



A webinar brought to you by your NAPO Information and Research Committee
Wednesday, March 22, 2017 from 5:30—6:30 PM Eastern
4:30—5:30 PM Central, 3:30—4:30 PM Mountain, 2:30—3:30 PM Pacific

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Description

Whether you are gathering data relative to a client intake form or doing research to potentially grow your business, NAPO members need to hone their skills in building surveys. This webinar will provide members with basic steps for developing and implementing a survey, considerations to keep in mind, design tips, and basic tips for analyzing survey data.

Learning Objectives

- Design questions to answer research objectives
- Survey form design
- Question development, wording and order
- Scaling and response choice decisions
- Reducing bias
- Sampling considerations

Featuring



Lace Abel-Bey has always been very active in extracurricular activities at her home in Dix Hills, New York. Organizing was a form of therapy to help her manage her busy schedule: tae kwan do black belt, competitive equestrian, accomplished viola player, and member of Anti-Biased Task Force at Town Hall. She went on to graduate with a Bachelors of Science in Hotel, Restaurant, and Institutional Management from Pennsylvania State University in 2011, and was a member of the opening management team for the downtown Brooklyn Shake Shack restaurant. Lace began to hone in on her organizational and productivity skills throughout her Hospitality career. In 2013, she managed an Obstetrics & Gynecology office in Flushing, Queens, allowing her to use her knowledge of business and express her

creativity by decluttering the office, managing supplies, data, files, and storage; as well as designing an inviting waiting room. As both patient and staff satisfaction increased, she recognized the power of her organizational skills, the many benefits they bring, and the multitude of ways she could utilize them.

Lace joined NAPO, achieved Professional member status, and attended NAPO2016. After learning more about the Organizing and Productivity industry and joining NAPO's Information & Research Committee, she decided to begin "Quality over Quantity Organizing," to work with professionals and businesses struggling to create a routine that works, by helping clients reassess their priorities, the physical "stuff," and reach their clutter-free goals with mindful presence. Lace lives in Queens, NY, with her two dogs Jaynie and Apache, and is currently a Medical Billing Manager to support "Quality over Quantity Organizing," set to launch in early 2017.



Luke Kachersky became an assistant professor of marketing at Gabelli School of Business in 2008, after completing his PhD in marketing at Baruch College of the City of University of New York. His research, which focuses on consumer behavior, including the psychology of pricing and the role of self-concept in consumer decision-making, has been published in journals such as the *Journal of Marketing Management* and the *Journal of Product and Brand Management* and highlighted at major academic conferences.

Professor Kachersky has taught graduate-level marketing management and undergraduate-level marketing research and consumer behavior, and he designed a mini-course for Fordham on consumer social responsibility. He has received recognition for his teaching, including the 2010 Gabelli School of Business Cura Personalis Award, given to the faculty member who embodies the Jesuit principle of "care for the whole person" by challenging students while giving them the support they need to excel. In 2011, Dr. Kachersky was also honored with the Academy of Marketing Science Outstanding Teacher Award.

Prior to pursuing his academic career, Dr. Kachersky worked in his family's retail operation, where he learned the value and nuances of creating long-term, profitable relationships with customers, thus beginning a lifelong passion for marketing and its ideals.