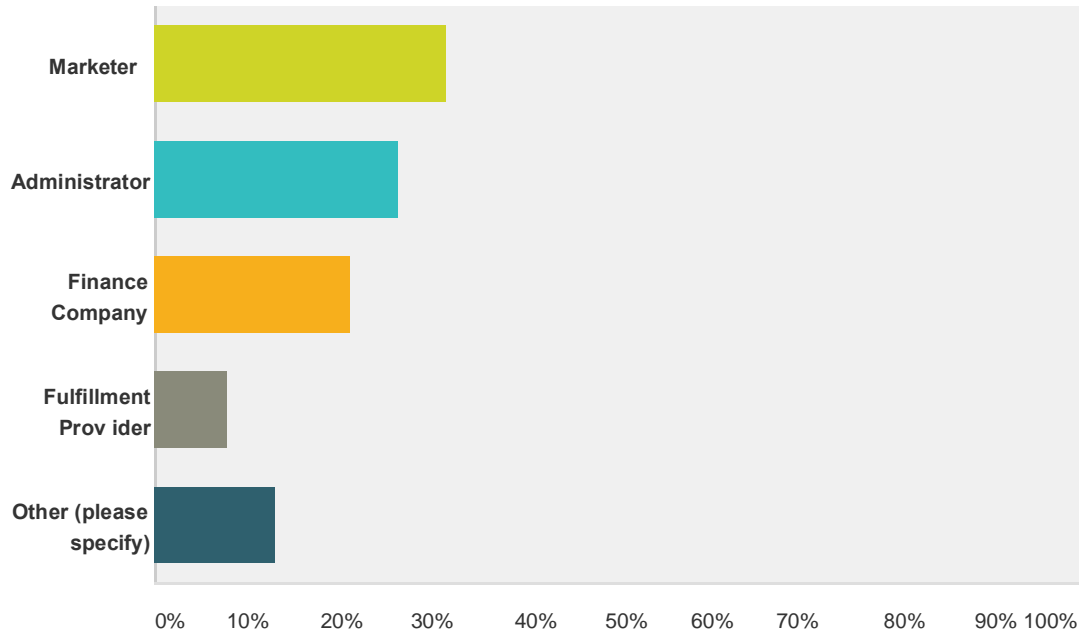


Q1 What role describes the company you work for?

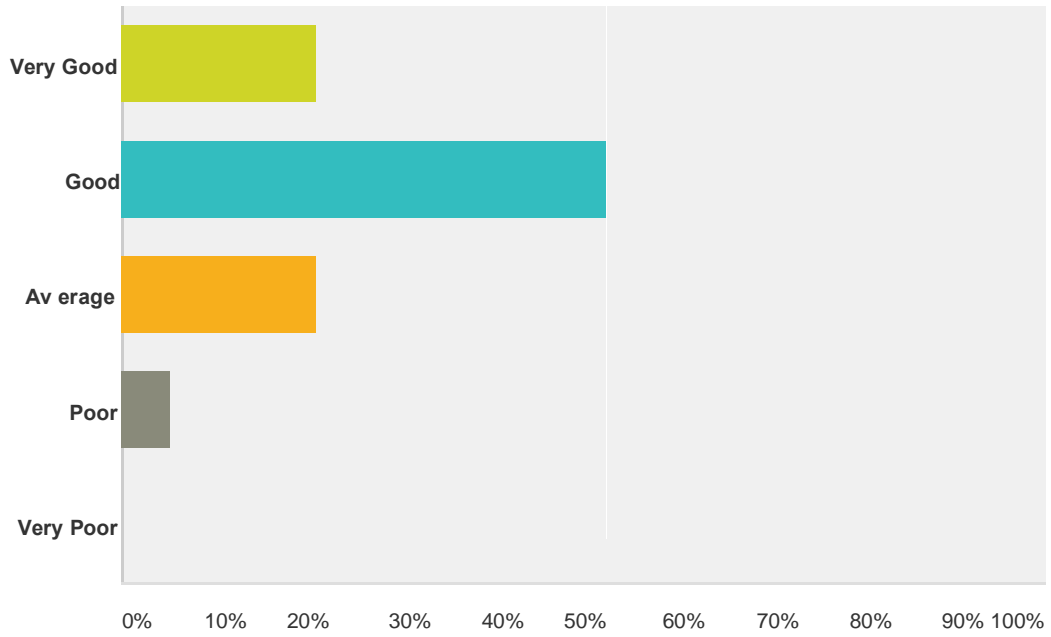
Answered: 38 Skipped: 0



Answer Choices	Responses	
Marketer	31.58%	12
Administrator	26.32%	10
Finance Company	21.05%	8
Fulfillment Provider	7.89%	3
Other (please specify)	13.16%	5
Total		38

Q2 Overall, how would you rate the Annual Meeting?

