

M A X I M U M N E W S

Volume 15

October 2003



BREAKIN' AT THE BBQ

\$\$ Interviewer Contest \$\$

We are starting up a new contest on Monday October 20, 2003. This competition will run for 3 months, ending on January 25, 2004. The object of the contest is to get as many points as possible. The team with the most points at the end will be the winner. The winner's prize is a pizza party with a movie during the shift. Instead of going on the phones, you *watch the movie of your team's choice with pizza and drinks*. If you are scheduled to work that night, once the movie is over you must go on the phones.

The contest works as follows: Teams will **accumulate points for production and quality**. Each person will start out with 10 points for quality like always and however many points are left at the end of each pay period will be how many points your team will receive. For production, we look at your final production rate at the end of each pay period. For each 10% range you are at, you will get a point. For example, if your final production rate for the pay period is .80, you will receive 8 points.

There will be a chart hanging up in the phone room next to the list for incentive. We will also be giving **extra points for people who are over production** at the

end of the pay period, so you can earn up to 5 extra points, totaling a potential 25 points per pay period.

The captain of the team is responsible for picking the teammates and getting together with them to come up with a team name, and also decorating a poster board. The poster boards will be hung in the phone room. Captains are also responsible for seeing a supervisor at the end of the pay period to find out how many points their team earned and graphing it on the poster board. If you lose a teammate during a pay period we will take the points they accumulated, divided in half, and that is how many your team gets. You have to wait until the beginning of the next pay period to choose someone to replace that lost team member.

We will have a list of people that have been here for at least two weeks for the captain to choose from. If there is no one here to replace them, you are stuck with less

people and less points until someone becomes available. There will be no trading of teammates, once you are in a group, you must stay there until the end of the contest until we choose groups again. If you have any questions please see a supervisor.



WINNING SOFTBALL TEAM - STAFF!!!

Wildwood, Baby!!!

MAXIMUM RESEARCH = MAXIMUM FUN!

September 27, 2003 MAXimum Research goes to Wildwood. Hands down one of the best outings I've been on. The weather was like in the Caribbean. It would rain for like ten minutes with the sun still out and then stop. The bus ride down there was quite entertaining. Everyone that went really seemed to have a good time. There were virtually no lines for any of the rides. The bracelet deal was the way to go. Go on all the rides as many times as you like. Final verdict next year I suggest everyone go on the Wildwood trip if it's offered again.

Chad Harris - Interviewer



On September 27, I went on a MAXimum Research excursion, to Wildwood, NJ. I have never been there before and it was a great experience. I went on some scary rides, lost my voice, and "won" a large gorilla. I advise all those who did not go, to take advantage of this "FREE" trip and go on the next one.

Dionne Stephenson - Interviewer



During our stay in wildwood we had so much fun! Our group stayed together and went on all the rides and stopped to eat all kinds of snacks and sweets. We also rode the go-carts and bumper cars trying to find who was the best rider in the group. In general my friends and me had a great time and hope that we do this again.

Johnny Restrepo - Interviewer



News From the Day Shift

Congratulations to the **September Interviewer of the Month - Angel Littel**
See her interview on page 6.

Newest Members of the **Elite Group - Doreatha Brown, Angel Littel , Donna Tipton**

Results from MAXimum Research Day Shift Bowling Party

	Game 1	Game 2		Game 1	Game 2
Team 1			Team 3		
Ethan Mosley	100	124	Rob Goldstein	39	72
Alvin Ruiz	126	100	Angel Littel & Andrew Cohen	75	65
Daron Kirkland	73	80	Doreatha Brown	71	83
Brian Carson	101	88	Donna Tipton	56	43
TOTAL: 792	400	392	Total: 504	241	263
Team 2			Team 4		
Karen Malmud	188	168	Cassandra Boyd	70	
Katrina , Rob & Robbie	91	66	Melissa Chandler	64	
Linda Hughes	117	94	Natalie Trevino	103	
Dawn Farrington	88	49	Jennifer Carson	57	
Total: 861	484	377	Total: 294	294	



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16 October 2003

THREE FINGERED HAND

Bowling, the MAX way
Rob's wife rolling 160's
I in the gutters
Total of 1 through 6 frames

We all had fun anyway
Like all company outings
The food was good
The company gregarious

Free Shoes, free games
Free food, fun evening
If you missed it, your bad
Come next year, have fun

Scores didn't matter
We all played, talked
Ate and partied.
Thanx Rob



Virus' Beware!

