



ELECTION NOTICE AND CALL FOR NOMINATIONS: MRIA NATIONAL BOARD, COUNCIL AND DIVISION BOARDS, AND PORTFOLIO CHAIRS

This is the opportunity for all members-in-good-standing to elect their MRIA National Board representatives.

In accordance with MRIA's Bylaws, an election for four positions on the Association's 17-member National Board of Directors will take place by secret ballot, through regular or electronic mail, from February 16 to March 2, 2010. Each of the four positions available for election/re-election is for a two-year term, 2010-11 and 2011-12.

The 2010-11 Board of Directors will take office in conjunction with the Association's Annual General Meeting on March 29, 2010 in Toronto.

The MRIA Nominating Committee is currently seeking nominations for the Board positions outlined in the Election Package enclosed. The Nominating Committee is also seeking nominations for the Association's Portfolio Chair leadership positions for 2010-11. These are the Chairs of the Research Agency Council, Client Side Researcher Council (formerly Research User Council), Chapter Council, Qualitative Research Division, Business-to-Business Research Division, and the Conference Co-ordination, Inter-Association Liaison, Government Relations, Marketing and Communications, Market Intelligence, Membership, Professional Development and Certification, Publications, and Standards Portfolios as well as the Dean of the Institute For Professional Development.

Portfolio Chairs are not elected by the membership-at-large, but rather will be either (i) elected by their respective Council or Affinity Division of the Association; or (ii) appointed by the 2010-11 MRIA Board of Directors at its first meeting, having the benefit of the Nominating Committee's recommendations.

The Client Side Researcher Council, Research Agency Council, Business-to-Business Research Division, and Qualitative Research Division are also seeking nominations for vacancies on their respective Boards, and a separate Call For Nominations will be issued to the members of those sectors of the Association.

This Election Package includes a Nomination Form which must be used to nominate candidates for the National Board, and a Recommendation Form for Portfolio Chair candidates. The Package also contains an MRIA National Director Position Description, and position summaries for each of the Portfolio Chair roles.

The Nomination Form for a National Board nominee must be signed by three nominators who are members-in-good-standing of the Association and not members of the Nominating Committee; and also signed by the nominee, to indicate acceptance of the nomination. The Nomination Form for a Council or Division Board candidate and the Recommendation Form for a Portfolio Chair candidate must be signed by one nominator who is a member-in-good-standing of the Association and not a member of the Nominating Committee; and also be signed by the nominee, to indicate acceptance of the nomination.

For further information, contact MRIA Executive Director Brendan Wycks, Chief Returning Officer,
at (905) 602-6854, ext. 8724 or bwycks@mria-arim.ca.

The deadline for submission of completed Nomination Forms for National Board nominees is Friday, February 12, 2010 at 5 p.m. Eastern Standard Time. The deadline for submission of completed Nomination Forms for Portfolio Chair candidates is also Friday, February 12, 2010 at 5 p.m. Eastern Standard Time.



MRIA NATIONAL BOARD OF DIRECTORS ELECTION DETAILS

In accordance with MRIA's Bylaws, an election for four positions on the Association's 17-member National Board of Directors will take place by secret ballot, through regular or electronic mail, from February 16 to March 2, 2010. The 2010-11 Board of Directors will take office in conjunction with the Association's Annual General Meeting on March 29, 2010 in Toronto.

The MRIA Nominating Committee is seeking candidates for positions on the Association's 2010-11 Board of Directors as described below. Nominees must submit a **2010-11 NATIONAL BOARD NOMINATION FORM** signed by three other members-in-good-standing of the Association who are not members of the Nominating Committee; and also signed by the nominee, to indicate acceptance of the nomination. **The deadline for submission of completed Nomination Forms is Friday, February 12, 2010 at 5 p.m. Eastern Standard Time.** Each of the four positions available for election/re-election is for a two-year term, 2010-11 and 2011-12.

1) At-Large Directors

Eligibility: Any member-in-good-standing may be nominated.

Number To Be Elected: One Director.

Electors: All members-in-good-standing may vote for one candidate.

Term of Office: Two Years, 2010-11 and 2011-12.

2) Western Canada Region Director

Eligibility: Any member-in-good-standing who is resident in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, North West Territories, or Nunavut may be nominated.

Number To Be Elected: One Director.

Electors: Members-in-good-standing who are resident in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, North West Territories, or Nunavut may vote for one candidate.

Term of Office: Two-years, 2010-11 and 2011-12.