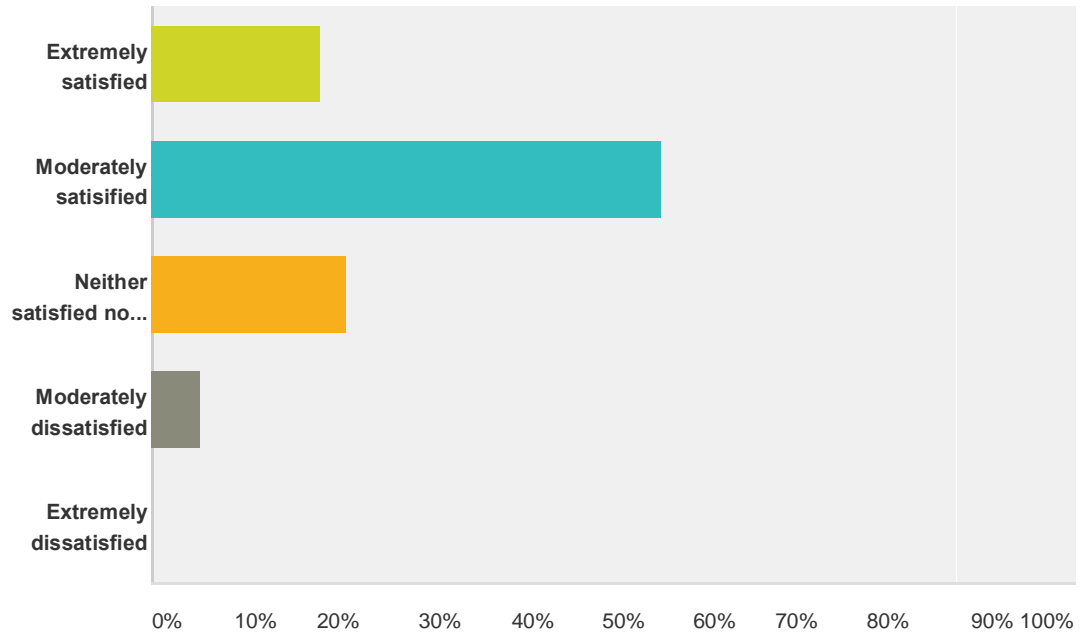
Answered: 38 Skipped: 0



Answer Choices	Responses	
Very Good	21.05%	8
Good	52.63%	20
Average	21.05%	8
Poor	5.26%	2
Very Poor	0.00%	0
Total		38

Q3 What did you think of the schedule/format of the Annual Meeting?

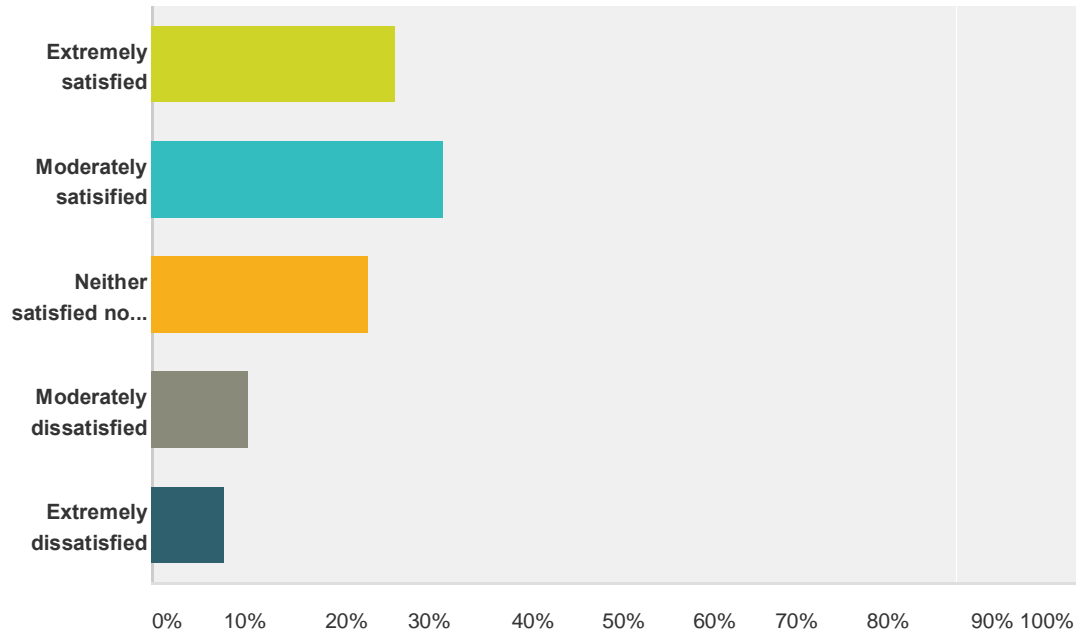
Answered: 38 Skipped: 0



Answer Choices	Responses	
Extremely satisfied	18.42%	7
Moderately satisfied	55.26%	21
Neither satisfied nor dissatisfied	21.05%	8
Moderately dissatisfied	5.26%	2
Extremely dissatisfied	0.00%	0
Total		38

Q4 What did you think of the location for the Annual Meeting?