All in all, the internet is safe, as long as you use your head, and keep protected...

As many of you are aware, Internet viruses are becoming worse than pornographic material these days. No one knows for sure what drives people to create viruses, some say they are created by younger people as a way to challenge the internet, others seem to think it is just to see who can be the set. Either way, viruses are around and can be very costly. In 2002, computer viruses cost companies over \$50 Million or \$80,000 a company.

Many people will tell you different ways to prevent them for attacking your computer, but there are no foolproof ways. However, the following are some of the most recommended steps to prevent receiving viruses.

10. Use common sense. It's always better to err on the side of safety. If you're unsure about an attachment, delete it. Especially if it's from a source you don't recognize. If there are tempting animations on a site that look highly unprofessional, don't download them.

9. Scan floppies before using them. This is always important, but especially if you are using the disk to carry information between one computer and another. You could easily pick up a virus from an insecure network and introduce it into your system. Running a virus scan before launching any of the programs on the disk will prevent infection.

8. Don't share floppies. Even a well-meaning friend may unknowingly pass along a virus, Trojan horse, or worm. Label your floppies clearly so you know they're yours and don't loan them out. If a friend passes you a foreign floppy, suggest an alternative method of file sharing.

7. Don't boot from a floppy disk. Floppies are one of the most common ways viruses are transmitted. If you are using a floppy while working on your computer, remove it when you shut the machine off or the computer will automatically try to boot from the floppy, perhaps launching any viruses on the disk.

6. Don't download programs from the Web. Unreliable sources such as Internet newsgroups or Web sites that you haven't heard of may be willing providers of viruses for your computer. Avoid downloading files you can't be sure are safe. This includes freeware, screensavers, games, and any other executable program - any files with an ".exe" or ".com" extension, such as "coolgame.exe." Check to see if the site has anti-virus software running on their side. If you do have to download from the Internet, be sure to scan each program before running it. Save all downloads to one folder, then run virus checks on everything in the folder before using it.

5. Update your anti-virus software frequently. An anti-virus program is only as good as the frequency with which it is updated. New viruses, worms, and Trojan horses are born daily, and variations of them can slip by software that is not current. Norton AntiVirus™ has a feature that searches for new virus definitions every time you go online, so you are *always* up to date.

5. Update your anti-virus software frequently. An anti-virus program is only as good as the frequency with which it is updated. New viruses, worms, and Trojan horses are born daily, and variations of them can slip by software that is not current. Norton AntiVirus™ has a feature that searches for new virus definitions every time you go online, so you are *always* up to date.

4. Get immediate protection. Configure your anti-virus software to boot automatically on start-up and run at all times. This will provide you back-up protection in case you forget to scan an attachment, or decide not to. And in case you forget to boot up your anti-virus software, configuring it to start by itself will ensure you get immediate protection anyway.

3. Scan all incoming email attachments. Be sure to run each attachment you plan to open through the anti-virus check. Do this even if you recognise and trust the sender; malicious code, like Trojan horses, can slip into your system by appearing to be from a friendly source.

2. Don't automatically open attachments. Be sure your email program doesn't automatically download attachments. This will ensure that you can examine and scan attachments before they run. Refer to your email program's safety options or preferences menu for instructions.

1. Install reliable anti-virus software. Anti-virus software scans files regularly for unusual changes in file size, programs that match the software's database of known viruses, suspicious email attachments, and other warning signs. It's the most important step you can take towards keeping your computer clean of viruses. Don't be afraid that you can not afford it, many ISPs (AOL, Earthlink, Netzero) offer it automatically, and some companies offer a free personal version in the hopes that you will tell your boss and he/she will buy it for the company.

Some other tips:

- When posting messages to internet newsgroups, never use your real email address. Instead, put an extra character in there like an X or -. Microsoft's TechNet was recently scanned and anyone on there with a valid email address now gets over 50 virus attachments a day, all from "Microsoft".
- When in chat rooms, especially AOL, use a different screen name. Some companies pay AOL members to sit in chat rooms all day and just record the people that enter. The company then adds you to their mailing list. Once you are on any mailing lists, the risk of receiving virus attachments greatly increases.
- If possible, change your email address at least twice a year. By doing so, this removes you from many lists, and also, prevents anyone with your email address from accidentally sending you a virus.
- Download Software is not safe. Programs like Kazaa and Morpheus are very dangerous, People will think they are downloading their favorite song, but in actuality, they are about to install a virus.

