



We Really Do Conduct Market Research

Market research is an interesting field, but understanding and learning about it is 90% of the battle. I was always aware of this industry since I have been involved with it since my early teen years. But there are so many people in the world that do not understand what market research is or the difference between "Market Research" and "Telemarketing". Of course, if you work in our industry, you understand the difference. I'm sure you understand how to explain it, but do you understand how to prove it, or where you can learn more about our industry. I'm going to tell you.

It often comes up from various individuals, most of which are respondents who ask, "How do we know you are a legitimate company?" There are many answers you can give. Let me give you answers I often say. MAXimum Research Inc is a member of various reputable organizations in the market research industry. One

of them is the Market Research Association, also known as the MRA. Another would be the American Marketing Association, also known as the AMA. In addition to the industry organizations, MAXimum Research is also a charter member of the US Chamber of Commerce, the New Jersey Chamber of Commerce, and the Cherry Hill Chamber of Commerce.

Surprisingly enough, there is more. MAXimum Research is an approved vendor on the Federal GSA list, which is the US Government. This means we are able to bid on government projects that most other market research companies do not have any opportunity to bid on. These are various organizations where you can check the validity of MAXimum Research.

What are other issues people have with the company? Often respondents get paid an honorarium by us, but are concerned if they will receive their check. This is hard to prove, but there are ways we can show our solid reputation. Tell them to call Dun & Bradstreet, the number one and most well known business credit ratings company in the country. MAXimum Research is not only rated by D&B on a regular basis, but the company's credit ratings are above satisfactory. Of course, if there is still any doubt, you are urged to give out the company's telephone number, address, and our web site. Through these alternatives, respondents can reach someone to talk to, including myself. Unfortunately, we are not always responsible for disbursing the honorarium checks. This is often the client's job. In these cases, we are more than willing to check with the client on a case-by-case basis, and often supply the respondent with our client's contact information.

Making the consumers aware of our industry only strengthens the people's trust, which raises the national cooperation rate. We are too often put in the same category as "Telemarketers", and I am highly offended by that. We need to education more and more, rather than accepting ignorance as an excuse. Market research does too much good for our economy for it to be tarnished with a bad reputation. I urge you to learn more about market research and promote a positive attitude about our industry. For your reading pleasure, you should visit some of the industry web sites to read articles on how much good we do. Not only will it strengthen your opinion, but maybe broaden your knowledge and enable you to grow within the company.

Robert A. Malmud
President

MRA web site – www.mra-net.org
AMA web site – www.marketingpower.com



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MAXimum News

Awards and Congratulations!

Congratulations to **Katrina Clancy**, Director of WATS, for being recognized on December 7, 2002 for Overall Outstanding Production for the Year 2002. Night shift was over or at exact production every month except one and production was .95. Day shift was only under production 3 times and the lowest was .87. Thank you for your continuous hard work in running the phone room so successfully this year.

Looking back over the year 2002 we had a lot of outstanding people work for us and I am happy to say we were able to thank most of them by presenting them with an award. In the year 2002 we presented **Robbie Romesburg** with an award for "Outstanding Loyalty and Devotion". We gave the "Elite Interviewer Award" to the following for graduating the All-Star Elite group: **Dionne Stephenson, Ben Whitten, Sherwin Munar, Justin Hughes, and Aretha Hudson. Don Johnson and Aretha Hudson** received an award for "Outstanding Achievement". Last but certainly not the least we gave **Linda Hughes** the "Employee of the year for 2002 Award". Congratulations to all of you and I hope to see your dedication and hard work continue in the years to follow. - **Katrina Clancy**

It's obvious that 2002 was a very good year for me at MAXimum Research. I had a great opportunity that not many people get. I worked with both Day Shift and Night Shift. These shifts are incredibly different, but they are also both incredible. The amount of hard work and commitment that you see in this building within 24 hours is inspiring.

I started the year as an Assistant Supervisor on Night Shift while I finished my last semester of college. Not an easy schedule, but the interviewers and staff made it fun to come to work. No one can deny there is an exciting energy in the building at 5:00. When I first started working here, I was a Night Shift interviewer and it will always be special to me.