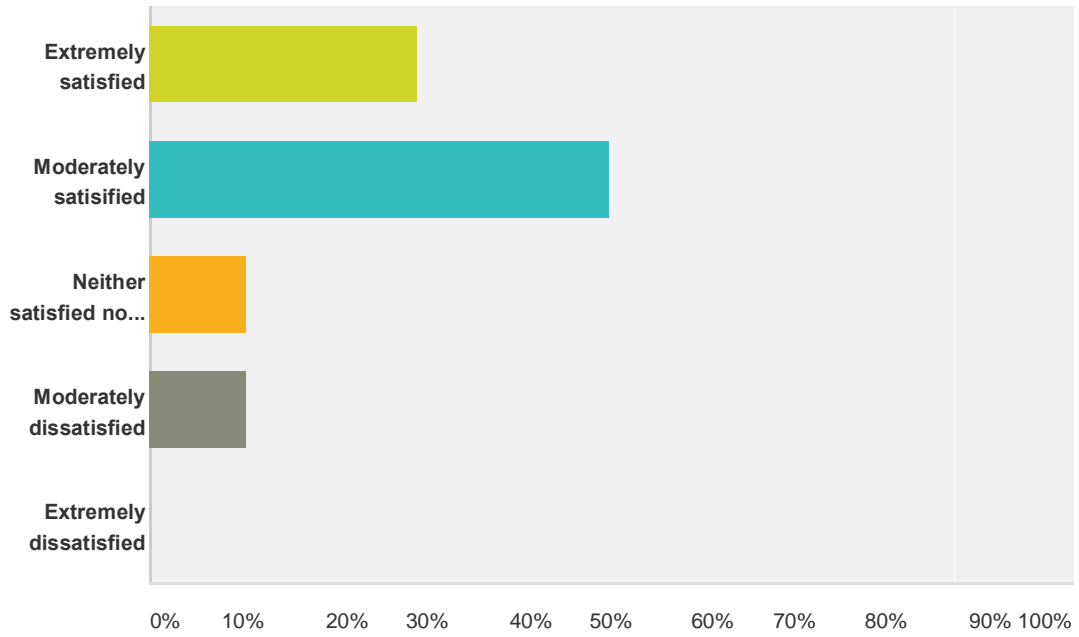
Answered: 38 Skipped: 0



Answer Choices	Responses	
Extremely satisfied	26.32%	10
Moderately satisfied	31.58%	12
Neither satisfied nor dissatisfied	23.68%	9
Moderately dissatisfied	10.53%	4
Extremely dissatisfied	7.89%	3
Total		38

Q5 What did you think of the speakers at the Annual Meeting?

