



# Facility Information

## JACKSON ASSOCIATES BOSTON

110 Cummings Park Drive  
Woburn, MA 01801

800-417-3322  
781-526-1255 fax

[www.jacksonassociates.com](http://www.jacksonassociates.com)

Including:

Feature Photos  
Directions  
Hotels  
Transportation  
Facility Info

# Lobby



# Sensory / CLT Lab

# Focus Room



# Lounge with Tiered Dual Viewing

# Test Kitchen



# Test Kitchen

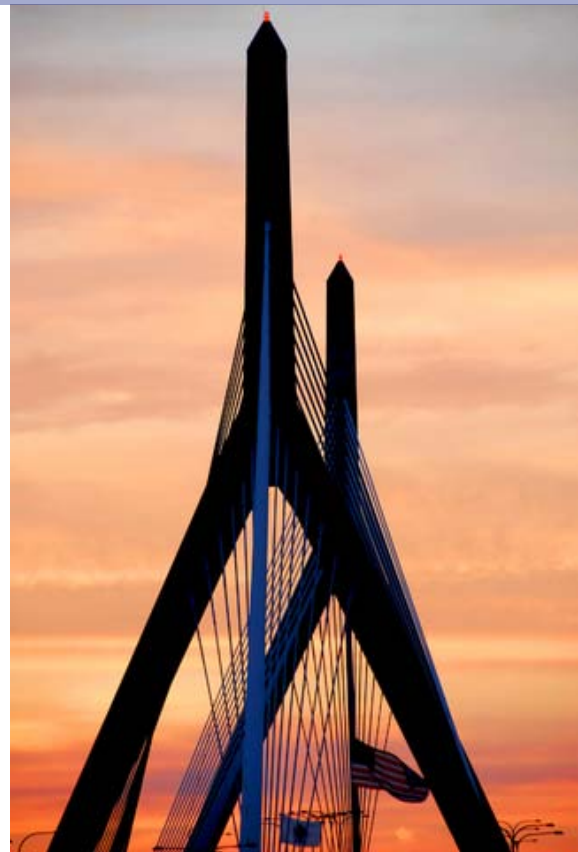


# AIRPORT DIRECTIONS

## Logan International Airport to Jackson Boston

Jackson Associates Boston is located at in Woburn, MA, just 15 miles northwest of the airport. The drive takes approximately 20 minutes.

1. Merge onto **Massachusetts 1A S** via the ramp to **Sumner Tunnel / Government Center / I-93 N**
2. Turn **left** to stay on Massachusetts 1A S (**TOLL ROAD**)
3. Take the ramp to **I-93 N**
4. Keep **left** at the fork to continue toward **I-93 N** and merge onto **I-93 N**
5. Take exit **36** for **Montvale Ave** toward **Stoneham**
6. Turn **left** at **Montvale Ave**
7. Take the 2nd **right** onto **Washington St**
8. Turn **right** at Cummings Park Drive



110 Cummings Park, Woburn, MA 01801

[Click on address to open in Google Maps](#)

