

## Letter from the President Valrie Horton, 2019 SAPOR President



Greetings and warmest wishes to all our SAPOR members and survey research colleagues in the Southeastern United States!

Your 2019 Executive Committee has met five times since the new year and new initiatives for 2019 are well underway. The excitement your officers bring to each meeting is extremely rewarding. Nicole Lee's article below tells you more about changes to the Executive Committee as a result of the elections in October at the annual conference. By all accounts our annual conference was a success! Michelle Vrudhula's articles below summarize the conference and tell us about the findings of the post conference survey. Also in this newsletter we will tell you about important dates to remember, SAPOR logo contest, and more!!!

Moving forward, the Executive Committee is working to create more opportunities for SAPOR members to connect outside of the Annual Conference. This year we would like to build our sense of community and closer connectedness. Thus, we are cooking up other opportunities to meet socially and professionally. As a first step, we are looking forward to a summer webinar series with an in-person happy hour kick-off in two locations: North Carolina and Texas! Please be on the lookout for more information coming soon!

I look forward to a year of excitement and new ideas for SAPOR and invite you to come along with us.

Sincerely,  
Valrie

## Meet Your 2019 Executive Committee

Our annual election was held at the 2018 SAPOR Conference in October. Thank you to everyone for their participation and patience in this most recent process.

We want to acknowledge the service of our outgoing SAPOR Committee members, who are transitioning out of their roles:

**Tamara Terry**, 2018 Past President

**Jessica Williams**, 2018 Past Conference Chair

Logan Collins, 2018 Secretary-Treasurer

Thank you for your dedication to our SAPOR community.

Nicole Lee, 2019 SAPOR Vice President



We congratulate and welcome our new Executive Committee members listed below.



**Valrie Horton**  
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## Officer Bios and Fun Facts

### President: Valrie Horton

**Valrie Horton** has been a research professional for over 13 years, 10 of those with Abt Associates (formerly Abt SRBI). She is responsible for managing all aspects of market research projects (quantitative and qualitative), including questionnaire development, field management, report preparation, and quality control of all final analyses for both domestic and international studies. Valrie has managed a number of projects in the financial services industry (custom and syndicated) including, panel development and segmentation with an emphasis on customer satisfaction,



commercial and retail banking, credit cards, loans, mortgages, and insurance. Valrie has also directed a number of studies involving children and teens and is experienced in developing surveys for children, both qualitative and quantitative. She has worked with several of the largest children's organizations in the United States and is very knowledgeable about CASRO standards regarding research with children and COPPA (Children's Online Privacy Protection Act) requirements/compliance. Valrie has conducted research focused on women's issues, including health and beauty products, and health issues specific to women (breast cancer, osteoporosis, oral contraceptives, skin care, and IBS among women.) Valrie is skilled in developing surveys for media release. She has worked with many of the country's leading public relations firms as well as with high-level corporate communications, government, and association clients.

**What would the title of your memoir be?** The Simple Life

**What songs would be on the soundtrack of your life?** The Gambler, All You Need Is Love, Under Pressure, Thinking Out Loud

**If you had a super power, what would it be?** Teleportation

**Three must-have items on a deserted island?** Beach house, kayak, mainland a short paddle away

**Past President:** **Angelique Uglow**

**Angelique (Angel) Uglow**, PRC is Executive Vice President of ReconMR. Angel brings more than twenty years of experience in the survey research industry and is responsible for business development, client relations and project pricing. Previously Ms. Uglow was VP of Operations at Scientific Telephone Samples (STS). At STS Angel consulted with clients on a variety of telephone sample methodology options. Prior to STS Angel managed a reputable market research call center with 300 interviewers. Over the last 4 years she has volunteered for SAPOR as Vice Conference Chair, Conference Chair, Vice President and President. She also volunteers at the national AAPOR conference. Angel is a regular attendee and perpetual board member for organizations such as AAPOR and the Insights Association (MRA/CASRO). Before relocating to Texas, Angel served on the SoCal MRA/Insights Association Board of Directors from June 2011 to June 2014. Positions included Director at Large – Education, Program and Events Director, and Program and Events Advisor. SAPOR is now her primary focus while also staying involved in a variety of other chapter conferences, events and webinars to keep up with industry dynamics and identify future trends.