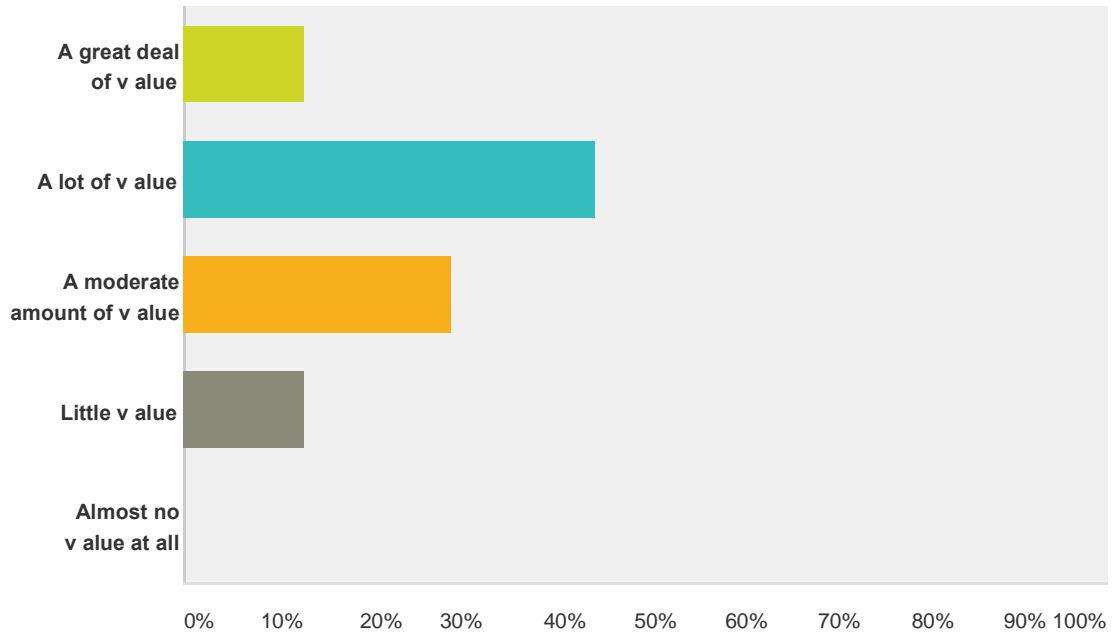
Answered: 38 Skipped: 0



Answer Choices	Responses	
Extremely satisfied	28.95%	11
Moderately satisfied	50.00%	19
Neither satisfied nor dissatisfied	10.53%	4
Moderately dissatisfied	10.53%	4
Extremely dissatisfied	0.00%	0
Total		38

Q6 How useful was the information presented at the event?

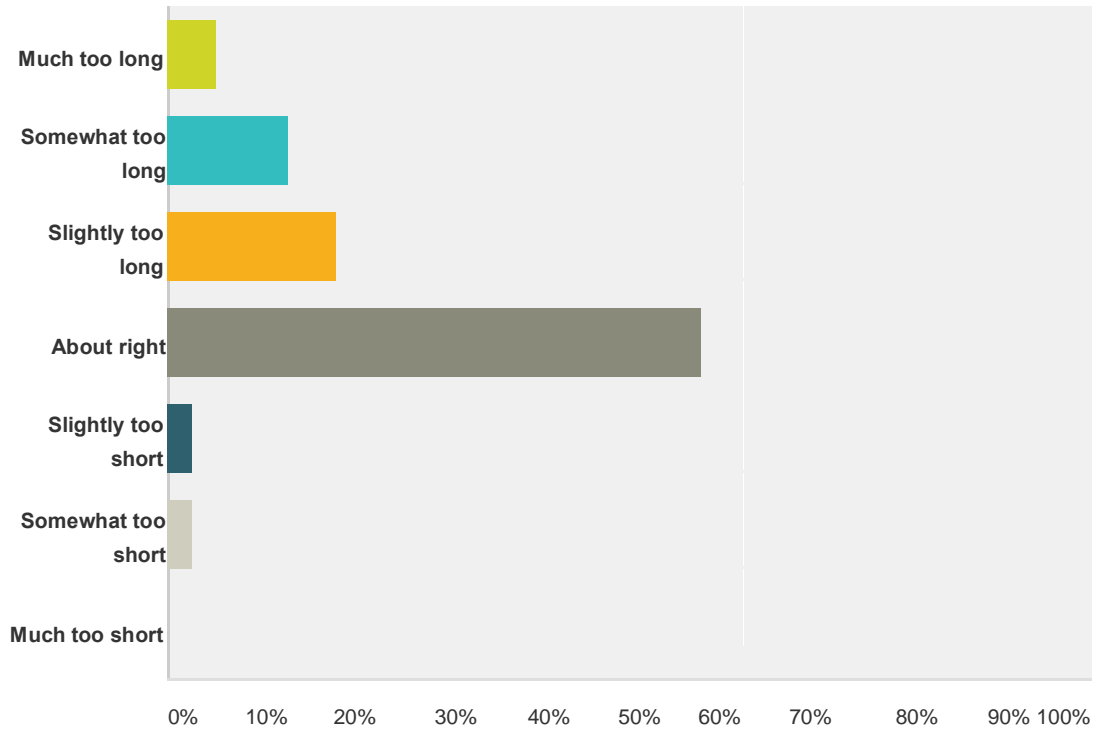
Answered: 38 Skipped: 0



Answer Choices	Responses	
A great deal of value	13.16%	5
A lot of value	44.74%	17
A moderate amount of value	28.95%	11
Little value	13.16%	5
Almost no value at all	0.00%	0
Total		38

Q7 Was the event length too long, too short, or about right?

Answered: 38 Skipped: 0



Answer Choices	Responses	
Much too long	5.26%	2
Somewhat too long	13.16%	5
Slightly too long	18.42%	7
About right	57.89%	22
Slightly too short	2.63%	1
Somewhat too short	2.63%	1
Much too short	0.00%	0
Total		38

VPA 2014 Annual Meeting Feedback Survey

Q8 What did you like about the event?