What it Means to be an All-Star

Dionne Stephenson says *"Being in this group, makes me feel like I am important in this company."* As some of you may know, there is a group called the **Allstar/Elite** group run by me, Ben Whitten. But some interviewers might not know what that exactly means, to be an **"Allstar"**.

Being an **Allstar** is very simple, yet complex. The simple part is, just doing your job to the best of your ability, but there is more complexity to that. There are just a few more rules you have to follow on the phones, you have to act like a role model in the building at all times. **Andrew Cohen** states that, *"An Allstar means to be a role model to other interviewers who are looking to succeed and also it's an opportunity to be upgraded within the company"*.

I have overheard many interviewers say they do not want to be an **Allstar** because they don't like monitoring reports. That is not a good enough reason for me not to try to recruit somebody into my group. The reason why **Allstars** are monitored so much is because I strive for excellence and I expect the same from all of my **Allstars**. **Justin Hughes** states that *"It means to be professional at all times, and being the best of the best. It's also a lot of hard work, but a lot of fun."* **Jessica Ammann** also states that *"To be an Allstar means that somebody noticed all of my hard work, and is giving me something to work even harder for."* I try to keep on top of my **Allstars** as much as possible because I want to see them succeed.

Now the next question that you might be asking yourself is, "What does Ben mean by succeed?" **Mr. Ruiz** states that *"It is one step closer to getting off of the phones."* But what I mean by succeed is to have a perfect survey at all times, whether or not I am listening to you. Achieving a certain amount of perfect surveys allows you achieve up to a dollar raise. **Chris Perez** states that *"It is an opportunity to make more money."* It might not sound like much, but it does add up. **Alex Krutzke**



**I WANT YOU
TO BE AN ALL-STAR!!!**

states that *"It is a chance to be given more responsibilities, and a promotion."*

If being an **Allstar** is something that interests you, you can either just let me know, or you can ask around to how you can get into my group. It's something like a promotion, but you are still an interviewer. You can become an **Allstar** interviewer. Here is a list of the other **Allstar** interviewers if you have any questions for them that you don't feel comfortable asking me about. **Hector Moya** sums it up with *"What an Allstar means to me and maybe a lot of other interviewers is basically being the best. Once you're an Allstar, you've made it to the point where you are able to understand and are capable of knowing and doing a perfect survey every time you do a survey. By being an Allstar, you are able to help others who need help and at the same time, be confident enough to do your survey and do it right!"*

Allstar/Elite Members

Jessica Ammann
Danielle Baer
Jeff Belonia
Christine Cammarata
Lauren Capresecco
Andrew Cohen
Lamia Delk
Jackie Dillon
Rafael Gordon
Chad Harris
Justin Hughes
Alex Krutzke
Hector Moya
Chris Perez
Johnny Restrepo
Alvin Ruiz
Ed Spillane
Dionne Stephenson
Veronica Vazquez

Ben Whitten -

Interviewer of the Month Interview

Angel Littel Interviewed by: Korrine Snyder

How did you become employee of the month? What advice would you give to another interviewer if they asked you what they had to do to become employee of the month?

I had good production I'm a good interviewer. I'm quick, persistent, I try to sound up beat. When I'm on the phone I read verbatim even if it is long. Also I have a good tone.

The advice I would give is to be courteous to the respondent and make it sound interesting. Don't sound like you're bored. Also don't get discouraged when someone tells you no especially on high refusal jobs. Just keep dialing and make it sound interesting with your tone of voice. Even if that respondent says no there is one that will say yes.

What do you like the most about being an employee or working here?

People's opinions interest me. I like the relaxed atmosphere and flexibility.

What was your favorite survey?

My favorite job was Frame. We were talking to people about work they do and by the time they realized we were doing a survey we were done.

What would you say is your goal for working here in the long run?

To be Productive, to be very productive.

What is the funniest story you can think of that happened to you while you were on the phone?

I don't remember the job I was on but it was the first week or so when I was here. And a guy was going to the bathroom and still answering the questions I could hear him going and flushing the whole time.

What do you think is the scariest thing that happened to you on the phone? And what did you do to get over that to get to the next survey?

I was on a client monitoring and the guy said a product then half way through the survey told me he meant that company name but a different product and I was too far to go back and change the answer so I just wrote down what they said and had to ask Linda to fix it.



