

Time(PDT)	Username	Update
5/1/12 6:36	shonali	Folks, remember we're doing #measurePR today, 12-1 pm ET. Hope you'll join!
5/1/12 6:37	mikedonatello	I hear lunch will be served! RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET. Hope you'll join!
5/1/12 6:39	mikedonatello	@shonali Yup. Been away too long. and need the fix. :) #measurepr
5/1/12 6:54	dskaletsky	RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET. Hope you'll join!
5/1/12 7:14	joeldon	Nice list. The Ultimate Glossary of Performance Metrics Every #Marketer Should Know http://t.co/3sD6U5oa #measurement #measurepr
5/1/12 7:15	rgeller	RT @joeldon: Nice list. Ultimate Glossary of Performance Metrics Every #Marketer Should Know http://t.co/hZyPJB1o #measurement #measurepr
5/1/12 7:21	jenzings	I'll be there! (Here? I'll be participating.) RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET. Hope you'll join!
5/1/12 7:28	deannaboss	Yes! RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET. Hope you'll join!
5/1/12 7:41	SchroderLaura	How to measure PR? Looking for research for my bachelor thesis.. #measurePR
5/1/12 8:00	shonali	Folks, remember we're doing #measurePR today, 12-1 pm ET... just about an hour to go. Hope you'll join!
5/1/12 8:04	vargasl	RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET... just about an hour to go. Hope you'll join!
5/1/12 8:06	jasonkonopinski	Thanks for the reminder! RT @shonali: Folks, remember we're doing #measurePR today 12-1 pm ET... just about an hour to go. Hope you'll join!
5/1/12 8:08	allenmireles	RT @vargasl: RT @shonali: Folks, remember we're doing #measurePR today, 12-1 pm ET... just about an hour to go. Hope you'll join!
5/1/12 8:57	RobinMarie	Looking forward to participating in today's #measurePR
5/1/12 8:57	shonali	Getting ready for today's chat... it's been a while! 3 minutes left... who's joining? #measurepr
5/1/12 8:58	FRSuccess	RT @shonali: Getting ready for today's chat... it's been a while! 3 minutes left... who's joining? #measurepr
5/1/12 8:59	jenzings	@shonali I'll be there but a few minutes delayed...Miss Coco needs a quick walk! #MeasurePR
5/1/12 9:00	shonali	@jenzings LOL. Tell Coco she'd better make that measurable. :p #measurepr
5/1/12 9:00	rachaelseda	@shonali I am! #measurepr
5/1/12 9:01	shonali	@rachaelseda Hey!! How are you? I feel weird that I haven't been speaking to you that much, so I'm REALLY happy you're here! #measurepr
5/1/12 9:01	SmartMPM	Just discovered the #measurepr chat starting in a few minutes. What a lucky find!
5/1/12 9:01	mikedonatello	Present and attentive. #measurepr

5/1/12 9:01 shonali @RobinMarie Great! Are you all set to chat? #measurepr

5/1/12 9:02 HoustonBrooke RT @SmartMPM: Just discovered the #measurepr chat starting in a few minutes. What a lucky find!

5/1/12 9:02 shonali @mikedonatello EXcellent! And @SmartMPM great to see you too! #measurepr

5/1/12 9:02 MSL_DC Join our VP of Digital @shonali for her weekly #measurepr chat 12:00pm every Tuesday! #mslideas
So... as everyone joins, let me just say this: MAY DAY! MAY DAY!! Seriously, it's May 1. Any dancing around the
Maypole yet? :p #measurepr

5/1/12 9:02 shonali @shonali That's the plan - if phones/clients cooperate. #measurePR

5/1/12 9:03 RobinMarie @shonali That's the plan - if phones/clients cooperate. #measurePR

5/1/12 9:03 jasonkonopinski Settling into #measurepr. I see some familiar faces.

