



## **KAREN FALK, SENIOR PROJECT MANAGER, ETC INSTITUTE**

### Career Experience

Ms. Falk has over twenty years of national Product Management and Project Management experience with business and government clients. She brings to ETC Institute the perspective of corporate management, along with years of relationship building, and a proven history of channeling data into clear direction.

Prior to coming to ETC Institute, she was the Product Manager for a labeling system that became *the most successful of its kind in the nation*. She designed and managed the database that supported that product and provided a portion of it for publication. *The book was published to an international audience in 1998 and became a “best seller”* in its category. For several years, she was a statistical liaison between the USDA, the FDA, and the grocery industry.

At ETC Institute, Ms. Falk provides an understanding of successful management for businesses and communities and the invaluable role of statistically valid research to both.

### Presentations

Recent presentations by Ms. Falk include the State Mayor’s Conference, regarding the value of statistically valid survey research (May, 2006), and the Public Relations Society of America, Mid-Missouri Chapter, on *Decision Making Tools for Community Leaders* (April, 2006).

### Awards

- In 2006, she was the Project Manager for a *DirectionFinder®* community survey for Riverside, Missouri, as part of a Master Plan by BNIM Architects. The plan won Outstanding Master Plan of the Year in the State of Missouri, in part because of the early citizen involvement in the multi-discipline Master Planning process, through the *DirectionFinder®* community survey instrument.

### ETC Institute Experience

*Ms. Falk has been the Project Manager for DirectionFinder® Survey Research for the following communities:*

- Bonner Springs, KS
- Bryan, TX
- Clay County, MO
- Excelsior Springs, MO
- High Point, NC
- Gladstone, MO
- Lee’s Summit, MO
- Mission, Kansas
- Platt County, MO
- Raymore, MO
- Raytown, MO
- Riverside, MO

***Ms. Falk has been the Assistant Project Manager for DirectionFinder® Survey Research for the following communities:***

- Auburn, AL
- Arlington County, VA
- Ballwin, MO
- Blue Springs, MO
- Broward County, FL
- Casper, WY
- Castle Rock, CO
- Columbia, MO
- Denver, CO
- De Kalb County, GA
- Des Moines, IA
- Durham, NC
- East Providence, RI
- Fort Worth, TX
- Ft. Lauderdale, FL
- Gardner, KS
- Independence, MO
- Johnson County, KS
- Kansas City, MO
- Liberty, MO
- Merriam, KS
- Mesa, AZ
- Miami-Dade County, FL
- Naperville, IL
- O’Fallon, MO
- Oklahoma City, OK
- Olathe, KS
- Overland Park, KS
- Pleasant Hill, KS
- Prairie Village, KS
- Providence, RI
- San Bernardino, CA
- Tamarac, FL
- Spring Hill, KS
- The Colony, TX
- Yuma, AZ
- Yuma County,
- West Des Moines, IA

***Ms. Falk has conducted Survey Research for the following organizations and governmental entities during the past two years:***

- American Water Works Association Research Foundation (AWWARF)
- Coachella Valley Association of Governments
- Colorado Department of Transportation
- Durham, North Carolina
- Kansas Department of Transportation
- Metropolitan St. Louis Sewer District
- Mid-America Regional Council
- U.S. National Park Service
- South Dakota Department of Transportation
- South Carolina Department of Transportation
- Tennessee Department of Transportation

### ***Current Position***

Ms. Falk is currently serving as ***Senior Project Manager*** for ETC Institute, taking primary responsibility for ***DirectionFinder®***, the citizen satisfaction survey provided to cities and counties around the country. Ms. Falk is a senior contributor to market research, specializing in the design and administration of customer satisfaction research for governmental, non-profit, and for-profit organizations. ETC Institute was recently selected as “One of the Best Places to Work in Kansas City”, for our commitment to diversity, by the Kansas City Business Journal. Ms. Falk designed the submission that won that award. ETC Institute also received the prestigious “Top 10 Small Businesses in Greater Kansas City” award from the Greater Kansas City Chamber of Commerce; the firm was selected from more than 1700 nominees.

### **Education**

- Post Graduate 30 hours, MBA, University of Kansas
- Bachelor of Science, Kansas State University