The Transition

As many of those reading this may know, I was at one time an interviewer. There are still some employees that remember me and many of the other monitors and supervisors while we were on the phones. I bring this up during the promotion season. The supervisor office becomes a little more crowded, with people and bins, new monitors are getting taken off the phones and get to show the rest of the company what they are capable of, in a new light. So I decided this was the perfect opportunity to give out some hints from my experiences when I got taken off the phones. First of all, being off the phones requires a new amount of maturity and confidentiality. You might be able to get away with certain actions while you're on the phones, but when you get promoted, all eyes are on you. Staff members don't get into arguments on the floor, or badmouth each other. There is a certain level of respect our staff has for each other. And should we have a disagreement, it stays between us, and not the whole company. Secondly, during training everyone signs a little form called the "Confidentiality Agreement". This basically means you don't tell people others business. What happens in a monitoring report, with a co-worker or with a respondent stays confidential. When we tell respondents all their answers remain confidential, that goes throughout the entire company. And lastly, my biggest issue when I got promoted was others reactions. Being promoted is such a great time, don't let reactions from others around you affect your decision to move up. Many of the people I thought were my friends on the phones, acted very different when I was promoted. If you have the chance to be promoted, TAKE IT! Just ignore the others around you.

This is for all you newbies out there. I think every one of you show qualities that can help the character of MAXimum Research. I wish you all the best of Luck.

Angel Taormino

RECRUIT FOR GASA!!!

November's here, get ready for our busy season!

As many of you know that once school hits, so does our busy season. I can't stress to you guys enough about the importance of you and your co-workers. Unfortunately we are still under staffed for the amount of work that we are going to partake in November. If you didn't know we happen to pay our interviewers to give out flyers to people that you go to school, put them on people's windshields, and maybe talking with your marketing/co-op teacher about us (which they probably already know us.) So if you happen to be interested see one of us for the flyers. Also don't forget about our \$25.00 bonus for every person you refer here and stay for 30 days.

Danielle DiTizio



Thank you everyone who has participated in all of our company events this year. From our BBQ's to Wildwood, Bowling and of course our famous Annual Staff v. Interviewer Softball Game, MAXimum Research is definitely not your ordinary company. We like to have fun and we do it together. This is much more than just a job.

Speaking of the Softball Game...Congratulations to Staff who won for the 2nd year in a row!!! You can find the winning team picture on the front page. Tons of people showed up to play for both sides and to lend support to their favorite team. Better luck next time, Interviewers.



Holiday Party Info

It's almost time for our 3rd Annual Holiday Party!! This year we will be having a sit down dinner at Sensational Host Caterers on Rt. 73. There will be hors' d'oevres, a cash bar, dinner, dessert, a DJ and loads of fun and surprises. Last year we had over 100 employees and guests come and celebrate. This year, the party will be held on **Saturday, December 13 from 7pm-12am**. A commitment fee of \$10 is required for employees and \$40 for spouses and significant others. This money is due Monday, November 24 and arrangements can be made to have the fee deducted from a paycheck if desired. A flyer will be posted shortly with all the details!! **No excuses - come dress up, have fun and party with us!**



Lies, Damn Lies, and Focus Groups

Why don't consumers tell the truth about what they want?

Evidence suggests focus group participants often lie. After all, 80 percent of new products or services fail within six months when they've been vetted through focus groups. Hollywood films and TV pilots—virtually all of which are screened by focus groups—routinely fail in the marketplace.

Focus groups have become a requirement of everything from product launches to political campaigns. But even though few in the industry question their value, a huge gap yawns between customer intentions expressed in focus groups and behavior in the marketplace.

There are several reasons for this. Start with the participants. Sure, they're all volunteers and presumably well-disposed to the process. But psychological reasons exist that could lead them to say one thing in the confines of a windowless conference room and do another thing at the mall. Moneybox has participated in a few focus groups—and has talked to several people who conduct them. And it seems clear that the motivations of those who show up are varied. Some come because they need the cash, not because they have a deep desire to express their consumer preferences. Others come for the cookies and punch or for the opportunity to interact with other humans.

A small percentage of focus group participants may indeed lie maliciously—although it takes a particularly devious criminal mind to go to such lengths to mislead marketers. More participants are simply eager to please. They're getting paid and fed or might have a crush on the moderator. So, they might tell her—and the marketing types behind the one-way mirror—what they think they want to hear, rather than what they really think.