# HOTELS

## Jackson Boston Hotel Recommendations



### Nearest to the facility in Woburn, MA



**Courtyard Marriott**  
240 Mishawum Road  
Woburn, MA 01801  
781-932-3200



**Fairfield Inn Boston Woburn**  
285 Mishawum Road  
Woburn, MA 01801  
800-228-2800

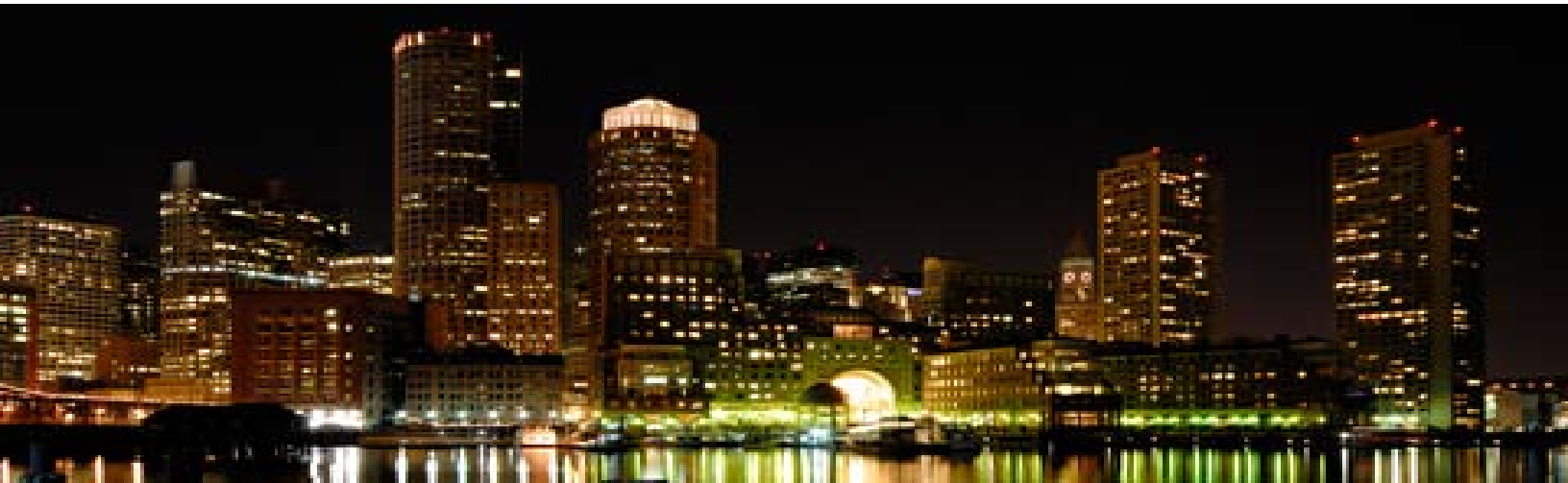
### Downtown / Near Logan Airport

**W Boston**  
100 Stuart Street  
Boston, MA 02116  
617-261-8700

**Hilton Boston Logan Airport**  
One Hotel Drive  
Boston, MA 02128  
617-568-6700

**Four Points Sheraton Boston Logan Airport**  
407 Squire Road  
Revere, MA 02151  
781-284-7200

**Boston Marriott Copley Place**  
110 Huntington Avenue (Back Bay)  
Boston, MA 02116  
617-236-5800





# RIDES

## Rentals, Taxis

### Car Rentals

Boston's airport has all major companies. We have special pricing with Enterprise for a savings of about 15% a day. Call 617- 561-4488.

JA's Corporate Class Membership number: **03G0036**.

### Taxis

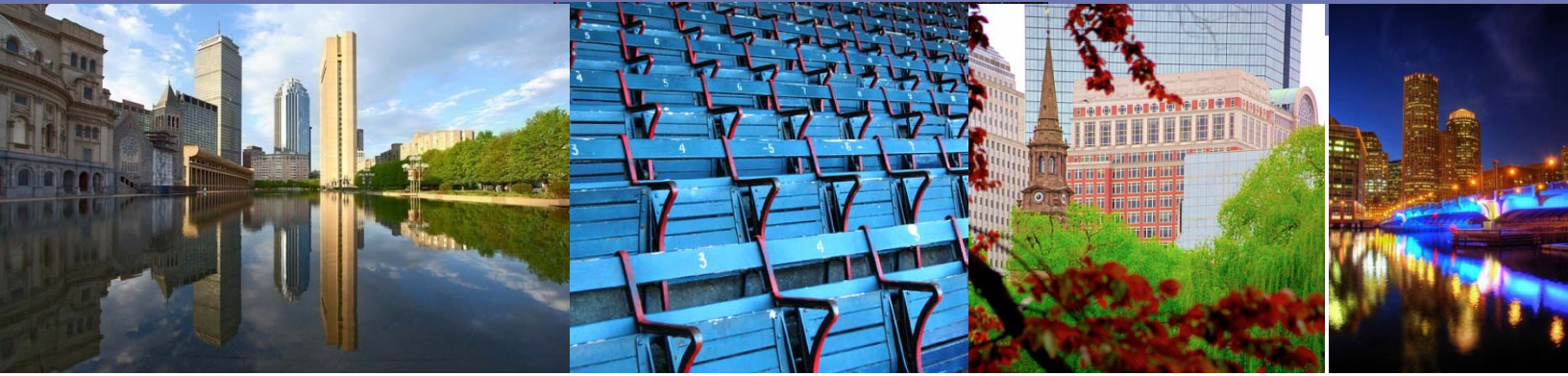
Taxi services in Boston can be costly. Taxi service to Woburn is available from all carriers. For your convenience, two services are listed below.

**Airport Taxi and Transport**  
617-850-0500

**Logan Airport Livery and Car Services**  
617-229-9649



# About Jackson Associates



Jackson Associates is considered to have premier focus facilities in Atlanta, with a reputation for excellence in project management and communications.