5/1/12 9:03 rachaelseda @shonali Which in we call Lei Day in #Hawaii! It's a huge day filled with hula dancing and fun! #measurepr
And this is actually the first chat I'm doing from my @MSL_DC office (which is lovely), so it's an extra special
day. :) #measurepr

5/1/12 9:03 shonali @RobinMarie Heh! I know the feeling. Fingers crossed. #measurepr

5/1/12 9:04 shonali @rachaelseda As long as you don't pronounce it another way... :p #measurepr

5/1/12 9:04 shonali @jasonkonopinski Great to see you! #measurepr

5/1/12 9:04 shonali As we're settling in, do introduce yourself, tell us who you are, what you do, etc. Please? #measurepr

5/1/12 9:04 rachaelseda @shonali very fun! @MSL_DC is so lucky to have you! #measurepr

5/1/12 9:04 jasonkonopinski @shonali Good to be back. I always seem to remember just a bit too late. ;) #measurepr

5/1/12 9:05 rachaelseda @shonali hahah funnnnyyyy #measurepr

5/1/12 9:05 shonali I'll start: I'm VP, Digital, at @msl_dc, #socialmedia & measurement geek (hence this chat). #measurepr

5/1/12 9:05 vargasL Lurking today! I see a lot of familiar faces. #measurePR

5/1/12 9:05 shonali @rachaelseda Aww. I think @msl_dc is already learning that I can talk... a lot. :p #measurepr

5/1/12 9:05 rodnic66 @shonali no may pole in the UK today - it's too wet! I'm present, correct, and not lurking... #measurepr

5/1/12 9:05 mlaffs @shonali will you be archiving the chat? #measurepr

5/1/12 9:06 shonali @jasonkonopinski You mean you don't have a calendar entry with a reminder? <gasp> #measurepr

5/1/12 9:06 shonali @vargasL I'm SO glad you're lurking... I miss you! #measurepr
I'm a freelance copywriter and features journalist. On the hunt for an agency-side copywriting/digital strategy
position. #measurepr

5/1/12 9:06 jasonkonopinski @mlaffs Absolutely. And "HI!" - I'm so glad I got a chance to meet you IRL. #measurepr

5/1/12 9:06 shonali @rodnic66 LOL! That's awesome. Guess you took my words to heart, eh? Great to see you. #measurepr

5/1/12 9:06 jasonkonopinski @shonali Busted. Crap. #measurepr

5/1/12 9:07 shonali A few things before we start the chat to make it easy to participate & follow... #measurepr

5/1/12 9:07 mlaffs @shonali great - i can't stay, will have to catch up later #measurepr

5/1/12 9:07 vargasl @shonali And I miss you and these conversations! Can never get enough. #measurePR

5/1/12 9:07 shonali 1: Don't forget to include the hashtag with your tweets, else they won't show up in the transcript. Use Tweetgrid/TweetDeck #measurepr

5/1/12 9:07 shonali @mlaffs Kewl. #measurepr

5/1/12 9:08 shonali 2: Today's a community chat, so I'll start with some questions, after that please DM to me to keep the chat flow nice/easy. #measurepr

5/1/12 9:09 shonali 3: This is where all chat transcripts/recaps are posted: <http://t.co/ejjWiUZ5> in case you'd like to bookmark it. #measurepr

5/1/12 9:09 FRSuccess RT @shonali: 3: This is where all chat transcripts/recaps are posted: <http://t.co/ejjWiUZ5> in case you'd like to bookmark it. #measurepr

5/1/12 9:09 shonali @vargasl I know. Me too! #measurepr

5/1/12 9:10 rachaelseda RT @shonali: 3: This is where all chat transcripts/recaps are posted: <http://t.co/i6lIT0vd> in case youd like to bookmark it. #measurepr

5/1/12 9:11 shonali And before we start, a huge shoutout to @jenzings who's kept the chat going when I haven't been around. Jen, you ROCK. #measurepr

5/1/12 9:11 jenzings @shonali My pleasure--I'm always happy to help out w/this awesome community! #MeasurePR