What's more, one would be hard-pressed to come up with a worse environment for eliciting heartfelt and brutally honest opinions. Getting paid to get together with a bunch of strangers, and being led in a discussion by another stranger, is unnatural. Focus group leaders don't have time to build trust, which is a precondition for eliciting the true feelings of participants. If the discussion turns to controversial issue—like race or women's role in the workplace—many might feel a powerful impulse to self-censor or give politically correct rather than completely honest answers.

Another flaw: Focus groups frequently ask people to make snap judgments about products they haven't seen or used. (Rather than conduct focus groups, Context focuses on fieldwork.

The real reason people may seem to "lie" to focus groups is that they simply don't know what they want. Nor can they readily conceive what they want. In the space of 5 or 10 minutes in a focus group, which is the average airtime per person, you can't possibly get at one person's unconscious thinking.

So, why do focus groups remain so popular? They are time-honored mechanisms with clearly defined costs and that produce data in a specific time frame. Perhaps most important, they can be used to validate initiatives or concepts that the people commissioning the focus groups have already invested vast resources and time in. Typically, Hollywood focus-groups endings of films or completed pilots—not screenplays and development pitches. Ad agencies tend to focus-group a few ideas they have brainstormed and then report to the client which one scored best. The primary function of focus groups is often to validate the sellers' own beliefs about their product. Focus groups, which are supposed to explore the psychological needs of consumers, may serve as much to fulfill the psychological needs of sellers.

Sheryll Moskowitz

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24 January 2003

KATRINA, LINDA, KORRINE

**Five hours taken
Twenty interviewers
One hundred hours
To explain, listen, discuss**

**Low January Season
Haps each year
Interviewers stay home
Gathering no pay**

**Plans for near future
Clients scheduling surveys
Listen, listen, hear
Opportunity knocking**

**You three gave
Pizza lunch for all
Dug into own pocket
Thank you owed by all**

Address Information

It seems whenever we get a few jobs that require us to mail something, we have problems gathering address information correctly. In the hope of alleviating the situation and enabling you to hold on to more of your incentive points, I have made a list of the most common postal abbreviations. Please familiarize yourself with them and use them as a guide when you are on jobs of this nature. It is apparent that with the use of e-mail today, not everyone has the opportunity to address an envelope very often, so hopefully this will help. In addition to the postal abbreviations, there are a few examples of addresses that have been recorded correctly. If you require any additional information, you can go to www.usps.com for other address/postal information.

Postal Abbreviations:

Avenue	AVE	
Boulevard	BLVD	
Circle	CIR	
Court	CT	
Crossing	XING	
Drive	DR	
Expressway	EXPY	
Heights	HTS	
Highway	HWY	
Lane	LN	
Parkway	PKWY	
Place	PL	
Post office box	P.O. Box	
Road	RD	
Rural Route	RR	Also used for Rural
Delivery		
Route	RTE	
Street	ST	
Apartment	APT	
Building	BLDG	
Floor	FL	
Suite	STE	
Room	RM	
Trailer	TRLR	
Space	SPC	

Directions:

North	N
East	E
South	S
West	W
Northeast	NE
Northwest	NW
Southeast	SE
Southwest	SW

Numbered Streets:

First	1 st
Second	2 nd
Third	3 rd
Fourth	4 th etc...

Address examples:

Joan Smith
1234 N. Sussex Ave.
Plymouth, Ma 19058

John Jones
1235 Arrow St. NE
Birmingham, Al 23568

Ben Marks
RR 1 Box 235 (Most people will say Rural Delivery or Rural Route. Either way it's RR.)
Lemur, Id 45626

Susan Johnson
256 S. Waterford Ave.
Apt. 4 (if there's a second address box available)
Sussex, NH 02365

Susan Johnson
256 S. Waterford Ave. Apt. 4 (if there's no second address box available)
Sussex, NH 02365

Robert Oxford
P.O. Box 265
Summit Hill, Pa 18956

In addition, as a matter of routine, always ask if there's an apartment number. Many times, people don't give them to you. If you are doing a business survey, remember to ask if there's a suite number.

Always ask for spelling of something you are even the *least bit unsure of*. Spell back to the respondent...using "F" as in "Frank" or "S" as in "Sam" type distinctions. "B" as in "Boy" or "D" as in "Dog", "M" as in "Mary" or "N" as in "Nancy", ...etc.

