have never used the product, she fully explained the product to me and asked me questions and recommended another product that she felt would benefit me better. She offered to check to see if the product was in stock. It wasn't but she offered to call me when it came in and that she did.



I had to compliment her and told her what she did right and what you can do to get more phone business. First, answer the phone enthusiastically even when you don't feel enthusiastic. It says to the person on the other end of the phone that their call is welcome.

Second, introduce yourself and ask for and use the person's name that you are talking to. That way the caller does not feel they are talking to a stranger and the use of names makes the conversation more personable.



Third, take a genuine interest in analyzing the person's needs to make sure they are getting the right product for them. You want to make sure that the product or service is the right fit for your client's needs. If they purchase the wrong item, you may lose a customer.

Fourth, offer to check product availability. If available, offer to hold the item for pickup or offer to ship the item to the customer. If they are not ready to buy or if you offer a service rather than a

Evelyn Arnette President, A Customers Point of View, Inc.



Evelyn Arnette
President
A Customers Point of View, Inc

product, offer to send information on your product or services to them or direct them to your website.

When training employees remember to train them on using the phone. In particular, how to answer it, how to handle inquiries for products and services, and most importantly how to get that person on the other end of the phone to do business with you. By viewing the phone as an asset to your business, you can ring your profits in.



GETTING TO KNOW TINA SAN ROMAN, COMMUNICATIONS DIRECTOR



Tina San Roman
President
Coast to Coast Scheduling
Services, Inc



www.ctcss.com

Tina San Roman has been mystery shopping for over 12 years. She founded, Coast to Coast Scheduling Services, Inc. ten years ago with the goal to support mystery shopping companies with their scheduling and editing needs, allowing them to focus on sales and growth. Tina brings more than a decade of experience in Human Resource management from the manufacturing and financial services industries to CTCSS.

CTCSS currently has 12 schedulers and 9 Editors on their team, bringing over 25 years mystery shopping and business leadership experience to the company. It's been said that "when a company partners with CTCSS they are on the job 24/7".

Tina currently serves on the MSPA Shopper Services Committee and as Communications Director for IASE. CTCSS is a BBB accredited business.

Coast to Coast Scheduling Services, Inc. is a sponsor of the Independent Mystery Shoppers Coalition (IMSC) conferences both in August 2010 and May 2011.

Tina grew up in Washington State just north of Seattle but moved to Southern California with her husband shortly after their first son was born. She has two sons and one daughter. The oldest, Joseph, President of SanRoman Custom Contracting, resides with his wife, Chelsea, a professional photographer specializing in fashion and beauty photography, in Southern Ca. Her son Andrew is a full time Minister in Colorado. She has one daughter, Cassandra, an Honor Student, still at home attending High School. Her husband of 29 years, Richard, has worked for over 10 years in management at Yamaha in the mo-

tor sports division. When not managing CTCSS, Tina enjoys buying and selling for the largest antique mall in Southern California, baking, reading mystery novels, home decorating and traveling with her family.

Twitter

<http://twitter.com/CTCSServices>

Facebook

[Coast-to-Coast-Scheduling-Services](#)



INDEPENDENT CONTRACTOR STATUS AT RISK

As Chuck mentioned in the first newsletter of this year, our industry is facing challenges from state and federal legislation that threatens the independent contractor status of mystery shoppers.

Senator John Kerry has sponsored the Fair Playing Field Act of 2010 (S. 3786 and H.R. 6128) which would repeal Section 530 of the Revenue Act of 1978. Passage of this bill will en-

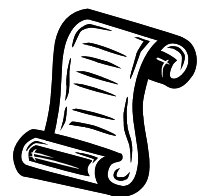
able the IRS to dictate which types of services can be performed as independent contractors and which must be performed as employees.

At risk are opportunities for many individuals who have lost their jobs and are now pursuing self-employment as a means to support their families. Additionally, companies that rely on independent contractor relationships will face increasing

risks in continuing with their business model.