5/1/12 9:11 shonali Oh, also please try to reference the qn # s (e.g. "Q1" or "A1") in your tweets. OK, let's go... #measurepr

5/1/12 9:12 MSL_DC Great to know! RT @rachaelseda: RT @shonali: 3: This is where all chat transcripts/recaps are posted: <http://t.co/n1YCd6J1> #measurepr

5/1/12 9:12 shonali Q1: In honor of May Day, what is the biggest measurement challenge you "labor" over? (Yes, I got punny. :p) #measurepr

5/1/12 9:12 shonali @MSL_DC @rachaelseda Thank you both for sharing! #measurepr

5/1/12 9:12 SmartMPM RT @shonali: Q1: In honor of May Day, what is the biggest measurement challenge you "labor" over? (Yes, I got punny. :p) #measurepr

5/1/12 9:13 shonali @FRSuccess So nice to see you! #measurepr

5/1/12 9:13 shonali (Remember, all are welcome to answer/share/opine, that's what makes the chat fun!) #measurepr

5/1/12 9:15 vargasl A1. Same thing I have been banging my head against from Day 1: Getting people to care & measure IMPACT vs. superficial/easy. #measurePR

5/1/12 9:15 shonali Q1: In honor of May Day, what is the biggest measurement challenge you "labor" over? #measurepr

5/1/12 9:15 LindaChreno RT @shonali This is where all chat transcripts/recaps are posted: <http://t.co/m4h3xnao> in case you'd like to

		review #measurepr #assnchat
		RT @shonali: Q1: In honor of May Day, what is the biggest measurement challenge you "labor" over? (Yes, I got
5/1/12 9:15	tonnywilliams	punny. :p) #measurepr
5/1/12 9:16	SmartMPM	A1: We often hear the biggest challenge being how to compare traditional to online #measurepr
		MT @vargasl: A1. Same thing I've been banging my head against fm Day 1: Getting ppl to care & measure
5/1/12 9:16	shonali	IMPACT v. superficial/easy. #measurepr
		@shonali Trying to prove that efforts really do raise awareness. The only way I've been able to do it is surveys.
5/1/12 9:17	ACHenton	#measurePR
5/1/12 9:17	shonali	@vargasl I hear you. I think that's an ongoing challenge in our industry, no? #measurepr
5/1/12 9:17	SmartMPM	@vargasl Most def! "Likes" vs "purchases/interaction", right? #measurePR
		RT @SmartMPM: A1: We often hear the biggest challenge being how to compare traditional to online
5/1/12 9:17	shonali	#measurepr
		I think the way @SmartMPM phrased their A1 is really interesting. Any thoughts on comparing traditional to
5/1/12 9:17	shonali	online? #measurepr
		RT @ACHenton: @shonali Trying to prove that efforts really do raise awareness. The only way I've been able to
5/1/12 9:17	shonali	do it is surveys. #measurepr
		challenge to gain understanding that some efforts do not produce immediate results - it is a building process
5/1/12 9:18	LindaChreno	#measurepr
5/1/12 9:18	shonali	@ACHenton I love that you do surveys. I assume you do pre- and post? #measurepr
		A1: The impression that measuring a paid/non-paid content combo is valuable. They're apples & oranges!
5/1/12 9:18	CARMA_Tweets	#measurepr
5/1/12 9:19	RobinMarie	A1: Behavior change. Getting \$ for pre- and post-measurement. #measurePR
		MT @LindaChreno A1: challenge to gain understanding that some efforts don't produce immediate results - it
5/1/12 9:19	shonali	is a building process #measurepr
		@shonali @SmartMPM Yes, an ongoing challenge. Measurement is sticky and crosses silos. Always interesting.
5/1/12 9:19	vargasl	#measurePR
		RT @CARMA_Tweets: A1: The impression that measuring a paid/non-paid content combo is valuable. They're
5/1/12 9:19	shonali	apples & oranges! #measurepr
5/1/12 9:19	jenzings	A1, @SmartMPM Agreed--comparing trad to online, & the need to comp apples to apples. #MeasurePR
5/1/12 9:19	shonali	RT @RobinMarie: A1: Behavior change. Getting \$ for pre- and post-measurement. #measurepr