Pam Thomas

Stroll Down Memory Lane, With PDA

By Erik Baard , Submitted by Joe Fiore

Story location: <http://www.wired.com/news/culture/0,1284,60783,00.html>

02:00 AM Oct. 11, 2003 PT

NEW YORK -- A new Times Square art project lets people map their insider knowledge, memories and ideas about city landmarks with their PDAs and share those anecdotes online. Just don't confuse the project with the Zagat Survey -- you might get lost in a thicket of strangers' nostalgia.

Through Dec. 12, people wandering Times Square can wirelessly download a program called Personal Digital Pal, or PDPal, at a kiosk "beaming station" on 42nd Street. Once the program is loaded, users can record their wanderings by sketching the paths they took and writing commentary about the places they visited. When they get to a laptop or desktop computer, they pour all of this into a central website so others can appreciate myriad overlapping perspectives about the same sites.

"People using this will be like squirrels gathering nuts and bringing them back to the tree," said technologist Julian Bleecker, who created the project with Scott Paterson, an architect and artist, and artist Marina Zurkow. Adam Chapman, an artist and programmer, aided with PDPal's implementation.

"We want people to use their PDAs to harvest experiences and create another communal sense of the city," Bleecker said. "The initial program download is available through the kiosks, rather than online, because it forces people to go to this physical space to get started and have these experiences. Times Square may be the most tactile, vibrating and resonant place in the world."

This might sound like the vision some had of all places getting tagged with information by their GPS coordinates, but the artists decided not to use that technology. This was because of its relative scarcity and the difficulty of getting reception in Manhattan's canyons of concrete, glass and steel. The artists' decision was also an aesthetic choice.

"We wanted a more poetic application, rather than something so Cartesian," said Paterson. "People don't feel urban places in terms of longitude and latitude. One thing a lot of people talk about is the video arcades that used to be here, but they don't necessarily remember exactly where they were."

Times Square has been revitalized in recent years. New construction and a whitewash by New York's city hall replaced strip clubs and seedy bars with flashy retailers and street-level TV studios. Even landmarks aren't as immutable as they might appear: The Empire Theater on 42nd Street, known as the Eltinge Theatre when it opened in 1912, was lifted and slid on rollers 170 feet to the west in 1998.

Strollers through Times Square will be reminded once an hour to participate in PDPal by an animated mascot on the huge Panasonic screen at the south end of the crossroads. Panasonic is sponsoring PDPal along with Creative Time, a group that fosters convergences between arts and technology. An earlier incarnation of the program debuted at the sculpture garden of the Walker Art Center in Minneapolis.

PDPal is part of a new technology thrust for the district, said Times Square Business Improvement District President Tim Tompkins. "For a hundred years, Times Square has been a showcase for huge-scale display technologies, but these kinds of micro-scale technologies have only been in people's pockets for 10 years," he said.

Tompkins said he would love to meet with technologists and artists to find more ways to use cell phones, PDAs or other devices to guide tourists through the neighborhood and give them a glimpse of the place's history. "I would also love to see how these devices could be used for interactive functions with the mega-signs," he said.

That mainstream vision of Times Square as a canvas of lights, however, drives home the artists' point. Zurkow said that before working on PDPal she remembered Times Square as a "place to get fake IDs" when she was a teenager. And the project would have been just as exciting in lesser-known neighborhoods, she said.

"Times Square is where so many issues are concatenated, but to think to say that one neighborhood represents New York City more than any other is anathema to the project."

Horoscopes

Aries

Expect distractions and unpredictable behavior early in October. Personal relationships may provide a lot of tension. When Venus moves into Scorpio, your affections could take decidedly sensual turn. This could be a sudden change of mood, or a magnetic attraction to someone new in your life. Be careful about physically stressful activities mid-October, as there is a risk of accidents resulting from careless behavior. When the New Moon occurs in Scorpio on October 25, love affairs will sizzle! At month's end, direct your attention to family matters. Contact out-of-town relatives.

Taurus

Partnerships are featured in October, and may be your sanctuary when complications arise in your workplace. Confusing obstacles may obstruct career progress. Your capacity to be patient with co-workers may reach its limit on October 10, especially if someone within your area of responsibility is undependable or unpredictable. Romance may take on a new dimension later in the month. Deep and thoughtful discussions may produce needed changes in your relationship. At the end of the month, contact with neighbors or extended family members could result in pleasurable activities.