After graduation, I came to Day Shift where I have met some of the greatest people. The improvements



that this shift has made in the past year are astounding. 2002 saw the development of the Day Shift Elite Group. Many members have already received Excellents and are on their way to graduating.

Robbie Romesburg celebrated his 2-year anniversary with the company and also received an award for Outstanding Loyalty and Devotion. We also had interviewers celebrate their 1-year anniversary: **Annedith Fashaw, Jacqui Georgi, Don Johnson, Bernice Moskovitz, Mary Pienkowski and Alex Woshenko**. In July, **Don Johnson** was awarded Employee of the Month. **Korrine Snyder** received Employee of the Month for September.

We have had some projects on Day Shift this year that were unlike anything anyone had ever done before. I saw people not only adapt, but excel in their job. We have such a great group to go into 2003. Thank you to everyone for making MAXimum Research such a great place to work. Good luck to you all in this New Year! - **Linda Hughes**

I would like to take this opportunity to thank the **programming department** for all their hard work and overtime this past year. Your late nights, early mornings, weekends and holidays of work are greatly appreciated. -**Beth Malmud Dworkin**



Staff Experiences

MAXimum News

The year 2002 was the greatest year for me so far at MAXimum research. At the end of May, I returned and it didn't even feel like I left. The only thing different was all of the night shift staff, started working at MAXimum research way after I started, and it was really weird receiving orders from people

either than me or started me. That wanted to I matured have to get once, and absolute try to of the staff.



younger people who there after is all I be was staff. a lot, didn't yelled at worked my hardest to become part Finally, after

four months of working my hardest, it paid off. One day, Katrina called me and asked me if I could come in early one day and come dressed nice. I said, "Of course, anything for MAXimum research." That was when she told me that I was helping with training that night. That was one of the happiest days I can remember having in a long time. I sat in on a couple of trainings, and I started to get the hang of things. But at that point I wasn't even going to be the full trainer, I was just going to "fill-in" sometimes. I got promoted to a monitor. I was a monitor for a few weeks, and one day Katrina calls me into her office. I thought I was in trouble, but it was actually good news. I wasn't just a regular monitor anymore, I was the monitor of the all-star/elite group, and I ran all the meetings and was in charge of the group. That just filled my heart with pride because when I first became an interviewer, I was an original elite member and now I'm in charge of the whole group. Then, a few more weeks go by, and the trainer gets sick and quits. Katrina knowing that I sat in on some trainings, had me become the new trainer. Yes, it is a lot of responsibility, but I think I can handle it. That is why the year 2002 was the greatest year at MAXimum research for me. - **Ben Whitten**

November 5, 2002 marked my one-year anniversary as an employee here at MAXimum Research. During the past twelve months, I have been afforded the opportunity to experience and contribute to this company as a nightshift interviewer, monitor, assistant supervisor, and supervisor. 2002 has been a year of elevation for many staff members, as well as the entire company.- **Amir Ayres**

This now past year, 2002, and it's final sales quarter was the start and the beginning of what I believe is the business venture, for which, I have been searching. The ups and downs of my twenty-five (25) odd years of outside sales experience will, I believe, finally will be paying off. My long search for a quality product or valuable service has come to an end. My discovery and the realization that, Business Payment Systems, an offshoot ISO of Maximum Research, representing National Processing Company is my long awaited dream company. This ISO shall be the vehicle to a very strong financial success for my BPS counter parts and me. The year 2003 will be, as I now see it, the challenging venture that I had been seeking in my more recent past years of my outside sales career. I feel invigorated! Sincerely, I'm looking forward to the challenges and rewards standing directly in my immediate future. This is the right path to my BUSINESS SUPER BOWL victory.-**Otto Gruenewald**