3) Ontario Region Director

Eligibility: Any member-in-good-standing who is resident in Ontario may be nominated.

Number To Be Elected: One Director.

Electors: Members-in-good-standing who are resident in Ontario may vote for one candidate.

Term of Office: Two-years, 2010-11 and 2011-12.

4) Atlantic Canada Region Director

Eligibility: Any member-in-good-standing who is resident in Nova Scotia, New Brunswick, Newfoundland and Labrador, or Prince Edward Island may be nominated.

Number To Be Elected: One Director.

Electors: Members-in-good-standing who are resident in Nova Scotia, New Brunswick, Newfoundland and Labrador, or Prince Edward Island may vote for one candidate.

Term of Office: Two-years, 2010-11 and 2011-12.



MRIA DIRECTOR POSITION DESCRIPTION

The Board of Directors of the Marketing Research and Intelligence Association is ultimately responsible for the Association's fulfillment of its mission. Directors are collectively the representatives of the MRIMA membership, and are charged with exercising visionary leadership; establishing values and strategic goals and objectives; setting policies and procedures; creating value in programs and services for the benefit of the members; and supporting the other volunteer leaders and staff of the Association and respecting them as partners in advancing MRIMA's mission.

RESPONSIBILITIES AND EXPECTATIONS OF MRIMA DIRECTORS:

- a.** Help frame the values, vision, and mission of the Association. Understand MRIMA's mission and mandate;
- b.** Help identify the priority needs of the members and the resources required to achieve them;
- c.** Assist in formulating and establishing strategic plans, goals, policies, and the annual budget;
- d.** Review and understand the Association's financial statements, to ensure that they properly reflect operating results and the financial condition of the Association;
- e.** Adopt programs to achieve the mission and goals;
- f.** Monitor the execution of Board policies, and the goals and programs of the Association;
- g.** Approve the major expenditures and actions of the Association;
- h.** Review and understand the Board's legal obligations and ensure they are met;
- i.** Be positive in communicating Board decisions to members, staff, and the public;
- j.** Promote the programs and services of the Association to members, prospective members, the public and other stakeholders;
- k.** Be familiar and comply with the Codes of Conduct, bylaws and policies of the Association, and help to ensure compliance by others;
- l.** Prepare for and attend meetings of the Board in their entirety (four to six meetings per year);
- m.** Participate in one or more Association committees (five to eight hours per month);
- n.** Annually elect the Officers of the Association, taking into consideration the report of the Nominating Committee;
- o.** Review and understand the Association's Board briefing documents and minutes, policy manuals, official publications, and related orientation resources;
- p.** Support the programs of the Association;
- q.** Annually review the performance of the Board of Directors and take steps to improve its performance;
- r.** Annually review the performance of the Chief Staff Executive based upon the approved goals and objectives of the Board;
- s.** Fulfill any assignments as a committee member, Board liaison, Association representative, or other duties as mutually agreed.



Marketing Research and Intelligence Association
L'Association de la recherche et de l'intelligence marketing

MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION NATIONAL BOARD NOMINATION FORM

To be nominated for election to the Board of Directors, a member-in-good-standing must be nominated by three other members-in-good-standing of the Association, who are not members of the Nominating Committee. The nominee must also indicate acceptance of the nomination, in writing, on this form.

The member-in-good-standing of MRIA identified below wishes to stand for election to MRIA's National Board of Directors for a two-year term (2010-11 and 2011-12), to represent the following Constituency (select one only):

- At Large** (one Director to be elected)
- Western Canada Region** (one Director to be elected)
- Ontario Region** (one Director to be elected)
- Atlantic Canada Region** (one Director to be elected)

Name: _____ MRIA Membership Number: _____

Title: _____ Organization: _____

Residential Address: _____

City, Province, Postal Code: _____

Telephone (H): _____ Telephone (B): _____

E-mail Address: _____

Duly nominated candidates are required to submit a Candidate Statement, not to exceed 150 words, outlining their relevant experience, qualifications, and intentions if elected to the National Board. Please provide the Candidate Statement as a separate document.

This member-in-good-standing of the Marketing Research and Intelligence Association is hereby nominated for election to the Association's Board of Directors by the following members-in-good-standing:

Name: _____ Date: _____ Signature: _____

Name: _____ Date: _____ Signature: _____

Name: _____ Date: _____ Signature: _____

I hereby accept this nomination for election to the MRIA Board of Directors.