Gemini

Mars and Uranus at the top of your chart may continue to produce tension and distraction associated with your goals. You may be faced with a difficult career decision to make. An unexpected event may have completely changed your thinking about what you want. When the Full Moon occurs in Aries on October 10, join friends for an adventure. Romance is likely to be delightful, especially early in the month. The New Moon on October 25 suggests an important transition. You may be asking yourself if you have made a good decision

Cancer

You may continue to strive for a more cooperative environment in your home on October, and want to get others involved in domestic chores. The New Moon in Aries October 10 may bring a sense of independence and accomplishment. As Venus moves into Scorpio, think about little things that can make you feel more attractive and desirable. Initiate romance. Make demands! The result may be a deliciously transforming experience. The end of the month will bring comfort and stability through a wonderful aspect between Jupiter and Saturn

Leo

You may need to deal with the consequences of careless financial decisions in October. Growth for you now is likely to occur in practical and measured steps, not risky schemes. The Full Moon in Aries on October 10 may enlarge the scope of your dreams, but suggests that expansive thinking now should be tempered with practical reality. Challenging energies from Neptune in your romance sector could produce trust issues between you and your partner, especially mid-month. If you have concerns, talk about them. The New Moon on October 25 may bring important domestic changes.

Virgo

The sensual intensity of Mars and Uranus subsides into a new way of looking at your life. Adding someone new could cause you some domestic concerns. You like your stuff around you just the way it is - tidy and orderly. Someone else's stuff may actually offend your sensitivities. Get over it. As expansive Jupiter moves through your solar domain, you may be trying all kinds of new things. As inner transits begin to move through Scorpio, deep and meaningful dialogue is likely to change your mind about basic issues. A wonderful sense of stability may be present now.

Libra

Cooperative interactions are likely to define your everyday activities in early October. The support and goodwill of others around you is likely to be especially reassuring and validating. The Full Moon on October 10 encourages you to take the initiative in personal relationships. Trust issues may surface, as Neptune turns direct in your romantic sector. Have faith in your relationship. As Venus moves into Scorpio, you may need to direct your attention to matters of your personal and financial security. Deal with family responsibilities at month's end.

Scorpio

Mars and Uranus in Pisces will continue to produce sensual ripples in October. Once you decide you want someone, or something, you are unlikely to be deterred. And when you possess it, you will guard it jealously. This sometimes results in a relationship that is more about you than about any real shared feelings. The Full Moon in Aries in October could involve a new job. In the middle of the month, you may need to deal with domestic issues, or the unsettled feeling that someone close to you is not telling you the truth. On October 25, get the facts

Sagittarius

Mars and Uranus in your domestic sector have brought important issues to your attention. These could involve a family member, or your own deeply rooted habits. Self-reflection and personal ownership could be especially important now. On October 10, you may need to decide whether romance is an impulsive distraction, or a wonderful part of exploring your own needs and desires. A secret or hidden issue could emerge mid-month. The New Moon cycle on October 25 involves getting to the bottom of any issues that have been complicating your life. Dive as deeply as necessary to find answers.

Capricorn

Odd situations that relate to your everyday activities will continue until mid-month. Recognize the need to cooperate with others to achieve your goals, even if you feel that you are more successful working alone. As Neptune turns direct, unanticipated resources could come through cooperative activities. When the New Moon occurs in Scorpio on October 25, an intense dialogue with a friend could completely change your thinking about important issues. It is also possible that you are considering some kind of political activity, or support for a humanitarian project

Aquarius

You may be doing damage control in October as the result of impulsive spending, or misplacing your trust. Goal setting may be an important priority. Be careful how you go about achieving your objectives. Not everyone is eager to support you. When the Full Moon occurs in Aries, be a little bit careful that big talk doesn't put you into a position where you need to put up or shut up. If you have a point to prove, wait until the New Moon occurs in Scorpio on October 25, conjunct Mercury. It may be much easier to achieve your objectives, and you may have a little more help available.

Pisces

Mars and Uranus favor romance and creative projects in October. The tension they provide is likely to keep you highly motivated. Libra energies may provide partnerships and business opportunities. The Full Moon October 10 is auspicious for financial success that results from your personal initiative. Mid-month, you may need to face the consequences of deceptive behavior. Committed relationships may feel confining. As Saturn turns retrograde at the end of the month, you may feel the need for solitude. Step back if you need to.

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