## Now we're in Boston to offer the same great service to our clients!

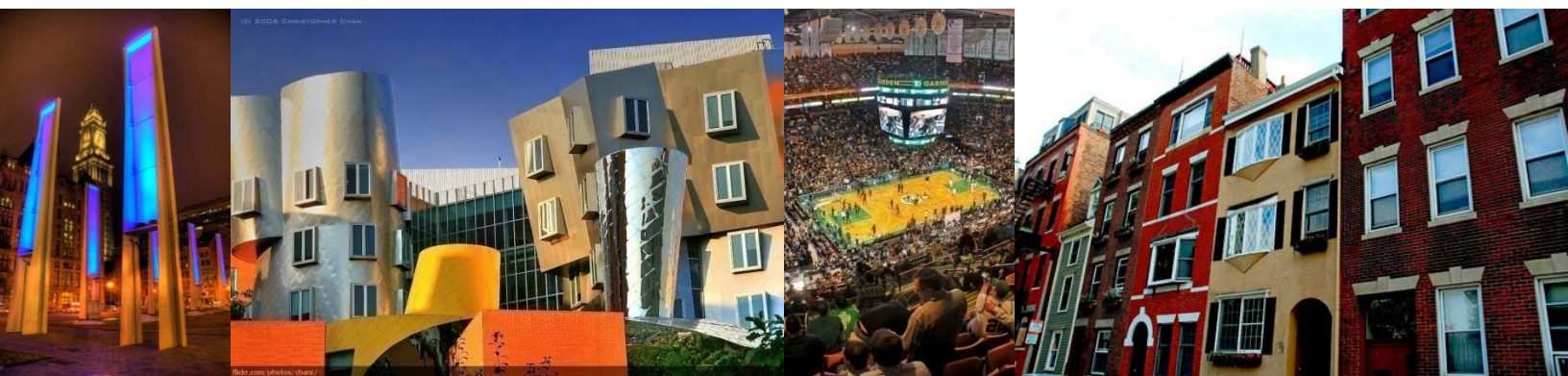
Consistently "Top-Rated" by the Impulse Survey, it is our attitude toward relationships that sets us apart. We value our relationships with our clients and it shows - from the bids we send back within an hour, to the profiles our clients receive nightly, to the special touches we offer once they arrive.

We have a team of dedicate professionals, many of whom have worked side by side with me as the company has grown through the years. We pride ourselves on our ability to be creative, proactive and to work as a team, to ensure that our projects run smoothly. We excel at recruiting niche audiences and have maintained not only a large database with more than 100,000 general respondents, but also mini databases that include specialty audiences such as patients, new mothers, political activists and others.

I am proud to be associated with the team of professionals who conduct the bulk of our work here at Jackson Associates.

Please get to know us if you don't already; I promise you won't be disappointed.

*Maria*



# Boston Facility



Our Boston facility, located just 15 miles from Logan International airport, is equipped for all your qualitative and quantitative project needs.

Our spacious prep area makes food service studies a breeze. Our CLT room is flexible and spacious - allowing up to 30 computer stations or offering a creative space for ideation or display of large appliances. Unless it's a car, this room can probably hold it.

Our adjacent prep room is fully equipped with more than enough refrigerator and freezer space, 18 microwaves, 4 ovens and 30 feet of stainless counters.

Our viewing area allows our clients to view into the focus room via 2-way mirror, or virtually view into the CLT and prep area. Dual cameras allow our clients to switch from prep to test and back with the latest in video technology and a state-of-the art sound system.

## Our Boston facility features:

- 4,000 square feet
  - *20 minutes from Logan airport*
  - *Spacious multi-purpose CLT / sensory lab*
  - *Seating for up to 30 at a time*
- Spacious , fully equipped prep area
  - 18 microwaves (8 are 1100W and 10 are 1300W)
  - 4 ovens
  - 5 refrigerators
  - 3 upright freezers
  - 1 chest freezer
  - 30 feet of stainless countertop
- Ground floor access and loading dock with double doors
- Viewing capabilities
  - 2-way mirror into focus room
  - *Virtual viewing into CLT room and/or prep area*
- Local recruiting and quality assurance

Visit our website at [www.jacksonassociates.com](http://www.jacksonassociates.com) for more information about our facility and services.

# Midtown Facility (Atlanta)



Our Midtown facility, located at the corner of Peachtree and 14<sup>th</sup> Streets in the heart of Midtown Atlanta is made up of three, trendy, sophisticated studios that boast the latest in technology, including “instant updates” where clients are automatically updated when respondents check in on a monitor in the viewing room. Intimate and warm, this sophisticated space is just 12 miles from the Atlanta airport and surrounded by 4- and 5-star restaurants, hotels and the arts. Although not as flexible as our Perimeter location, this facility more than makes up for it in privacy and luxury.

The photographs included here are just to give you an idea of the type of space we offer in the facility for our clients.

Visit our website at [www.jacksonassociates.com](http://www.jacksonassociates.com) to view more of our focus rooms and amenities.