5/1/12 9:20 mikedonatello A1: Getting various constituencies to respect data integrity. #measurepr

5/1/12 9:20 rachalseda @shonali A1: Currently, I find getting departments to clearly define their goals & to work with us to be the most challenging #measurepr

5/1/12 9:20 rodnic66 @SmartMPM interested why peeps want to "compare" trad to online. Both are reflections of message / perception / awareness / etc. #measurepr

5/1/12 9:20 shonali Yup. RT @jenzings: A1, @SmartMPM Agreed--comparing trad to online, & the need to comp apples to apples. #measurepr

5/1/12 9:20 ACHenton @shonali Yes. The problem with surveys is how do you hit the right target with a big enough sample to make it accurate? #measurepr

5/1/12 9:20 shonali @rachalseda So the very process of setting measurable objectives, beginning at the end, is your challenge? (Re; A1) #measurepr

5/1/12 9:21 jenzings A1- and from a tool producer's perspective, making that work w/the data we have available. #MeasurePR

5/1/12 9:21 shonali Re: @SmartMPM challenge, I'm not sure why we'd *want* to compare traditional to online, except in terms of outcomes. #measurepr

5/1/12 9:22 shonali @rodnic66 LOL, I think I just said the same thing to @SmartMPM...! #measurepr

5/1/12 9:22 rodnic66 @vargas! I heard a great way to differentiate these recently, output vs outcome. The former is a metric, latter is the measure. #measurepr

5/1/12 9:22 rachalseda @shonali Yes but more because we're called on to help in the end and not during the planning process or beginning (re:A1) #measurepr

5/1/12 9:22 kamichat @shonali @SmartMPM One way to compare traditional to online is cost comparisons, stay away from reach #measurepr

5/1/12 9:22 shonali RT @jenzings: A1- and from a tool producer's perspective, making that work w/the data we have available. #measurepr

5/1/12 9:22 shonali @ACHenton You work with a really good research firm. #measurepr

5/1/12 9:23 jasonkonopinski A1 Comparing traditional to online has obvious limitations. Different landscapes, expectations. #measurePR

5/1/12 9:23 shonali RT @kamichat: @shonali @SmartMPM One way to compare traditional to online is cost comparisons, stay away from reach #measurepr

5/1/12 9:23 rodnic66 RT @kamichat: @shonali @SmartMPM One way to compare traditional to online is cost comparisons, stay away from reach #measurepr

5/1/12 9:23 SmartMPM Exactly - compare trad to digital in terms of a standard conversion goal - same campaigns, different channels/means to the end #measurepr

5/1/12 9:23 shonali @rachaelseda Re: A1, that's a mindset that has to be changed, then. #measurepr

5/1/12 9:24 rodnic66 RT @SmartMPM: Exactly - compare trad to digital in terms of a standard conversion goal - same campaigns, different channels/means to the ...

5/1/12 9:24 vargasl @rodnic66 Ah yes! Ouputs, outtakes and outcomes - I divide all metrics into these categories. #measurePR

5/1/12 9:24 ACHenton @shonali If you have the budget to do so. What if there's no budget for research firms or lists? #measurepr

5/1/12 9:24 shonali Re: @SmartMPM qn, if you're tracking outputs *and* outcomes, then you can show what worked in terms of generating impact. (A1) #measurepr

5/1/12 9:24 jasonkonopinski RT @kamichat: @shonali @SmartMPM One way to compare traditional to online is cost comparisons, stay away from reach #measurepr

5/1/12 9:25 shonali @SmartMPM Hope this doesn't seem like SSP, but this post I wrote not too long ago might help: <http://t.co/Pse0KrSi> re: A1 #measurepr

