

# E·N·V·I·R·O·N·I·C·S

John Dixon: National Field Director

**Education** General Business, Sir Sandford Fleming College,  
1972  
Real Estate, Insurance (general and life), and  
Appraisal courses, prerequisites for licensing,  
1972-1974  
Introductory Accounting Courses, Laurentian  
University, 1978

**Skills** As National Field Director, Mr. Dixon co-ordinates  
the execution of personal and telephone interview  
studies, self administered postal surveys and the  
organization of and recruitment of participants  
for focus groups.

He has extensive experience in recruiting,  
training and supervising interviewers. He also  
co-ordinates sample selection and coding for all  
Environics' studies, including our in-house  
computerized coding and data entry systems.

In all of these capacities there is emphasis on  
quality control. Research assistants, inter-  
viewers and data entry personnel are monitored at  
all phases of each project to ensure accuracy and  
consistency.

Before his promotion to the position of Field  
Director in 1984, Mr. Dixon was a Field Supervisor  
with Environics.

Prior to joining Environics, Mr. Dixon was  
involved in the real estate and insurance  
industries.

## **Associations**

Mr. John Dixon is a member of the Professional  
Marketing Research Society. He is also an  
executive member of in the Field Management Group,  
an association of National Field Directors and  
Managers.