## Especially well-suited to studies that:

- Require a more urban audience
- Focus on more professional participants (high net worth, lawyers, executives, etc)
- Require high ceilings (ceilings are 11-12 feet high)
- Have a more sophisticated clients (who enjoys bright colors, intimate surroundings, shopping and the arts)
  - Surrounded by 4- and 5-star hotels and restaurants
  - Close to the Arts – High Museum, Fox Theater, GQ Aquarium, World of Coke
- Focus on a younger audience (hip, trendy)
  - Local colleges within minutes
  - Trendy pubs, clubs and restaurants in the area
  - Lofts, condos, etc surround the building
- Require a higher percentage of ethnic participation
- Require close proximity to airport or convention centers (12 miles from Hartsfield-Jackson Atlanta International airport.

# Perimeter Facility (Atlanta)



Our suburban facility, located near Perimeter Mall in Sandy Springs, is housed in a 20,000 square foot building that boasts 4 spacious focus suites outfitted with the latest technology, a 35-line phone center, private interview rooms and our administrative offices. Our focus suites are spacious and flexible enough to accommodate even the most complicated project requirements.



Our auditorium is what our clients select when their project requires more space than a traditional focus room will offer. Over 1200 square feet of space, this room also has viewing rooms with adjacent lounges at either end, allowing more clients to watch the activities in person.



It was intentionally designed to accommodate large items, such as automobiles, oversized displays and is uniquely suited to host qual / quant projects, such as mock juries and perception analyzer tests. It can be arranged theater, u-shape, living room or classroom style to meet any project's unique needs.

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## **Especially well-suited to studies that:**

- Are large and complex – requiring multiple rooms, onsite recruiting
- Require large displays (cars, appliances, mock store shelving, etc)
- Are taste tests – we have a commercial kitchen
- Are done in sessions or self administered
  - We have a sensory lab that accommodates up to 20 per session, with an adjacent prep kitchen
  - We have mobile usability stations we can place in focus rooms
  - We have onsite, full time IT Director and AV Manager
- Require respondents that are more suburban or rural in nature
- Require more than one hostess for large number of clients
- Can use rooms with no or virtual viewing (closed circuit)
- Would benefit from a self-contained building
- Require large rooms
  - Auditorium is 54 X 22
  - Rooms 2.5 and 3.5 are 32 X 22
  - Room 1 is 24 feet long with permanent store shelves



# Company Bios



Marisa Pope, PRC - President

Marisa Pope has been in the marketing research profession for over 20 and has experience in both qualitative and quantitative research methodologies. She has a strong background in advertising, promotion and operational efficiencies, and has been an active member of the Atlanta/SE Chapter and National Marketing Research Associations for most of her career.

She is a member of the National AMA and serves as a Director-At-Large on the Board of Directors for the National MRA. She is an accomplished public speaker who has been instrumental in the development of several educational seminars for both the chapter and national associations. Marisa is a Past President for the ATL/SE Chapter of MRA and served for four years on the Education Work Group, two years as Chairperson, for the National MRA.

Marisa was the recipient of the National MRA's prestigious Shining Star Award in 2006 and was awarded the prestigious Distinguished Service Award in 2010.

When she isn't working, Marisa enjoys hiking, making jewelry and traveling (most especially to Sedona, AZ). But her true passion is spending time with her nephew, Nicholas and her niece, Sydney, who keep her focused on the most important things in life.



Melisa Gipson, PRC - Vice President

Melisa began her career in Market Research in 1992 as an interviewer at our Lakeshore Mall location. Now the corporate Vice President, Melisa is responsible for project estimates and overseeing the Quality Control department. She is an active member of the National MRA as well as the Atlanta/SE Chapter.

Melisa has earned three Star Awards and was voted the Most Dependable Manager for 2000. Melisa lives in Gainesville with her husband and her two children. In her spare time, she enjoys scrap-booking, singing, and spending time with family and friends.



Kelly Gray, Vice President

A Rhode Island native, Kelly obtained her bachelor's degree in Hospitality Sales and Meeting Management from Johnson and Wales University in Providence, RI, where she graduated cum laude. Prior to her relocation to Georgia she was a restaurant supervisor for a hotel in Providence, RI and later a sales coordinator for a five-star hotel in Boston, MA.

Kelly joined our team in 2005 and quickly worked her way up to Project Manager, a role in which she was very successful. She moved into the Client Services Director role in 2010 and began assisting with project estimates later that year.. She exhibits a strong drive, excellent communication skills, attention to detail, an upbeat attitude and the ability to find innovative solutions to challenging issues.

Kelly enjoys reading, cooking and baking, spending time with her husband, talking to her family in New England and spending quality time with her close friends.