January 1, 2002, the New Year arrived with new challenges and the opportunities for new feats. I was an interviewer then and I was apart of the All-Star group at MAXimum Research. Steve Ackerman was ran the All-Star group

at that time. The meetings were very interesting and informative. After 4 meetings, I decided, "I want to move up in this company." Steve gave me an opportunity to move up into the Elite group with an excellent survey, which I got with ease. As an Elite member, I became much better at what I do. I learned more rules, more ways to help my production, and more techniques in order for my surveys to be perfect or near perfect. Around the springtime, Katrina Clancy came up to me one day and asked me if I could work Wednesdays. I said, "Why wouldn't I be?" She told me to dress nice when I come in for work on Wednesday. I knew what was coming. I was being promoted to a monitor. As the days went by and the year progressed, I learned what it took to be a monitor in this company. August 11, 2002 was when I was employed at MAXimum Research for one year exactly. The year of 2002 was a challenge that this company offered to me. Mistakes turned into learned experiences and overall promotions are awesome. - **Roy Jin**



MAXimum News

Earn a \$25 bonus for referring family and friends...

We'd like to offer all employees a chance to **make extra money** by helping out BPS with goods leads for their credit card processing service. We sell for NPC, the number one credit card processing company in the world.

BPS offers new and current businesses an inexpensive visa and MasterCard processing service, as well as gift and loyalty programs, ACH service, and ATM machines. Almost every business today must accept credit cards to be competitive. And if they do, they must use a processor. We can not only save money for everyone we see, but they get my personal customer service. I guarantee they will not get better customer service from any other company.

If you know a family member or friend that is in a business that **uses credit card terminals**, please write down your name, their name, and their business number and give it to Katrina. I can meet with them in-person to give them a free savings evaluation or they can fax me a statement. If I can switch their service over to NPC, you will receive a **\$25 bonus from MAXimum Research**.

Sincerely - Gary Shull



IT Department: Year in Review

What a year it has been here at MAXimum Research, Inc. The IT department especially has been very busy. Not only has our staff tripled in size with the additions of several new, experienced programmers, but also several key developments have allowed MAXimum Research to experience great growth in their IT department.

Several of the developments include:

- A. Installing and creating a new dialing package that allows us to reach greater number of respondents without the annoying dead air associated with dialer systems.
- B. New, digital recording software allows MAXimum Research, to deliver CD quality records of interviews to clients at their request, instead of the old, poor quality tapes.
- C. The upgrading of our old web interviewing package to a newer, more advanced, system which, can do everything our current cati system can, but on the web.
- D. Maximum Research also held an advanced training course with one of the main CfMC programmers, which allowed us to learn things not normally taught by CfMC trainers. This alone has allowed for some new, exciting features that will debut throughout the coming weeks and months.

-Brian Carson



The Year in Quality

Well, it's hard to believe that we are at the end of 2002. Looking over the past year, we have certainly come a long way. The staff has been doing their best to work with interviewers to get them on the right track as soon as they come out of training. The interviewers are learning more and doing better because of these efforts. We have also had a pretty steady staff of interviewers. Looking toward 2003, I can say we are definitely going in the right direction. We have had the entire year to work together and develop our own system that works most effectively for all of us. There is always room for improvement and we should never think we are as good as we can get. All in all we have had a very successful year and I thank each and every one of you for your hard work. I anticipate continued success in 2003. We have a great crew here and there's nothing we cannot accomplish by working together! I wish you all a very happy, healthy, and pro\$perou\$ New Year. -Pam Thomas

MAXimumNews

First Impressions are Crucial in Telephone Interviewing

Okay, so you're a telephone interviewer at the local friendly marketing research company. You're staring at the first screen of a new survey and waiting for someone to answer the phone. In the briefing, you were strongly reminded of the Golden Rule: Read The Survey Verbatim! And there on the screen is the intro. Is it strong enough for a verbatim reading? Or will you have to make changes in order to get the job done?

[ASK TO SPEAK TO THE MALE/FEMALE HEAD OF THE HOUSEHOLD. WHEN HE/SHE IS ON THE LINE CONTINUE.]Hello. My name is Perky Interviewer and I'm calling from Hot Shot Surveys, a marketing research company. We're conducting an opinion survey about some topics of interest. We only want your opinions. There is no selling involved. Do you have a few minutes to answer some questions?