A summary of the proposed bill can be found at the Coalition to Preserve Independent Contractor Status address that follows:

<http://app.expressemarketings.com/CampaignAttachmentDownload.aspx?sid=116389725&caid=838404>



ANNOUNCEMENTS

Association President

Chuck Kenerson will officially assume the duties of President effective October 1, 2010. To facilitate the transition, current President, Janet Fitzgerald Sipe will support Chuck through the Spring Conference

IASE Teleconference

The next teleconference is scheduled Wednesday, October 13, 2010 from 12:00 to 1:30 PM Eastern time. All members can join via Skype. A camera is not required as the program supports audio and video capability.



MEMBER CONFERENCE MAY 18-20, 2011 BIG CEDAR LODGE RIDGEDALE, MISSOURI

The resort is located 10 miles south of Branson, Missouri. Reservation deadline is March 1st to receive the discounted rates below. Please call Big Cedar direct to book your rooms, let them know you are with the IASE conference 1-417-335-2777

Cabin rates—\$238 per night
Double queen room rates \$123 per night
King with kitchenette rate \$139
King rate \$139

Please note: If anyone has referrals for guest speakers for the Spring Conference please forward to Chuck



The IMSC (Independent Mystery Shoppers Coalition) will be holding two conferences in 2011.

The first will be held May 13-15, 2011 at the Regal Sun Resort in Lake Buena Vista, Florida.

The second will be held October 30 to November 1, 2011 at the Tropicana Hotel and Casino in Las Vegas, Nevada

NOT SO RANDOM THOUGHTS ON ...

Ability

Almost any idea is good if a man has ability and is willing to work hard. The best idea is worthless if the creator is a loafer and ineffective.

William Feather

Ability is useless unless it's used.

Robert Half

There is something that is much more scarce, something finer far, something rarer than ability. It is the ability to recognize ability.

Elbert Hubbard

Natural ability without education has more often raised a man to glory and virtue than education without natural ability.

Cicero

The superior man is distressed by the limitations of his ability; he is not distressed by the fact that men do not recognize the ability that he has.

Confucious

Money

Increased borrowing must be matched by increased ability to repay. Otherwise we aren't expanding the economy, we're merely puffing it up.

Henry C. Alexander

Money is better than poverty, if only for financial reasons.

Woody Allen

The real measure of your wealth is how much you'd be worth if you lost all your money.

Anonymous

Money is a guarantee that we may have what we want in the future. Though we need nothing at the moment it insures the possibility of satisfying a new desire when it arises.

Aristotle

Money is like muck, not good unless spread.

Francis Bacon

Politics

Government is too big and important to be left to the politicians.

Chester Bowles

I despise all adjectives that try to describe people as liberal or conservative, rightist or leftist, as long as they stay in the useful part of the road.

Dwight D. Eisenhower

Alliance: In international politics, the union of two thieves who have their hands so deeply into each other's pocket that they cannot separately plunder a third.

Ambrose Bierce

I have always felt that a politician is to be judged by the animosities he excites among his opponents.

Winston Churchill

Work

If we would have anything of benefit, we must earn it, and earning it become shrewd, inventive, ingenious, active, enterprising.

Henry Ward Beecher

It is easier to do a job right than to explain why you didn't.

Martin Van Buren

If you feel that you are indispensable, put your finger in a glass of water, withdraw it, and note the hole you have left.

Anonymous

It is necessary to work, if not from inclination, at least from despair. Everything considered, work is less boring than amusing oneself.

Charles Baudelaire

No fine work can be done without concentration and self-sacrifice and toil and doubt.

Max Beerbohm



www.iasemysteryshop.com

CHUCK KENERSON

JANET FITZGERALD-SIPE

SALLI BRUELL

TINA SAN ROMAN

MATT CORROW

PRESIDENT

PAST PRESIDENT

TREASURER

COMMUNICATIONS DIRECTOR

MEMBERSHIP CHAIR