5/1/12 9:25 RobinMarie @rodnic66 @vargasl I use output, outtake and outcome (heard at a conference a few years ago). #measurePR

5/1/12 9:26 rachaelseda @shonali Exactly! So while it's a current challenge it's not a challenge I have with measurement myself per se #measurepr

5/1/12 9:26 shonali @ACHenton Can you start by focusing on a couple of desired outcomes that are measurable? #measurepr

5/1/12 9:27 shonali @RobinMarie Yes, those are typically the 3 buckets we divide them into @vargasl @rodnic66 #measurepr

5/1/12 9:27 shonali While we're still discussing Q1, anyone want to shoot me (via DM) Q2? #measurepr

5/1/12 9:28 SmartMPM @shonali Quickly skimmed, good post! #measurepr <http://t.co/ndSGP4WT>

5/1/12 9:28 shonali @SmartMPM Thanks! #measurepr

5/1/12 9:28 RobinMarie @shonali That approach seems to be easy for clients to understand. A1 #measurePR

5/1/12 9:29 LindaChreno Agree RT @SmartMPM: @shonali Quickly skimmed, good post! #measurepr <http://t.co/K76aKKZc> #nptalk #measurepr

5/1/12 9:29 shonali @RobinMarie And it helps us too. A1 #measurepr

5/1/12 9:29 shonali @LindaChreno Thanks to you too! #measurepr

5/1/12 9:30 shonali Q2: What is a thought-provoking measurement-related post you've read in the last week? #measurepr

5/1/12 9:31 mikedonatello A2: I wish I could remember! #measurepr

5/1/12 9:32 shonali LOL! RT @mikedonatello: A2: I wish I could remember! #measurepr

5/1/12 9:32 SmartMPM A2: That would be one about the soon-to-be age old objective of being a data-driven marketer - <http://t.co/t7Qk2U42> #measurepr

5/1/12 9:32 shonali A2: This one from @kdpaine has lots of food for thought (and personality!): <http://t.co/3HEtFZt1> #measurepr

5/1/12 9:33 shonali @ACHenton You have to take baby steps. It's tough, I know. :(#measurepr

5/1/12 9:33 jasonkonopinski @shonali A2 Darn near everything that @webby2001 publishes on <http://t.co/pcjo9kvr> :) #measurepr
A2 <http://t.co/t7Qk2U42> Fave line: "only when you look at the whole picture can you realize what your dealing with ..." #measurepr

5/1/12 9:34 SmartMPM Heh, true! RT @jasonkonopinski: @shonali A2 Darn near everything that @webby2001 publishes on <http://t.co/Hd5zl0hh> :) #measurepr

5/1/12 9:34 shonali A2: Off the top of my head, this one - A Social Media Dashboard for Google Analytics by @justincutroni <http://t.co/7PpQ3AWO> #measurepr

5/1/12 9:34 rachaelseda MT @SmartMPM: A2 <http://t.co/gPlkzcic> Fave line: "only when you look at whole picture can you realize what your dealing with ..." #measurepr

5/1/12 9:35 shonali @jasonkonopinski @shonali Good one, now following @webby2001 #measurepr

5/1/12 9:36 SmartMPM @SmartMPM Loved that share, thank you! #measurepr

5/1/12 9:36 shonali Thought I would chime in 2day: SM is tough, but showing copy value is even tougher. The quant angle has helped though. #measurepr

5/1/12 9:36 mrdancohen Side thought to Q2, we should get @webby2001 to guest on the chat, shouldn't we? #measurepr

5/1/12 9:36 shonali Interesting find, thanks. RT @rachaelseda: A Social Media Dashboard for Google Analytics by @justincutroni <http://t.co/xx4uZxew> #measurepr

5/1/12 9:36 mikedonatello I'll rally for that cause. RT @shonali: Side thought to Q2, we should get @webby2001 to guest on the chat, shouldn't we? #measurepr