Sounds like a reasonable start, doesn't it? And it, or a close cousin, is certainly common. But in fact it's weak, and since continued employment as an interviewer is directly related to the number of completes, there's a strong, often irresistible, impulse to make changes. After all, a telephone interviewer has maybe 10 seconds to hook the respondent, and the only tools available are the words of the survey and the interviewer's vocal persuasion. So, what's wrong with the words? Lots. Look at it point by point:

— **Speak to the male/female head of the household** Anybody who's ever juggled their bill paying knows that phone calls that start out asking for the head of the household are bad-news calls. Predictably, this opening seems to bring on a rash of respondents who claim to be baby-sitting for people who work erratic schedules 12 hours a day, seven days a week but, "Sure, call back tomorrow and maybe you'll catch them in." Apart from shooting you down before you're barely off the ground, this sort of initial-refusal-disguised-as-RNA also clutters up the call-back pool. Move this request to the end of the intro.

— **A marketing research company** Okay, you and I know the difference, and we're proud to be working in the wonderful world of marketing research. But "marketing research" sounds like "telemarketing" to a whole bunch of people out there, and if you're lucky they won't snarl at you before they hang up. One easy fix is to change "marketing research company" to "opinion research company" and thereby nip the problem in the bud. If this is too much like a betrayal of your ideals, use "marketing research" but follow it fast with the disclaimer, "I'm not selling anything. We just do opinion surveys."

— **About some topics of interest** This sort of vague phrase prompts many a respondent to ask, "What topics?" The interviewer must choose how to respond. Either make up an answer and risk blowing the survey design, or repeat the vague phrase and risk coming across as evasive and even downright sneaky. It's much more helpful when this what-it's-about statement is as specific as possible within study-design parameters: about household cleaning products, about automobiles. Adding geographic scope is always helpful, because it adds the weight of serious intent: a national survey about. . . ; local issues of education.

— **We only want your opinions. There is no selling involved.** This disclaimer should be brief, personal and in the active voice. I'm not selling anything, we just do opinion surveys. Consider what it actually says: "I understand your disgust about telephone sales pitches and I wouldn't dream of doing that to you. I just want you to tell me what you think about some stuff." It's the first opportunity to connect with the respondent at a human level and start constructing the bond of trust and tolerance that leads to a completed survey. This holds true whether an interviewer favors the "I am a disinterested computer" camp's no-nonsense approach or the "I am a warm, trustworthy human being" camp's chatty approach.

— **Do you have a few minutes?** In the ongoing debate about whether to ask this, my position is a firm "it depends." If it's mentioned, respondents frequently want to know how many (read: how few) minutes, and the survey language must supply an answer. On short surveys interviewers will often just get on with it and not mention times, although a short time frame can be an asset ("It's really short, only about 10 minutes.") But if you expect respondents to spend an unpaid half hour answering questions, at least warn them so they can turn down the heat under dinner, or whatever. One graceful way to break the news is with words like "detailed" or "comprehensive," as in, "Well, it's pretty comprehensive. But most people finish in about XX minutes," with five minutes knocked off for every 15 minutes of normal running time. The "most people finish in" phrase is also helpful, since respondents usually figure they'll do it faster and when they don't, the burden's on them.

The bottom line is, if you want your intro to be read verbatim, make sure it's something interviewers will actually read verbatim. Read it aloud, and listen to it. Does it use language that real people use? Are there reasonable answers to predictable respondent questions, such as topic and length? Finally, is the intro interesting enough to tempt you to donate part of your evening to answering the questions? Take the time to write a strong, winning intro. Those first few seconds are crucial, because if you can't get past the intro, you can't get the complete. Besides, interviewers will instinctively start to "strengthen" a weak intro, and who knows what that might do to your survey design? - **Sheryll Moskovitz**

When should I clarify?

Many of you have many questions about your quality because you're not to sure when you should clarify. Hopefully what I'm about to tell you might help you if you're unsure.