Answered: 30 Skipped: 8

#	Responses	Date
1	That last speaker	5/30/2014 10:39 AM
2	Keynote speaker	5/30/2014 9:54 AM
3	Networking	5/30/2014 9:09 AM
4	The speakers.	5/29/2014 4:36 PM
5	I like how the event is annual with speakers that help us as a company revisit the issues facing the industry and how to stay compliant.	5/29/2014 12:31 PM
6	Guest speaker	5/29/2014 6:58 AM
7	Meet and greet/ cocktail hour is the highlight as it pertains to the admin side for building relationships	5/28/2014 4:14 PM
8	speakers were all great except for the first woman. interesting, but did not provide much value-add to the conference.	5/28/2014 3:15 PM
9	The feedback from the speakers was great, more so for call centers. I don't think call centers realize the value feedback that was given that day.	5/28/2014 1:46 PM
10	Liked the panel with Helen and Robbie. Would have been better to give more time to them.	5/28/2014 1:14 PM
11	The location was great, the speakers were informative, the food and beverages were much appreciated as well as the goodie bag. Thank you	5/28/2014 11:38 AM
12	Networking	5/28/2014 11:24 AM
13	It was precise and very informative. I like that fact that it ended with a motivational speaker.	5/28/2014 11:21 AM
14	Gluten free menu Great speakers	5/28/2014 11:18 AM
15	To those open to accepting the points of view of the speakers, I think this year's group of speakers were very helpful.	5/27/2014 4:53 PM
16	The speakers stressing the positives of industry.	5/27/2014 11:57 AM
17	The AG's Office Speaker, FTC's Speaker and Keynote Speaker	5/22/2014 5:36 PM
18	The opportunity to meet others in the industry.	5/22/2014 5:24 PM
19	Connecting with colleagues on the admin and finco sides.	5/22/2014 4:18 PM
20	networking	5/22/2014 3:52 PM
21	The networking that we can do there. It was nice to put names with faces. I really like what the VPA standard for.	5/22/2014 3:50 PM
22	Keynote	5/22/2014 3:47 PM
23	The networking was the best part of this event.	5/22/2014 2:57 PM
24	networking and customer interaction(s)	5/22/2014 2:57 PM
25	speakers	5/22/2014 2:31 PM
26	The key note speaker was great! Very entertaining and knowledgeable.	5/22/2014 2:28 PM
27	It's always beneficial to interact with your peers	5/22/2014 2:28 PM
28	I liked the meeting as a chance to network with members. Sometimes the speakers seem more like lecturers, but I'm not sure you'd get anyone to ask questions either.	5/22/2014 2:27 PM
29	cocktail reception, motivational speaker	5/22/2014 2:27 PM
30	updates on regulatory and industry trends	5/22/2014 2:21 PM

VPA 2014 Annual Meeting Feedback Survey

Q9 What did you dislike about the event?

Answered: 27 Skipped: 11

#	Responses	Date
1	No opportunity for members to ask the board questions.	5/30/2014 10:39 AM
2	Location. Screaming kids in next room. Some "lawyer speak" back to back became very dry, might be better to break that up (non-lawyer in between)	5/30/2014 9:54 AM
3	Speakers	5/30/2014 9:09 AM
4	n/a	5/29/2014 4:36 PM
5	Just a suggestion to have more interaction with the attendees and not just listening to speakers because we lost part of the audience especially being in St. Louis - they just left	5/29/2014 12:31 PM
6	not enough time to network and no workshops to learn from each other what works for other call centers.	5/29/2014 6:58 AM
7	Location	5/28/2014 4:14 PM
8	I would have liked info on the Assoc and what its doing for the Marketers and with the \$\$\$\$\$	5/28/2014 3:57 PM
9	I think Chris corenzza should have spoke more on behalf of the vpa. Chris is a great speaker, the vpa meeting would have been a great platform for him to voice what the vpa is doing. There's a grey area, especially for call centers, on what exactly the vpa does. As an admin rep I get it, but call centers don't seem to see the value. Just my opinion.	5/28/2014 1:46 PM
10	It was to cold in the venue and too long	5/28/2014 1:14 PM
11	The first speaker was stating rather obvious factoids regarding her research on who would purchase an extended service contract, when and why.	5/28/2014 11:38 AM
12	Nothing	5/28/2014 11:21 AM
13	Not applicable.	5/28/2014 11:18 AM
14	It ran a bit over time.	5/27/2014 4:53 PM
15	Just one too many speakers.	5/27/2014 11:57 AM
16	The statistics presentation was very weak - we have much better statistics in our business than she presented.	5/22/2014 5:36 PM
17	Lack of marketer participation . . . as a founding member of the VPA, the decline in seller attendance is embarrassing.	5/22/2014 4:18 PM
18	The speakers like i said above.	5/22/2014 3:50 PM
19	Analitics	5/22/2014 3:47 PM
20	A lot of the material was not applicable to my piece of the industry.	5/22/2014 2:57 PM
21	would have liked an opportunity or announcement about what each vendor/sponsor did - not just an announcement that they were sponsors	5/22/2014 2:57 PM
22	start time, should start earlier	5/22/2014 2:31 PM
23	The morning speakers didn't provide much information.	5/22/2014 2:28 PM
24	That few people stayed for the entire event	5/22/2014 2:28 PM
25	Nothing particularly disliked	5/22/2014 2:27 PM
26	Nothing about what the VPA is doing for their members. If I was not a member and attended the meeting I'm not sure I would leave with any value of what and where my money is being spent for.	5/22/2014 2:27 PM
27	some of the speakers seemed to not have relevant information, such as the preson from the marketing research company	5/22/2014 2:21 PM