**Favorite film/TV/literary character?** Lara Croft!

**What would the title of your memoir be?** "As the World Turns"

**What songs would be on the soundtrack of your life?** Don't Stop Believing

**If you had a super power, what would it be?** Extra-sensory perception (ESP)

**Three must-have items on a deserted island?** Radio, rum and a Machete

**Vice President:** **Nicole Lee**

**Nicole Lee** is a Survey Research Project Manager in the Division for Research Services at RTI International in Research Triangle Park, North Carolina. She has 7 years of experience in survey research and project management. Nicole joined RTI from Abt Associates in her native New York, where she worked on large-scale community health surveys for departments of health in New York, Chicago, and Los Angeles. Nicole has been a member of the AAPOR Communications Committee since 2016, serving as AAPOR Conference and Membership/Chapter Relations liaison. At Baruch Survey Research, she worked under NYAAPOR past president Micheline Blum. Nicole holds a Bachelor's degree in Corporate Communication from Baruch College and a

Master's degree in Social Sciences from the University of Chicago.

**Favorite film/TV/literary character?** Hermione Granger

**What would the title of your memoir be?** "Where did I park my car?"

**What songs would be on the soundtrack of your life?** "The Long Way Around" – Dixie Chicks; "I Do What I Like" – The Corrs; "Feelin the Same Way" – Norah Jones

**If you had a super power, what would it be?** The ability to speak any language just by hearing it spoken

Conference Chair: **Michelle Vrudhula**

**Michelle Vrudhula** is Chief Administrative Officer for ReconMR. Michelle has over 20 years of experience in the survey research industry. In her current role with ReconMR, Michelle is responsible for contract management, budget monitoring and financial operations for all survey projects. Michelle has served as an executive board member for the American Marketing Association over the last 10 years and this is Michelle's second year on the SAPOR board. Michelle lives in Austin, Texas with her husband of 25 years. Proud mother of four, in her free time she enjoys hanging out with her husband and children, gardening and volunteering.

**Favorite film/TV/literary character?** Jack Ryan

**What would the title of your memoir be?** "You Can't Complain If You Permit It"

**What songs would be on the soundtrack of your life?** "Imagine" by John Lennon, "Michelle Mabelle" by The Beatles and "Hotel California" by The Eagles

**If you had a super power, what would it be?** X-Ray vision, though she can already see right through you!

**Three must-have items on a deserted island?** Tito's Vodka, Conn Creek Cabernet, and Cheese

Vice Conference Chair: **Dakisha Locklear**

**Dakisha Locklear** is a Senior Project Supervisor in RTI International's Research Operations center. She has over 10 years of experience as a Data Collection Supervisor with primary focus on production and quality-based project leadership. Dakisha has extensive experience in managing large, complex projects with multiple stages, modes, and sampling frames, including Address-based (ABS), Random Digit Dialing (RDD), listed and targeted population types. Over the past five years, she has been an active member of SAPOR by consistently volunteering and presenting at the annual conference. Dakisha also presents frequently at the American Association for Public Opinion Research and International Field Directors and Technologies conferences. She is excited about the opportunity to continue expanding her research experience by serving as a member on SAPOR's executive committee.

**Favorite film/TV/literary character?** Black Mamba

**Three must-have items on a deserted island?** Matches, Phone, power bank

Secretary-Treasurer: **Kurt Johnson**

**Kurt Johnson** is a research services manager with a PhD in sociology and an expertise in multimode surveys. Dr. Johnson has 25+ years of experience in design, implementation, and analysis of surveys. Having worked in academics, Dr. Johnson's substantive interests include health, mental health, and hard to reach populations. He served as the President and Secretary of the Association of Academic Survey Research Organizations, while working at Penn State University. He is now a research services manager with RTI – International.

**What would the title of your memoir be?** “Systematic Variance”

**What songs would be on the soundtrack of your life?** “This must be the place (Naïve melody)” – Talking Heads; “Ceremony” – New Order; and “Is that all there is?” – Peggy Lee

**Associate Secretary-Treasurer: Mandee Lancaster**

**Mandee Lancaster** joined RTI International in 2015 and is currently a Research Services Manager in the Division for Research Services. She manages data collection production for one of the largest and most complex federal projects in RTI's survey research portfolio. Prior to joining RTI, she served as the Director of the Center for Survey Research and the Director of Leadership Initiatives in East Carolina University's Office of Innovation and Economic Development. She holds a BA in Psychology, an MA in Industrial/Organizational Psychology, and a Graduate Certificate in Economic Development; all from East Carolina University. Mandee has had the pleasure to serve on numerous committees and boards during her career, many in leadership positions. Most notably, she served as President and Treasurer of the Humane Society of Eastern Carolina for over five years, as Chair-elect and then Chair of the East Carolina University Staff Senate, and two terms as Secretary/Treasurer of the University of North Carolina Staff Assembly. Mandee has participated in SAPOR's annual conference as an attendee, a presenter, as well as a session chair. She is excited to bring her energy, experience, and enthusiasm to SAPOR's executive committee to help further the vital mission of this organization.