Clarify

- I. If you see the word better/worst, good/bad, like/dislike, nice/bad, satisfied/unsatisfied they are going to have to clarify the word after it. Example: I like the clothing. You should say "Why do you like the clothing?" If they say I don't know then try and get an answer out of them by saying something like "Well what is it about the clothing that would make you say you like it?"
- II. Sometimes you have to be careful because there are words that need to be clarified that don't sound like they do. Example: I saw an advertisement. You should say "Do you remember what the advertisement was?" or say "Can you please describe me the advertisement?" Example #2: It's dependable. You should say "How is it dependable, what specifically about it makes it dependable?"
- III. If in doubt probe it anyway.

-Danielle Ditzio

February Horoscopes

ARIES Your ruler, Mars, is in Sagittarius for the whole of February and you are likely to feel restless for new experiences or have a need to widen your horizons in some way. This could take the form of a holiday to somewhere you haven't been before or simply mean you choose to take on a course of study in a completely new subject. But your interaction with friends is also highlighted this month and you may find you achieve most if you are able to work with others towards your objectives. In fact, the New Moon on the 1st suggests you may be seeking out new friends or a new group with whom you will feel less pressured. And while Jupiter remains in Leo until the end of August, you should continue to take advantage of your innate creativity.

TAURUS With Venus, your ruler, moving in the area of your chart connected with travel or the widening of your horizons in one way or another, you may be feeling restless and want to spread your wings. This is a very good time for a holiday or for becoming involved with foreign cultures or languages. Your career or public standing is also spotlighted, with the possibility of some changes taking place here too. And Mars echoes this, indicating that not only are you due for some sort of transformation in your life, but that jointly held funds or property may become an issue this month.

GEMINI There may be tension this month in your close relationships, mostly because you want to do things your way and find it difficult to compromise. If you have a strong relationship though and are able to work well together, this is a very good time for you to accomplish much. You are likely to be feeling somewhat more restless than usual, however, with an urge to get away or get out of the rut and do something completely outside of your normal experience. This could involve travelling, or exploring a new course of study or learning more about the wider world in general.

CANCER Work is likely to be claiming much of your attention this month. Although you may have more responsibility, colleagues and people with whom you work closely should be reacting to you with warmth. You do want to do things your way, and may be feeling under pressure, but even so, you are able to see the point of view of others and on the whole, the amount of work you get through should give you satisfaction. Change, if it comes this month, is likely to be in the area connected with jointly held resources and there may be much intense discussion about joint incomes or property.

LEO Your self-discipline is likely to be at an all-time low this month as you want to play rather than work. Luckily, Venus is encouraging your colleagues to look favourably upon you in the workplace, so you will probably get away with coasting during February! You'll certainly be able to make up for it in March! But it's close partnerships which are occupying your mind, with signs of a new regime where the two of you are concerned. There is a chance for real communication between the two of you and if you do want to make changes, this is probably a good time to do it.

VIRGO There is likely to be some tension within the home and family during February, as you are not prepared to compromise on what you want. You are likely to be very busy around the home and it would be best if you are left to get on with it in your own way. Otherwise you may become irritable. But that's in the home - outside of it, you are looking for fun and entertainment and you could find this in several ways. Creativity is favoured, as are relationships with children and love relationships too. Venus is encouraging you to take some time off from the family problems and enjoy yourself!

LIBRA There is still likely to be much activity in your home environment and it is here that you experience most pleasure this month. Although the pace of life continues to be somewhat frenetic and there is a danger that you may be too forceful in your opinions for the people around you, mostly you just want to relax and enjoy some quiet hours at home. You may even find yourself redecorating, with the usual problem of spending more than you should do on this. But mostly, you feel the need to leave your problems behind you and get more enjoyment out of life. You are in a mood to do your own thing and not worry about anyone else for a while.

SCORPIO With Mars, your co-ruler, in the area of your chart connected with income and possessions, you are prepared to fight for what you believe is rightfully yours. Mid-month, particularly, could see a clash of interests over ownership of property, which you are determined to win. All possessions are important to you now and you are even likely to make some impulsive purchases, not because you need them, but simply for desire. But this is also a month when you are likely to find out how much affection surrounds you and, for the most part, your dealings with those around you will be pleasant and fun.