VPA 2014 Annual Meeting Feedback Survey

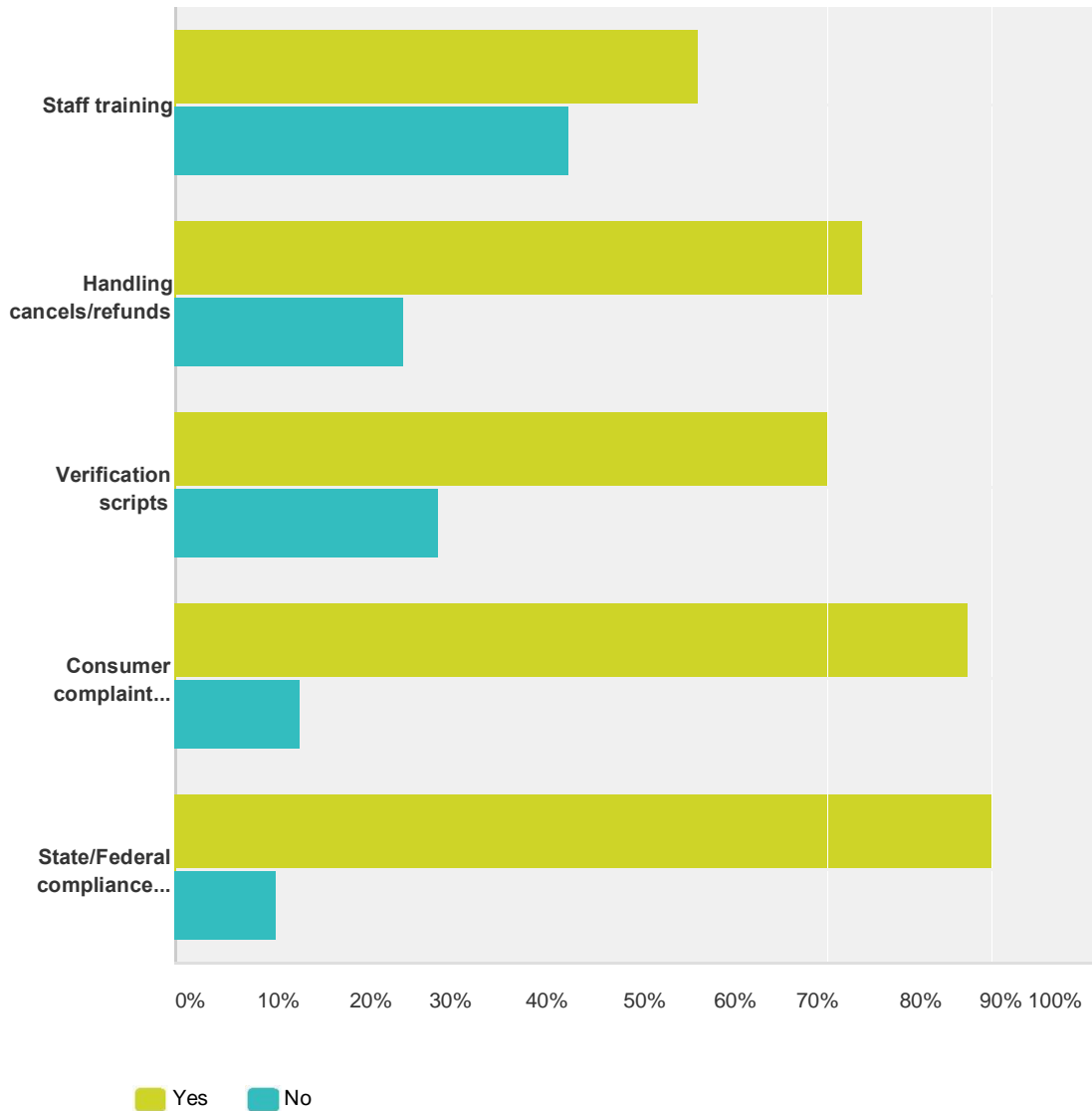
Q10 Do you have any suggestions for changing the certification process?

