

Masque & Gunn Research, Inc.

Terra Research and Computing Co.

"Masque and Gunn Research, How may I help you?"

"May I speak to Dr. Masque, Please?"

"One moment, Please.

(...Pause.)

"Good Morning. Dr. Masque here. Can I help you?"

"Uh, Dr. Masque, this is Stan Dupp from the Stand On Your Own Two Feet Alliance."

"What can I do for you, Mr. Dupp?"

"Well, Dr. Masque, as you may know, the Stand On Your Own Two Feet Alliance -- that's SOYOTFA, for short -- we are an organization that is dedicated to educating the American Public about the dangers of too much sitting. You know, the average American sits down about 78 hours a week, what with their office jobs, and TV viewing, and what not."

"You don't have to tell me about that, Mr. Dupp! I said to my wife not two days ago, I said, 'Dear, that's all we do is sit around and watch TV.' "

"Exactly, Dr. Masque! That's our point entirely! And we think it's time the American Public learned about the dangers of sitting about as much as they do. Can you help us?"

"Just what is it you need us to do, Mr. Dupp?"

"Our board of directors felt we needed a survey that showed just how much people actually sit around, and just how bad it is for them, physically, emotionally, psychologically and economically. And we're looking for a research firm that can conduct that study for us."

"Say no more, say no more, you've definitely come to the right place, Mr. Dupp! National surveys are our strong point. And we specialize in leisure and health issues. Why, only last year we conducted a study that documented the dangers of Miniature Golf for senior citizens!"

"But Miniature Golf is one of the activites we strongly recommend as an alternative to sitting around, Dr. Masque!"

"Exactly what we found, Mr. Dupp! What a coincidence! I was going to the Miniature Golf Course when you called, but my partner, Mr. Gunn, was already there and I had to wait for him to return!"

"But, did you say 'Dangers', Dr. Masque? I thought you said there were dangers."

"Did I say 'dangers?' Oh, my, no! Alleged dangers, Mr. Dupp. I assure you, we found Miniature Golf to be completely beneficial! Best thing you can do. As good as jogging!"

"We're fundamentally opposed to jogging, Dr. Masque. Jogging is a plague on the American Public. One of our goals is to educate the American Public to the dangers of jogging."

"Right you are, Mr. Dupp! Exactly what we found! What an incredible coincidence! You know, Mr. Dupp, we're a commercial research firm, and we pretty much have to work for anyone, but I can't tell you how much we want to work for groups like yourself, that promote the welfare of the working man, and try to educate the American Public!"

"Did you say 'working man,' Dr. Masque? Our organization is dedicated to business managers, and we recommend standing up as a method for overcoming the stress of dealing each day with corrupt unions and the dishonest, lazy, money-grubbing scum who call themselves 'working men.'"

"And that's what I mean too, Mr. Dupp. Not that lying, time-card forging bozo in overalls that spends his life finding new ways to cheat his boss, but the real, dedicated working man of today -- the manager!"

"Well, Dr. Masque, you sound like the kind of man who can help us. Tell me. Do you think a national survey would show the need for more standing and less sitting?"

"Is it hot in Phoenix?"

"How many telephone calls do you think we would need?"

"Well, Mr. Dupp, I need a little background information. How many members are there in your organization?"

"About 10,000, Dr. Masque."

"And about how much do they pay in dues per year, Mr. Dupp?"

"Quite frankly, Dr. Masque, I can't see what this has to do with how many interviews we need."

"Just a formality, Mr. Dupp. For our sampling frame. Oh, and, by the way, about what is your annual research budget?"

"Our members pay \$100 per year in dues, which brings in about \$1,500,000..."

"So I'd say a sample of about 4200 phone calls would be about right. That would come to about \$147,000 which is well within about 10% of your revenues..."

"...but most of our funding comes from the \$2 Billion uncle Mark left us when he died. He was probably the first person in the world to recognize the dangers of sitting too much."

"Your uncle was Mark Dupp, the retailing king? And he left you \$2 Billion?"

"On the stipulation we would spend it to educate the American Public about the dangers of too much sitting. That's why we called you, Dr. Masque."

"As I said, a sample of about 4200 would serve as a useful pretest, and then, based on the results of the pretest, we could conduct a proper scientific study of the entire American Public, with perhaps a million -- no, no, make it 10 million -- people polled (quite a bit under \$400 million, actually) each year for, let's say, every five years, for, oh, (I'm 52 now) that would be maybe 20 years -- that would still leave you a tidy chunk of change for advertising and promotion, Mr. Dupp!"

"If I hear you right, Dr. Masque, we're talking about a billion, six hundred million in interviews."

"And every penny well spent on such a worthwhile cause, Mr. Dupp. I applaud you!"

"Well it's worth every dime, I'm sure, but Dream On Data said they could do the job for about \$75,000."

"Mr. Dupp, I'm an honest business man and I wouldn't want to say anything negative about a competitor, even as sleazy a competitor as Dream On Data. But \$75,000 seems a bit light for the tremendous gravity of a program as serious as yours. Still, if economy is an issue, we have some miraculous new software in-house that could do what you need for -- would \$69,000 be too much?"

"Not a chance, Dr. Masque. If Uncle Stan heard we were foolish enough to think the huge reforms he intended could be accomplished for such a pittance, he'd be dancing on our graves! I thought the number from Miracles R' Us was more nearly in the ball park."

"And just what was that number, Mr. Dupp, if you don't mind my asking?"

"Certainly not, Mr. Masque. How else would you know what we had in mind? MRU thought that \$10 million a year would more than do the job."

"More than do it is right, Mr. Dupp. I'd say more than do it by a goodly portion. You know, of course we'd have to count up our actual costs, you understand, but I think you could hold me pretty close to my word if I told you we could do an even better job for about \$9.9 Million.

I mean, efficiency is our middle name here at Masque and Gunn!" Does 9.9 sound like about the right number, Mr. Dupp?"

"\$9.9 million is not a problem, Dr. Masque, as long as you're sure the results would show what we need to show."

"Mr. Dupp, you insult me. This is a reputable market research firm. If I say the research will prove that too much sitting down is not good for you, you can believe it will say sitting down is not good for you or I'll know the reason why! (Nudge nudge, wink wink, say no more, say no more!)"