

# Alphabetical Listings

## A

### A&B Interviewing, Inc.

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anita27@optonline.net

Anita Weiss ..... Owner & Director

Specialists in recruiting for focus groups from lists with a very high show rate. No list is too difficult! Highly experienced in recruiting professionals, executives, and consumers with 20 years of superb results. Covering metro NY and suburbs as well as nationwide. Huge database too! Certified Woman Owned Business.

Professional Affiliations: AMA, MRA

### A&G Research, Inc.

10 Paragon Drive  
Montvale, NJ 07645-1760  
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www.agresearchinc.com

Richard Grinchunas ..... President  
Howard Cohen ..... Vice President  
Gloria Quinn ..... Vice President

A&G designs, conducts and analyzes market research to address both simple and complex marketing issues. Recognized experts in brand equity, attitude and image studies, market segmentation, Hispanic research, line optimization, product testing, tracking studies, positioning, copy and claims testing for more than 25 years.

Professional Affiliations: AMA, MRA, AAPOR

### A.C.E. Research Recruiting...FOCUS ON THE FUTURE

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☎ (508) 884-5667  
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Bernice French ..... President  
Tiffany Holdaway ..... Project Manager  
Regina Evans ..... Accountant  
William D. Gaulin ..... Senior Consultant & Facilitator

A.C.E. recruits all industries and categories, such as medical (interviewing all types of physicians), ethnic, food and beverage. All types of consumers, across all industries and nationwide. Well known for our project management, field direction and creative re-screens done across all cities. We do traditional and non-traditional focus groups. We provide moderators, screener writing and field directing. "If A.C.E. can't recruit it, it can't be done." We provide a tailored service in an off-the-rack world.

Professional Affiliations: AMA, MRA, South Shore COC

### A.I.M. Field Service

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Patricia Blackwell ..... President  
Paul Blackwell ..... Vice President

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Professional Affiliations: AMA, MRA, NARMS

### AB Research Associates, Inc.

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Joel Benson ..... Executive Vice President  
Jennifer Engel ..... Vice President  
Karen Beard Hunt ..... Director, Field Operations

Full-service capabilities in all categories of custom survey research: product and concept testing, advertising/attitude tracking, copy testing, etc. Industry experience covers packaged goods, consumer services and business-to-business areas.

Professional Affiliations: CASRO, MRA

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Professional Affiliations: AMA, ESOMAR, MRA, AIMRI, ABEP, ASBPM

(See ad on page 479)

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Susan Abbott, MBA, CMRP ..... Qualitative Researcher

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Professional Affiliations: AMA, QRCA, MRIA

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Serge Rocco ..... Project Manager

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Professional Affiliations: MRA



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AbsolutData provides consulting-oriented advanced analytics and market research services to organizations globally, making a definitive difference to their performance. By reengineering the value delivery chain for research and analysis, we provide a unique and unmatched value proposition to our clients – better, faster and cost effective – all at the same time. With us, you get the guidance of experienced and highly qualified market research professionals and consultants all through the research process, coupled with the competitive advantages of our offshore operations.

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ACCE is a full service consumer guidance research company that manages projects providing sensory, quantitative and qualitative research insights across Canada and the U.S. Our focus is on determining how clients can leverage the product drivers of consumer acceptance to maximize profits across all major food and beverage categories. Our research projects reflect the three core strengths of sensory science, consumer science and nutritional science. ACCE offers CLT, HUT and online research. ACCE offers a full commercial kitchen capable of handling all food preparation requirements (QSR and restaurant quality). We have 1 fully equipped focus group room in our Mississauga facility (Moderators available).

Professional Affiliations: AMA, ESOMAR, MRA, MRIA, ESN, ASTM, IFT