Answered: 20 Skipped: 18

#	Responses	Date
1	Keep it the same but motivate others to becomes certified.	5/30/2014 10:39 AM
2	As discussed, the SaveServe model seems better to me. Let's certify that people have been TAUGHT the standards. This prevents the VPA from "blessing" a company and its practices.	5/30/2014 9:09 AM
3	I think the process and the evaluation criteria should be explained in more detail.	5/29/2014 4:36 PM
4	No.	5/29/2014 12:31 PM
5	Yes. Levels of certification should be based off of VPA compliance with a benefit for passing call recordings.	5/28/2014 4:14 PM
6	No I believe that some are going to choose to be Certified and some not and that's OK	5/28/2014 3:57 PM
7	None	5/28/2014 11:21 AM
8	Set up some type of charging station for devices. We needed snacks and water in the afternoon. Or it would have been nice if they left the desserts and coffee set up.	5/28/2014 11:18 AM
9	No.	5/27/2014 4:53 PM
10	I do not.	5/27/2014 11:57 AM
11	I think you should take a harder look at the marketing side of the business. Bad marketing is really where all of the problems stem from and it stigmatizes the entire industry.	5/22/2014 5:36 PM
12	n/a	5/22/2014 4:18 PM
13	Yes! Make parties disclose to attorney (confidentially) where the source of data is coming from to reduce company's using DMV data.	5/22/2014 3:47 PM
14	Not at this time.	5/22/2014 2:57 PM
15	I'm sure I do, but I'm still reading the document	5/22/2014 2:57 PM
16	no	5/22/2014 2:31 PM
17	N/A	5/22/2014 2:28 PM
18	Do follow up visits to ensure they are following the guidelines they showed the attorneys	5/22/2014 2:28 PM
19	I think we should offer incentives for call centers to complete certification or scrap certification and get marketers to participate in monthly programs (call monitoring, mailer review, etc). I say scrap only because certification is snapshot in time and that is a flaw we acknowledge.	5/22/2014 2:27 PM
20	yes, I think the cost to become a member (for call centers) should be increased, and in order to be a member all members must be certified	5/22/2014 2:21 PM

Q11 Would you be interested in participating in VPA sponsored webinars for your staff conducted by attorneys regarding the following topics?

Answered: 37 Skipped: 1



	Yes	No	Total
Staff training	57.14% 20	42.86% 15	35
Handling cancels/refunds	75.00% 27	25.00% 9	36
Verification scripts	71.43% 25	28.57% 10	35
Consumer complaint resolution (before they reach AG/BBB)	86.49% 32	13.51% 5	37
State/Federal compliance issues	89.19% 33	10.81% 4	37

VPA 2014 Annual Meeting Feedback Survey

Q12 Would you like to see a PR campaign to improve the industry image? Please provide some feedback as to whether you think this would be a good or bad idea. Please provide any comments or suggestions.