5/1/12 9:37 jasonkonopinski MT @mrdancohen: (A1) SM is tough, but showing copy value is even tougher; quant angle has helped though #measurepr

5/1/12 9:37 shonali @shonali @webby2001 oh, that'd be great! #MeasurePR

5/1/12 9:37 jenzings RT @kamichat: @shonali @SmartMPM One way to compare traditional to online is cost comparisons, stay away from reach #measurepr

5/1/12 9:37 mrdancohen @mikedonatello @rachaelseda I thought that was a terrific post by @justincutroni! #measurepr

5/1/12 9:38 shonali @mikedonatello Sure thing! #measurepr

5/1/12 9:38 rachaelseda @mrdancohen Re: your A1, what approach are you using to measuring copy value? #measurepr

5/1/12 9:38 shonali @jenzings @jasonkonopinski Well, I will follow up with @webby2001 soon, then! #measurepr

5/1/12 9:39 shonali @mrdancohen Are you trying to use dedicated URLs, landing pages, etc.? Surveys? #measurepr

5/1/12 9:42 shonali @mrdancohen (A1) - how are you showing the relationship it builds? #measurepr

5/1/12 9:43 shonali Q3: If there was one thing you could change IMMEDIATELY about #pr and/or #socialmedia measurement, it would be...? #measurepr

5/1/12 9:44 shonali

5/1/12 9:45 SmartMPM RT @shonali: Q3: If there was one thing you could change IMMEDIATELY about #pr and/or #socialmedia measurement, it would be...? #measurepr

5/1/12 9:46 mikedonatello A3: Eliminate the attitude that measurement is "more art than science." That's just an excuse for sloppy research. #measurepr

5/1/12 9:46 mrdancohen @shonali I should really tag these, eh? #measurepr

5/1/12 9:46 shonali @mrdancohen Ooh, nice! Would you mind sharing your "trees with nodes" thingy with me? I'd love to see. #measurepr

5/1/12 9:46 SmartMPM A3: There would be more companies providing affordable mass media tracking that can tie into campaign-wide reports #measurepr

5/1/12 9:47 shonali RT @mikedonatello: A3 the attitude that measurement is "more art than science." That's just an excuse for sloppy research. #measurepr

5/1/12 9:47 mrdancohen @shonali Not sure I can get it out there today, but lemme see if I can get you something soon. ;) #measurepr

5/1/12 9:48 shonali @mrdancohen Um, yes. :p #measurepr

5/1/12 9:48 shonali @mrdancohen No rush, whenever. Thanks! #measurepr

5/1/12 9:48 rodnic66 RT @mikedonatello: A3: Eliminate the attitude that measurement is "more art than science." That's just an excuse for sloppy research. # ...

5/1/12 9:48 shonali A3: For me, it's that good measurement can only be done by "math" people. If you can add 2 & 2, you can measure. Get over it. #measurepr

5/1/12 9:48 mrdancohen RT @mikedonatello: A3: Eliminate the attitude that measurement is "more art than science." That's just an excuse for sloppy research. # ...

5/1/12 9:50 shonali RT @SmartMPM: A3: There would be more companies providing affordable mass media tracking that can tie into campaign-wide reports #measurepr

5/1/12 9:50 shonali @SmartMPM Re: your A3, I hear you... but practically speaking, how many of the "mass" media does one really need to track? #measurepr

5/1/12 9:51 mrdancohen Measurement doesn't take a mathematician RT A3 @shonali If you can add 2 & 2, you can measure. Get over it. #measurepr

5/1/12 9:52 lusine_koda A bit late to the conversation but for A3: The one size fits all approach. Each measurement project is and should be unique #measurePR

5/1/12 9:52 mikedonatello @shonali I am living proof that researchers != math people. :P #measurepr

5/1/12 9:52 SmartMPM @shonali Speaking in regards to my old gig at a nonprofit, we dedicated so much time to radio and tv news PR. #measurepr

