

Watson, Amy

From: Jeff Goldman [JGoldman@bellomyresearch.com]
Sent: Tuesday, May 09, 2006 3:27 PM
To: Watson, Amy
Cc: Jeff Goldman
Subject: Cost for Additional Eclipse Aroma Session

Amy,

The following provides the estimated costs for re-contacting the 135 people who attended the Eclipse Aroma sessions. This next test will be held on Tuesday, June 6th and we will have the same timing arrangement for the sessions. We recommend a \$40 gratuity for participation in this one day test.

We estimate that we will be able to re-contact and schedule 75% of the original 135 attendees (approximately 100). In order to have the same amount of people to participate in this follow-up, we will need to recruit an additional 35 people. We will start with those who cancelled or did not show for the original sessions and then will find new participants if need be.

The following provides the costs associated with this effort:

Re-contacting original participants (~100)	\$5,000
Recruiting new participants (~35)	\$3,150
Gratuity (135 @\$40)	\$5,400
Total Costs	\$13,550

Let me know if you have any questions.

Thanks,
Jeff

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Sensory Evaluation Division

Name: _____

ID Number: _____

Sample Code: _____

Comments:

MLT - 9.36
5-014C - 2.75
5-014B - 2.52
BLANK - 1.61

Sensory Evaluation Division

Name: _____

ID Number: _____

Sample Code: _____

A.M	P.M
Comments:	
① 8:35	① 12:39
② 8:50	② 12:50
③ 9:05	③ 1:05
④ 9:20	④ 1:20

5/10/2006

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