Answered: 28 Skipped: 10

#	Responses	Date
1	I don't think it would be a bad idea but I'm not sure it wouldn't be a waste of money.	5/30/2014 10:39 AM
2	No	5/30/2014 9:09 AM
3	Yes, this would promote companies in the industry that are compliant with VPA standards and adhere to best practices.	5/29/2014 4:36 PM
4	Yes I would like to see a PR campaign to improve the industry image but it would have to be specific and include measurable results instead of a broad campaign. Suggestion would be to have online reputation management for key search terms such as "extended warranty scam" or "auto warranty scam" so the VPA would show up prior to any bad search results that shed a bad light on our industry.	5/29/2014 12:31 PM
5	we definitely need positive PR for our industry and to know of any upcoming changes	5/29/2014 6:58 AM
6	This would be great to improve the industry image.	5/28/2014 4:14 PM
7	Yes it can be generic or specific just something! I also think it could be internal. The VPA doing a PR campaign to its own members or prospective members. Some don't know what the VPA does	5/28/2014 3:57 PM
8	Yes The industry needs positive PR campaigns. The big question would be- where to start? The biggest PR generator right now is the bbb. But that's a bad thing. We need to start improving our PR image with the bbb, that's where we need to start.	5/28/2014 1:46 PM
9	Yes, still a lot of bad press from the collapse of US Fidelis...a PR campaign that highlighted folks who have had claims paid or large claims paid. Focus on all the benefits of roadside assistance programs offered and the peace of mind that comes with knowing your large and small repairs bills covered under the plans will be paid for.	5/28/2014 11:38 AM
10	No Preference	5/28/2014 11:24 AM
11	Yes. Members want to know What's In It For Me? They want to see value for their membership. We need to ensure the campaign highlights the value of the VPA to members. For example, they need to know why establishing relationships with various Attorney Generals is of benefit to them.	5/28/2014 11:18 AM
12	N/A	5/27/2014 4:53 PM
13	At this time with reduced "coverage" I do not believe a PR campaign is a good idea.	5/27/2014 11:57 AM
14	YES, YES, YES! Imagine how many VSCs could be sold if everyone thought of them as valuable like their car insurance, home insurance.	5/23/2014 1:23 PM
15	Yes	5/22/2014 5:36 PM
16	No. I don't think that it is needed at this time.	5/22/2014 5:24 PM
17	No--I didn't see any benefit of the dollars spent last year for the video, and i don't think there's a lot of value in further promotion. I think the main issue is to continue to boost SEO for the website with a decent spend on that, and to increase lobbying efforts in places like CA.	5/22/2014 4:18 PM
18	yes	5/22/2014 3:52 PM
19	Yes, I would like to see a proposed agenda they would follow.	5/22/2014 3:47 PM
20	I would have to see the PR Campaign before I could answer this.	5/22/2014 2:57 PM
21	N/A	5/22/2014 2:57 PM
22	yes and lobby efforts in CA	5/22/2014 2:31 PM
23	I think that this would be a great idea!	5/22/2014 2:28 PM
24	I don't know how beneficial it would be. I am neither for or opposed	5/22/2014 2:28 PM
25	Yes. I think the campaign should be 50% image enhancement, but not necessarily commercials but efforts geared towards AG/BBB. Also 50% effort to show members the value the VPA brings members.	5/22/2014 2:27 PM
26	It would be good. Not sure how to reach all consumers and be cost effective	5/22/2014 2:27 PM
27	Good idea to drive information based inquires from consumers to a industry sponsored site with positive, statistically, factually sported statements	5/22/2014 2:26 PM
28	while I think this is a good idea, I would not see any value if it caused an increase in costs to members	5/22/2014 2:21 PM

VPA 2014 Annual Meeting Feedback Survey

Q13 What feedback can you give the VPA so that the Association can better assist you and provide benefit for your company?

Answered: 19 Skipped: 19

#	Responses	Date
1	We need to donate more to AG campaigns for better access.	5/30/2014 9:09 AM
2	To be open to discuss concerns and come up with resolutions.	5/29/2014 6:58 AM
3	Streamlined certification based on call center compliance	5/28/2014 4:14 PM
4	Try to open up more markets	5/28/2014 1:14 PM
5	Go to bat for us with the Missouri Better Business Bureau. Sales to complaint ratio is very small, but they do not seem to take that into consideration AT ALL. They just look at the number of complaints rather than the complaint ratio to sales or to mailed advertisements.	5/28/2014 11:38 AM
6	I am consistently surprised to see that the majority of attendees to the annual meetings are not Marketers. The Marketers are the backbone of our industry and should be the majority at these meetings. Maybe a survey to those who didn't attend to determine why would be beneficial. Cost, Location, Date?	5/28/2014 11:24 AM
7	Help get the word to the marketing companies that a free call storage application is available	5/28/2014 11:21 AM
8	N/A	5/27/2014 4:53 PM
9	Keep doing a great job.	5/27/2014 11:57 AM
10	Police the members better - really watch how they are marketing / selling and get rid of the bad actors.	5/22/2014 5:36 PM
11	I would have liked a listing of attendees so I would have known who to look for at the meeting.	5/22/2014 5:24 PM
12	It is imperative that you do something to demonstrate value of the VPA to marketers. Like it or not, there is a negative view of the VPA amongst marketers, regardless of their membership status, certification status or size. It was demonstrated in the near boycott of the meeting by marketers. I'm happy to talk about this issue with you because it is very important to me.	5/22/2014 4:18 PM
13	Keep up the good work	5/22/2014 2:57 PM
14	Will have to send in a separate email -	5/22/2014 2:57 PM
15	N/A	5/22/2014 2:28 PM
16	Make all fulfillment providers become members	5/22/2014 2:28 PM
17	Somehow the organization needs to address the notion of competing programs. We had a marketer say no to call monitoring because they already had it. Now our organization is discussing should we do mailer review or do our own. This duplication of efforts could be way to convince members they do get something from VPA. How is harder question.	5/22/2014 2:27 PM
18	Let sellers know where their money is being spent and what the VPA is doing for them.	5/22/2014 2:27 PM
19	too short of a box	5/22/2014 2:26 PM

Q14 This is optional but providing this information qualifies you for the random drawing for three prizes of \$100 that will take place on May 30.

Answered: 29 Skipped: 9

Answer Choices	Responses	
Name	100.00%	29
Company	100.00%	29
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	29
Phone Number	93.10%	27