Nominee's Name: _____ Date: _____ Signature: _____

Please complete and return this Nomination Form by **Friday, February 12, 2010** to:

Brendan Wycks, Executive Director
Marketing Research and Intelligence Association
2600 Skymark Avenue, Building 4, Unit 104, Mississauga, Ontario L4W 5B2
E-Mail: bwycks@mria-arim.ca Fax: 905-602-6855



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MRIA PORTFOLIO CHAIR POSITION DESCRIPTIONS

The MRIA Nominating Committee is seeking recommendations of candidates, who must be members-in-good-standing, for the Association's Portfolio Chair leadership positions. Portfolio Chairs will be either (i) elected by the Board of their respective Council or Affinity Division of the Association; or (ii) appointed by the 2010-11 MRIA Board of Directors at its first meeting, having the benefit of the Nominating Committee's recommendations.

The Portfolio leaders to be elected by their respective Boards are the Chairs of the Research Agency Council, the Client Side Researcher Council, the Chapter Council, the Qualitative Research Division, and the Business-to-Business Research Division. The Portfolio leaders to be appointed by the MRIA Board of Directors are the Chairs of the Conference Co-ordination, Government Relations, Inter-Association Liaison, Marketing and Communications, Market Intelligence, Membership, Professional Development and Certification, Publications, and Standards Portfolios, along with the Dean of the Institute for Professional Development.

Chapter Council Chair

Strategic leader and Chair of this Council of the Association, which provides a forum for Chapter Presidents to liaise and co-operate on issues common to the health and growth of Chapters. Open to individual members-in-good-standing who are Presidents of a Chapter Council.

Client Side Researcher Council (CSRC) Chair

Strategic leader of this Council and the Chair of its Board of Directors, which deals with issues common to client side researchers. Open to individual members-in-good-standing of the Association who are a principal or employee of a Client Side Researcher Corporate member of the Association.

Research Agency Council (RAC) Chair

Strategic leader of this Council and the Chair of its Board of Directors, which deals with issues common to research agencies. Open to individual members-in-good-standing who are a principal or employee of a Basic or Gold Seal Corporate Research Agency member of the Association.

Business-to-Business (B2B) Research Division Chair

Strategic leader of this Affinity Division and Chair of its Board of Directors, which encourages the advancement of quality and methodology in Business-to-Business research. Open to individual members-in-good standing who are a principal or employee of a Corporate Research Agency or Corporate Research User member of the Association that is active in Business-to-Business research.

Qualitative Research Division (QRD) Chair

Strategic leader of this Affinity Division and Chair of its Board of Directors, which focuses on the advancement of quality and methodology in qualitative research. Open to individual members-in-good standing who are a principal or employee of a Corporate Research Agency or Corporate Research User member of the Association that is active in qualitative research.

Conference Co-ordination Portfolio Chair

Strategic leader of this Portfolio and Chair of its committee, which is responsible for overseeing and managing the entire portfolio of MRIA Conferences, with a view to ensuring that the Association reaps the benefits of co-ordinated planning and execution, and synergies among these events.

Dean of Institute For Professional Development

Strategic leader responsible for oversight and success of MRIA's Institute For Professional Development, its CMRP professional designation, and related Maintenance of Certification policy. Works in co-ordination with the Professional Development and Certification Portfolio Chair. Open to any individual member-in-good-standing.

Professional Development and Certification Portfolio Chair

Strategic leader responsible for oversight and success of MRIA's career attraction, professional development, and certification strategic initiatives. Works in co-ordination with the Dean of the Institute For Professional Development. Chairs the Professional Development and Certification Committee. Open to any individual member-in-good-standing.

Inter-Association Liaison Portfolio Chair

Strategic leader responsible for MRIA's Inter-Association Liaison Activity, in support of the Association's "Advancement of the Practice" Strategic Goal. Ensures effective co-ordination of MRIA's liaison contacts, and that information and insights gained are communicated to MRIA leaders and members-at-large in a timely and effective manner.

Government Relations Portfolio Chair

Strategic leader responsible for MRIA's government relations and advocacy work. Chairs a related committee. Open to any individual member-in-good-standing.

Marketing and Communications Portfolio Chair

Strategic leader of the Association's public relations and communications efforts to raise the profile and enhance the image and reputation of the industry and the professionals who work in it, with all key audiences. Chairs a related committee. Open to any individual member-in-good-standing.