How Do Others See You?

Take this quiz and find out!

SAGITTARIUS Mars in your sign for the whole of February indicates that your level of energy is high but that you have a need to do things your way. You are more self-assertive than normal and could be somewhat insensitive to the needs of others, which could result in tension. If you can work independently, you'll be fine and will be able to accomplish much. Financial matters should go well, although there will be a danger of extravagance because you are more than usually susceptible to possessing beautiful things.

CAPRICORN Mars remains in an area of your chart connected with selfless devotion and the need to help others rather than to please yourself. And Venus in your sign for most of the month ensures that you receive the appreciation for this. You are amiable and friendly to all, willing to make whatever compromises are called for and making a favourable impression on all you meet. The only exception is where work is concerned, as here you will be better working alone. And if that is a problem, simply make your plans for future projects, put them on hold and take this time to enjoy a holiday.

AQUARIUS The Sun, together with Uranus, your ruler, is in your sign for most of the month so the spotlight is on you and your needs. Uranus will have seen you undergo many changes in your lifestyle and your attitude to life over the past few years. You've probably been on a bit of a freedom kick during this time and with the New Moon here on the 1st, you are even more likely to want to kick over the traces and start afresh. Mars continues to encourage you to work with others during February, in order to achieve your objectives. If you can find the right team of people who can accept you in a leadership capacity, you still have the chance to realise some of your long held goals.

PISCES With Mars still in the area of your chart connected with your career and professional life during February, your ambition to achieve will be high and you are likely to make a good impression upon others. Any group work, such as conferences or business meetings should go particularly well. In fact, group activity of any kind is highlighted, which means that even time spent with friends this month should prove to be particularly enjoyable. In fact, after the Sun moves into your sign on the 19th it will be time for you to show the world just who you are and what you can do. -**Korrine Snyder**



- 1. When do you feel your best?**
 - a) in the morning
 - b) during the afternoon & and early evening
 - c) late at night
- 2. You usually walk...**
 - a) fairly fast, with long steps
 - b) fairly fast, with little steps
 - c) less fast head up, looking the world in the face
 - d) less fast, head down
 - e) very slowly
- 3. When talking to people you...**
 - a) stand with your arms folded
 - b) have your hands clasped
 - c) have one or both your hands on your hips
 - d) touch or push the person to whom you are talking
 - e) play with your ear, touch your chin, or smooth your hair
- 4. When relaxing, you sit with...**
 - a) your knees bent with your legs neatly side by side
 - b) your legs crossed
 - c) your legs stretched out or straight
 - d) one leg curled under you
- 5. When something really amuses you, you react with...**
 - a) a big, appreciative laugh
 - b) a laugh, but not a loud one
 - c) a quiet chuckle
 - d) a sheepish smile
- 6. When you go to a party or social gathering you...**
 - a) make a loud entrance so everyone notices you
 - b) make a quiet entrance, looking around for someone you know
 - c) make the quietest entrance, trying to stay unnoticed
- 7. You're working very hard, concentrating hard, and you're interrupted, do you...**
 - a) welcome the break
 - b) feel extremely irritated
 - c) vary between these two extremes
- 8. Which of the following colors do you like most?**
 - a) Red or orange
 - b) black
 - c) yellow or light blue
 - d) green
 - e) dark blue or purple
 - f) white
 - g) brown or gray

The rest of the quiz and all answers with summaries are continued on the next page.