**Favorite film/TV/literary character?** John Bender from The Breakfast Club

**What would the title of your memoir be?** It's Not Easy Being an Extroverted Introvert

**What songs would be on the soundtrack of your life?** Faithfully, Go Your Own Way, Everybody Wants to Rule the World

**If you had a super power, what would it be?** Tie between a force field and time travel

**Three must-have items on a deserted island?** Large towel or blanket, radio, fire starter

**We are excited to launch plans for 2019 with this new leadership team!**

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**The 2018 SAPOR Conference - #SAPORSpeaks**  
Showcasing the Science, Legitimacy, and Diversity in Survey Research



Thank you to our sponsors. This year's sponsors were RTI International, GfK Knowledge Panel, Nielsen, ReconMR, Marketing Systems Group, Televergence, PARC-Langer Research Associates, Headway In Research, Data Force, Voxco, Green Resources, UNC-The Odum Institute, and The University of Michigan Institute for Social Research. And a special thank you to our conference chair, Jessica Williams of RTI and co-conference chair, Michelle Vrudhula of ReconMR.

The conference was a success. People presented their papers and ideas were shared. From our key note speaker Michael Link with Abt Association, talking about whether data science is relevant. Michael has more than 30 years of experience in the field of data collection. Being past President of both AAPOR (2014-2015) and SAPOR (2001-2002) it was fascinating to listen to him. To our panel with Joe Murphy, Jason Brinkley, and Charles Lau, discussing Innovative Technologies and Methodologies. Joe is a senior survey methodologist at RTI International's Survey Research Division, Jason is a senior associate and biostatistician at Abt Associates and Charles designs and implements surveys in low- and middle-income countries for RTI International.

Day one sessions were on Data Quality and Analysis, Survey Formatting and Visual Design, Political Research and Voting Behaviors and our Panel Discussion. Day two sessions were Response Rates and Non-response, Public Opinion, Attitudes, and Economic Research, and Survey Process Improvements. Presentations were made from Duke University, RTI International, Black Rock City Census, University of Georgia, Nielsen, Abt Associates, Elon University, University of North Carolina at Chapel Hill, South Carolina Department of Health and Environmental Control, University of South Carolina, University of Wisconsin-Whitewater and Reconnect Research.

We are pleased to congratulate again, Ida Hjermitslev, a student at Duke University, our winner of the Student Competition, hosted by Odem Institute for Research in Social Science at the University of North Carolina-Chapel Hill. Her paper topic was "You are Either with Us or Against Us": Coalition-Based Inferences About Opposition Parties.

A special thank you to our outgoing President, Angelique Uglow, with ReconMR.

Michelle Vrudhula,



## COMING SOON...AAPOR in Toronto, Canada



### Must-Attend Events & Sessions

#### Thursday, May 16

Kickoff General Session - Grand Ballroom

2:00 – 3:30 p.m.

“Conducting a Census in the Digital Age”

New Member & All Chapter Welcome Reception - Grand Ballroom Foyer

6:30 – 9:00 p.m.

Touching base with colleagues and old friends is what this party is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to start the conference on the right foot. Balance the intensity of AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your chapter colleagues and share insights from what you've learned.

#### Friday, May 17

Presidential Address and Luncheon - Grand Ballroom

12:45 p.m. – 1:45 p.m.

Join fellow attendees for lunch on Friday and an insightful Presidential Address from AAPOR President David Dutwin.

Student & Early Career Professionals Meet-Up

5:45 p.m. - Meet in the Hotel Lobby

Join members of the AAPOR Membership & Chapter Relations Committee for a dinner meet-up. Meet and mingle with other students and early career professionals, learn about AAPOR's resources and share your thoughts about how AAPOR can best serve our student and early career members.

#### Saturday, May 18

Luncheon and Activities Awards Ceremony - Grand Ballroom

11:30 a.m. – 12:45 p.m.