Market Intelligence Portfolio Chair

Strategic leader of this Portfolio and Chair of its committee, which is responsible for ensuring that the MRIA's future reflects the intelligence and informational needs of Canadian business and works to broaden the Association's scope beyond traditional marketing research, to encompass the wider concept of Market Intelligence – symbolized by the "I" in MRIA.

Membership Portfolio Chair

Strategic leader responsible for MRIA's value-added products and services and membership growth strategic priorities. Oversees annual member dues-setting and membership renewal processes. Chairs a related committee. Open to any individual member-in-good-standing.

Publications Portfolio Chair

Strategic leader responsible for overseeing the planning and production of *Vue* magazine, the *Canadian Journal of Marketing Research* and the *Research Buyer's Guide*, with particular responsibility for optimizing advertising revenue. Chairs a related committee. Open to any individual member-in-good-standing.

Standards Portfolio Chair

Strategic leader responsible for all matters relating to the Association's development, communication, and enforcement of standards for the marketing research and intelligence industry, its Codes of Conduct, and related certification practices. Oversees the MRIA Research and Development Committee. Chairs the Standards Committee. Open to any individual member-in-good-standing.



Marketing Research and Intelligence Association
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MARKETING RESEARCH AND INTELLIGENCE ASSOCIATION 2010-11 PORTFOLIO CHAIR RECOMMENDATION FORM

The MRIA Nominating Committee is seeking recommendations of candidates, who must be members-in-good-standing, for the Association's Portfolio Chair leadership positions. Portfolio Chairs will be either (i) elected by the Board of their respective Council or Affinity Division of the Association; or (ii) appointed by the 2010-11 MRIA Board of Directors at its first meeting, having the benefit of the Nominating Committee's recommendations.

The Portfolio leaders to be elected by their respective Boards are the Chairs of the Research Agency Council, the Client Side Researcher Council, the Chapter Council, the Qualitative Research Division, and the Business-to-Business Research Division. The Portfolio leaders to be appointed by the MRIA Board of Directors are the Chairs of the Conference Co-ordination, Inter-Association Liaison, Government Relations, Marketing and Communications, Market Intelligence, Membership, Professional Development and Certification, Publications, and Standards Portfolios, as well as the Dean of the Institute For Professional Development position.

A Portfolio Chair Candidate must be recommended by one member-in-good-standing who is not a member of the Nominating Committee. The Candidate must also indicate acceptance of the Recommendation, in writing, on this form.

The member-in-good-standing of MRIA identified below is recommended for election or appointment to the following Portfolio Chair leadership position:

- | | | |
|---|---|---|
| <input type="checkbox"/> Research Agency Council | <input type="checkbox"/> Market Intelligence Portfolio | <input type="checkbox"/> Government Relations Portfolio |
| <input type="checkbox"/> Client Side Researcher Council | <input type="checkbox"/> Conference Co-ordination Portfolio | <input type="checkbox"/> Publications Portfolio |
| <input type="checkbox"/> Chapter Council | <input type="checkbox"/> Marketing and Communications Portfolio | <input type="checkbox"/> Membership Portfolio |
| <input type="checkbox"/> Qualitative Research Division | <input type="checkbox"/> Prof. Development and Certification | <input type="checkbox"/> Standards Portfolio |
| <input type="checkbox"/> Business-to-Business Research Division | <input type="checkbox"/> Inter-Association Liaison Portfolio | <input type="checkbox"/> Dean of Institute For Professional Development |

Name: _____ MRIA Membership Number: _____
 Title: _____ Organization: _____
 Residential Address: _____
 City, Province, Postal Code: _____
 Telephone (H): _____ Telephone (B): _____
 E-mail Address: _____

Please provide a brief description of this member's Portfolio-relevant expertise and experience, and why he/she would make an excellent Portfolio Chair. Attach a separate sheet if necessary.

The following member-in-good-standing of MRIA hereby recommends the member described above for election or appointment to the indicated Portfolio Chair leadership position:

Name: _____ Date: _____ Signature: _____

I hereby accept this Recommendation for election or appointment as an MRIA Portfolio Chair.

Nominee's Name: _____ Date: _____ Signature: _____

Please complete and return this Nomination Form by **Friday, February 12, 2010** to:
Brendan Wycks, Executive Director
 Marketing Research and Intelligence Association
 2600 Skymark Avenue, Building 4, Unit 104, Mississauga, Ontario L4W 5B2
 E-Mail: bwycks@mria-arim.ca Fax: 905-602-6855