MAXimum News

9. When you are in bed at night, in those last few moments before going to sleep, you lie...

- a) stretched out on your back
- b) stretched out face down on your stomach
- c) on your side, slightly curled
- d) with your head on one arm
- e) with your head under the covers

10. You often dream that you are...

- a) falling
- b) fighting or struggling
- c) searching for something or somebody
- d) flying or floating
- e) you usually have dreamless sleep
- f) your dreams are always pleasant

POINTS:

- 1. (a) 2 (b) 4 (c) 6
- 2. (a) 6 (b) 4 (c) 7 (d) 2 (e) 1
- 3. (a) 4 (b) 2 (c) 5 (d) 7 (e) 6
- 4. (a) 4 (b) 6 (c) 2 (d) 1
- 5. (a) 6 (b) 4 (c) 3 (d) 5 (e) 2
- 6. (a) 6 (b) 4 (c) 2
- 7. (a) 6 (b) 2 (c) 4
- 8. (a) 6 (b) 7 (c) 5 (d) 4 (e) 3 (f) 2 (g) 1
- 9. (a) 7 (b) 6 (c) 4 (d) 2 (e) 1
- 10. (a) 4 (b) 2 (c) 3 (d) 5 (e) 6 (f) 1

Now add up the total number of points.

OVER 60 POINTS: Others see you as someone they should "handle with care". You're seen as vain, self-entered, and who is extremely dominant. Others may admire you, wishing they could be more like you, but don't always trust you, hesitating to become too deeply involved with you.

51 TO 60 POINTS: Others see you as an exciting, highly volatile, rather impulsive personality; a natural leader, who's quick to make decisions, though not always the right ones. They see you as bold and adventuresome, someone who will try anything once; someone who takes chances and enjoys an adventure. They enjoy being in your company because of the excitement you radiate.

41 TO 50 POINTS: Others see you as fresh, lively, charming, amusing, practical, and always interesting; someone who's constantly in the center of attention, but sufficiently well-balanced not to let it go to their head. They also see you as kind, considerate, and understanding; someone who'll always cheer them up and help them out.

31 TO 40 POINTS: Others see you as sensible, cautious, careful & practical. They see you as clever, gifted, or talented, but modest. Not a person who makes friends too quickly or easily, but someone who's extremely loyal to friends you do make and who expect the same loyalty in return. Those who really get to know you realize it takes a lot to shake your trust in your friends, but equally that it takes you a long time to get over it if that trust is ever broken



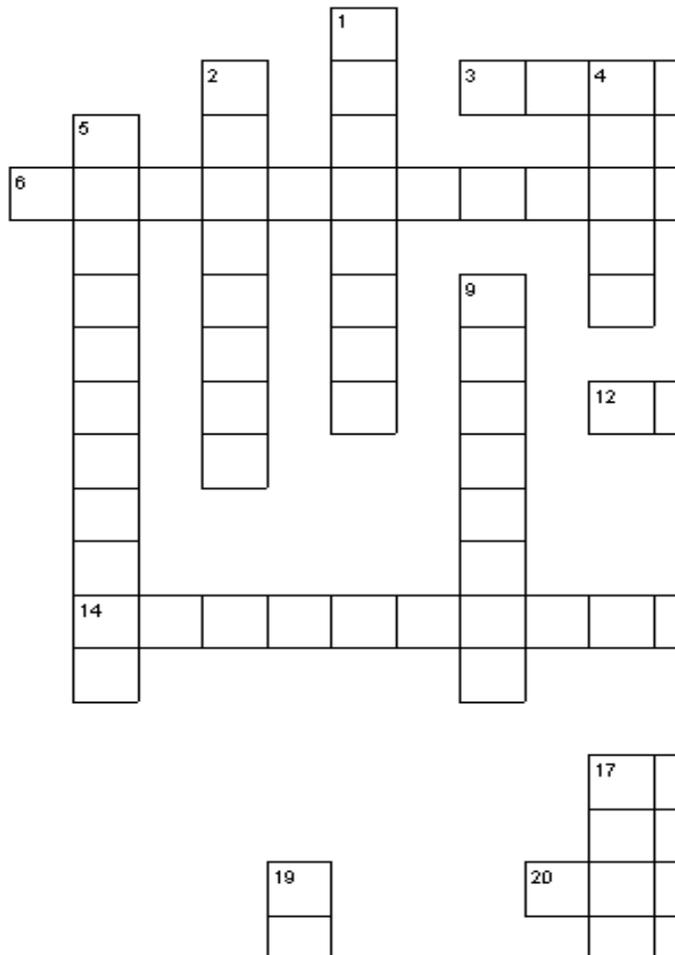
21 TO 30 POINTS: Your friends see you as painstaking and fussy. They see you as very cautious, extremely careful, a slow and steady plodder. It would really surprise them if you ever did something impulsively or on the spur of the moment, expecting you to examine everything carefully from every angle and then, usually decide against it. They think this reaction is caused partly by your careful nature.