5/1/12 9:52 shonali YES! MT @lusine_koda: A3: The one size fits all approach. Each measurement project is,should be unique #measurepr

5/1/12 9:52 rachaelveda RT @lusine_koda: A3: The one size fits all approach. Each measurement project is and should be unique #measurepr

5/1/12 9:53 shonali @mikedonatello HAHHAHAH!!! #measurepr

5/1/12 9:53 SmartMPM @shonali I can see NPOs needing an affordable way to critique their resource spend on PR outreach vs other means #measurepr

5/1/12 9:53 shonali HAH! RT @jenzings: A3 - The clinging to easy numbers that aren't useful. (See, I did that without using "those" 3 letters) ;-) #measurepr

5/1/12 9:53 jenzings @shonali @SmartMPM There are affordable options. Important to remember that tools do cost \$ to develop. Quality does have a cost. #MeasurePR

5/1/12 9:54 shonali @SmartMPM Exactly, and that's why focusing on outcomes related to biz objectives is where we should start (and end). #measurepr

5/1/12 9:54 rachaelveda RT @shonali: @SmartMPM Exactly, and thats why focusing on outcomes related to biz objectives is where we should start (and end). #measurepr

5/1/12 9:54 shonali MT @jenzings: @SmartMPM There are affordable options. Important to remember tools cost \$ to develop. Quality does have a cost. #measurepr

5/1/12 9:55 rodnic66 RT @shonali: @SmartMPM Exactly, and that's why focusing on outcomes related to biz objectives is where we should start (and end). #measurepr

5/1/12 9:56 shonali We're approaching 1 pm, so I'm going to start winding the chat down. It's been great "seeing" you, thanks for joining! #measurepr

5/1/12 9:56 shonali I'll post a chat recap/transcript soon, but do save the date for the next chat: 5/15, 12-1 pm ET. #measurepr

5/1/12 9:56 SmartMPM That was a speedy hour! #measurepr

5/1/12 9:56 jenzings RT @lusine_koda: A bit late to the conversation but for A3: The one size fits all approach. Each measurement project is and should be u ...

5/1/12 9:57 shonali Any burning topic/guest ideas for future editions of the chat, do send 'me my or @jenzings way. #measurepr Deal! RT @shonali: Ill post a chat recap/transcript soon, but do save the date for the next chat: 5/15, 12-1 pm ET. #measurepr

5/1/12 9:57 rachaelveda @SmartMPM It goes quickly, doesn't it? Did you enjoy it? (Kinda hard to say "no," LOL ...) #measurepr

5/1/12 9:57 jenzings Looking forward 2 it already! RT @shonali: save the date for the next chat: 5/15, 12-1 pm ET. #measurepr

5/1/12 9:57 jenzings Yes indeed! RT @shonali: Any burning topic/guest ideas for future editions of the chat, do send 'me my or

5/1/12 9:57 SmartMPM @jenzings way. #measurepr
@shonali Def! Good stuff. Glad I saw @FRSuccess share it on my @HoustonBrooke timeline. I'll be back!
#measurepr

5/1/12 9:58 shonali Of course, do use the hashtag for relevant conversations, to meet other peeps and learn how to do math. :p
Right @mikedonatello? #measurepr

5/1/12 9:58 shonali @SmartMPM Terrific! And thanks again to @FRSuccess for sharing on @HoustonBrooke timeline! #measurepr

5/1/12 9:59 shonali Many thanks again, all, for joining today's chat. I had fun, hope you did too. See y'all later! #measurepr

5/1/12 9:59 mikedonatello @shonali Math can be your friend... Unfortunatelly, it is rarely mine. #measurepr

5/1/12 10:01 rodnic66 See you then! RT @shonali: I'll post a chat recap/transcript soon, but do save the date for the next chat: 5/15,
12-1 pm ET. #measurepr

5/1/12 10:04 ACHenton @shonali Thanks for hosting an interesting chat. #measurepr