Meet up with old and new friends. The Saturday lunch is all about networking and celebrating the accomplishments of AAPOR's Fun Run/Walk and Annual Golf Outing participants.

AAPOR Membership and Business Meeting - Birchwood

5:15 – 6:45 p.m.

AAPOR members are encouraged to attend the Annual Business Meeting to learn more about the past year's accomplishments and future initiatives of the



association.

AAPOR President's Reception & AAPOR Awards Banquet - Grand Ballroom

Foyer/Grand Ballroom

7:00 - 10:00 p.m.

## Karaoke Competition @ the AAPOR Post-Banquet Party

This year AAPOR is injecting some new energy and excitement into the Conference Post-Banquet Party by holding AAPOR's First Karaoke Competition! The contest will be held at the conference hotel Saturday, May 18<sup>th</sup>, following the banquet. All interested attendees are encouraged to enter!

[Click here to enter!](#)



## Presenting at AAPOR?

We are!!!

Dakisha Locklear, Mande Lancaster, Valrie Horton and Tamara Terry will be presenting at AAPOR's national conference.

If you will be too, drop us a line, we'd be thrilled to share your research in an upcoming newsletter.

## Plans for 2019 Conference

#SAPORSpeaks

Increasing Response Rates in an Ever-Changing Research  
World



The 2019 Conference will be held on Thursday, 10/3 and Friday, 10/4 in Raleigh, North Carolina.

Presenting a poster at AAPOR and would like to opportunity to show it off again? The SAPOR conference will have a poster session this year!

Interested in submitting an abstract?

Interested in sponsoring?

Are you a student that would like to enter the Student Competition, hosted by the Odum Institute?

Contact us to reserve your spot!

Conference Chair – Michelle Vrudhula –

[Michelle.Vrudhula@ReconMR.com](mailto:Michelle.Vrudhula@ReconMR.com)

Vice Conference Chair – Dakisha Locklear – [Dlocklear@RTI.org](mailto:Dlocklear@RTI.org)

Speaking at AAPOR?

SAPOR is hosting a summer webinar series to cover some of the great presentations from AAPOR. So, stay tuned for more information!

## SAPOR Conference Survey Results

SAPOR ended the year with another successful conference. Per the survey results, it was one of the best in years. From the key note speaker, to the diverse panel, the varied topics seemed to resonate with most attendees. 61 people completed the survey, with 33 of them having attended the conference. 9 people traveled over 100 miles and 10 were first time attendees. The number of sessions are



liked, as well as the new panel format that was added 2 years ago. 22 of the respondents are planning on submitting an abstract for next year's conference. The social hour was still a success, overwhelming response to continue and 70% that completed the survey attended the event.

The survey respondents were:

- University/College - 19%
- Private for profit - 21%
- Private not for profit - 37%
- Federal - 3%
- Other - 20%

and:

- 18 - 39 Years old - 26%
- 40 - 49 Years old - 21%
- 50 - 64 Years old - 31%
- 65+ Years old - 7%
- N/A - 16%

A new question was added asking about interest in additional events this year in your local area. 67% were interested in this idea. Additional ideas and feedback was a beverage station on both sides of the room, adding posters, doing round tables.

All of these ideas will be taken into consideration to continue to build a strong conference that meets the needs of our members.

Michelle Vrudhula  
SAPOR Conference Chair

So that more of you can follow us on our social media platforms and stay informed, we wanted to be sure and share our links.

Facebook:

southernassociationfor  
publicopinionresearch

LinkedIn:

southern-association-  
for-public-opinion-  
research

Twitter:

@SAPOR.US



SAPOR serves the southern United States, from Texas to Virginia. Our members enjoy Southern-style hospitality and friendly atmosphere while meeting to discuss the technological, scientific, and social change represented in our region.

Visit us at: [www.sapor.us](http://www.sapor.us)

What: 2019 Annual SAPOR Conference  
When: Thursday October 3rd –  
Friday October 4th, 2019  
Where: City Club Raleigh  
Raleigh, North Carolina

**SAVE THE DATE**  
#SAPORSpeaks

# Coming soon to an inbox near you...

## **CALLS FOR PAPERS**



James W. Prothro Student Paper Competition

SAPOR Conference Presentation and Poster Submissions

## **LOGO DESIGN CONTEST**



Calling all graphic designers!

SAPOR is hosting a logo design contest to rebrand our image. Be on the lookout for more details!