UNDER 21 POINTS: People think you are shy, nervous, and indecisive, someone who needs looking after, who always wants someone else to make the decisions & who doesn't want to get involved with anyone or anything. They see you as a worrier who always sees problems that don't exist. Some people think you're boring. Only those who know you well know that you aren't. **-Beverly Harris**

Assorted Trivia and Useless Facts

- The yo-yo originated in the Philippines, where it was used as a weapon in hunting.
 - All of the cobble stones that used to line the streets in New York were originally weighting stones put in the hulls of Belgian ships to keep an even keel.
 - Months that begins with a Sunday will always have a "Friday the 13th."
 - The dial tone of a normal telephone is in the key of "F".
 - Libra, the Scales, is the only inanimate symbol in the zodiac.
 - The ashes of the average cremated person weigh nine pounds.
 - In the 1940s, the FCC assigned television's Channel 1 to mobile services (two-way radios in taxicabs, for instance) but did not re-number the other channel assignments. That is why your TV set has channels 2 and up but no channel 1.
 - Non-dairy creamer is flammable.
 - If you put a raisin in a glass of champagne, it will keep floating to the top and sinking to the bottom.
 - The average human body contains enough:
 - Iron to make a 3 inch nail
 - Sulphur to kill all fleas on an average
 - Carbon to make 900 pencils
 - Potassium to fire a toy cannon
 - Fat to make 7 bars of soap
 - Phosphorus to make 2,200 match heads
 - Water to fill a ten gallon tank
 - The face of a penny can hold about thirty drops of water.
 - Nine pennies weigh exactly one ounce.
 - Woodpecker scalps, porpoise teeth and giraffe tails have all been used as money.
- Amir Ayres

Our Year in R



- | Across | | |
|---|-------------------------------------|-----|
| 3. Employee of the Month October | 21. Employee of the Month September | 1. |
| 6. A List of Questions | | 2. |
| 11. Employee of the Year | | 4. |
| 12. Number of Studies This Year (Second Word) | | 5. |
| 14. Strictly _____ | | 7. |
| 15. Number of Studies This Year (Third Word) | | 8. |
| 17. Employee of the Month November | | 9. |
| 20. Employee of the Month July | | 10. |
| | | 11. |

Staff Members

Steve Ackerman - Project Director

Amir Ayres - Night Supervisor

Brian Carson - I.T. Manager

Jen Carson - Office Manager

Katrina Clancy - Director of WATS

Danielle DiTizio - Night Supervisor

Dawn Farrington - Administrative Assistant

Joe Fiore - Programmer

Beverly Harris - QA Assistant

Linda Hughes - Day Manager

Mike Imbessi - Night Monitor

Roy Jin - Night Monitor

Rob Malmud - President

Beth Dworkin - H.R./Client Services

Chris Monaco - Night Supervisor

Sheryll Moskovitz - Director of Projects

Sherwin Munar - Night Monitor

Korrine Snyder - Day Assistant Supervisor

Angel Taormina - Night Monitor

Pam Thomas - Quality Assurance Manager

Ben Whitten - Night Monitor

<p>BPS Staff Gary Shull Otto Gruenwald Cynthia Maiorano Heather Marsh</p>
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January Calendar

SUN	MON	TUES	WED
			Happy New Year!!!
5	6	7	Michael Guidotti's
12	13	14 John Lattany's B-Day	
19	20 Martin Luther King Jr. Day	21 Kwame Akuffo's B-Day	
26	27 Lavar Everett	28	Ashley Wright's