Mission Statement:
The Qualitative Research Consultants Association is dedicated to advancing the discipline of qualitative research worldwide.
President’s Report

by Nancy Hardwick

I have been the QRCA President since October when I took over from Abby Leafe. There have been many changes since I began serving on the Board, and QRCA continues to evolve in order to improve its value for members and to extend our reach into the research community.

I am very proud of QRCA’s accomplishments in 2010:

► Initiated a Member Communications Task Force to analyze how QRCA communicates with members and to make recommendations on ways we can enhance and personalize our communications. This group is being led by Ricardo Lopez and its findings will go to the Board in 2011.

► Approved the 2010-2012 Strategic Plan for the Association in January. This dynamic document is providing guidance and focus to the Board, volunteers and staff as we work to accomplish the tasks outlined in the plan.

► Held a successful Worldwide Conference for Qualitative Research in Prague that was co-hosted with AQR. It featured a variety of top-rated educational sessions for 162 attendees who came to the event from 29 countries.

► A new Young Professionals SIG was approved to provide a platform for an exchange of ideas and experiences, and provide an opportunity for “younger” QRCs to benefit from the professional and life lessons learned by those with many years of experience in the industry.

► The first Annual Report was provided to members in quarter one of 2010.

► Developed and distributed the Inside Scoop quarterly to Chapter, Committee and SIG Chairs in order to communicate association news to leaders.

► Approved a recognition program for QRCA volunteers in order to consistently recognize the ongoing time and efforts that numerous people give to QRCA in order to make it the vibrant association that it is for members.

► Adobe Connect Pro and Ready Talk were adopted as money-saving, enhancements of our communication tools.

► A Chapter Leadership Manual was developed and shared with leaders at the annual conference to assist new chapter chairs and institutionalize the wisdom and learnings of chairs.

Key QRCA Supporters that we’d like to recognize and thank:

► QRCA Conference Sponsors (Annual, Symposium and Joint Conferences)

► QRCA Annual Conference Exhibitors

► QRCA VIEWS Advertisers

► QRCA Facilities & Services Directory Advertisers
During 2010 the following 18 Strategic Plan tasks were completed.

► Goal: Enhance Member Value

1. Connections revised to enhance information.
2. White papers posted on the website were organized by topic.
3. Options for remote participation [desktop sharing, chat, bb, etc] in meetings to increase participation are now being provided through Adobe Connect Pro.
4. Leveraged remote participation options as a member benefit [focusing on new and international members] by choosing ReadyTalk for association conference calling, and a member rate was negotiated as well, providing savings on conference call expenses.
5. Staff completed an analysis of current communications channels, and a Member Communications Task Force is now working on recommendations for the Board.

► Goal: Increase Stature of QRCs Among External Audiences

1. After receiving recommendations from a task force led by Mark Lovell and Barbara Rosenthal, the Board approved the Qualitative Research Industry Award – “The Qualy.”
2. In order to collaborate with other industry organizations, an Industry Relations Committee was set up and staffed with volunteers. This Committee has begun outreach efforts.
3. We successfully executed the QRCA/AQR Joint Conference.
4. To optimize our existing relationships with AMA and GreenBook as a content partner, the PR Advisory group has been regularly submitting stories to these organizations.
5. QRCA has been working with several organizations as content partners as a way to address our goal of seeking out writing, speaking and promotional opportunities with other industry associations.
6. Staff has provided an analysis to the Board on QRCA Views and all web access points. This information is now being tracked and reviewed on a regular basis.

► Goal: Maintain Association Health

1. After identifying possible opportunities for volunteer recognition, a comprehensive plan has been put in place by the Board.
2. As a means of developing a financial oversight plan, the Investment Advisory Group (IAG) put together specific recommendations for QRCA reserves that were approved by the Board in August.
3. Developed “Inside Scoop” for Chairs to be used to communicate association happenings to members attending meetings (e.g. slides from leadership meeting, annual member meeting).
4. Created chapter handbook containing best practices.
5. Staff had developed a dashboard of key performance indicators that measure the health of our association. The Board approved the format in September and staff will track the indicators monthly.
6. In order to reduce the operating cost of QCast, TechCom recommended using Adobe Connect through Ewald Consulting. The Board adopted this proposal in September.
7. The treasurer and staff developed a three-year budget that was used in the development of the 2011 budget.
Vice President’s Report

by Susan Thornhill

One of the interesting jobs the Vice President has during his or her term is to oversee and coordinate QRCA’s wonderful volunteer leaders serving on committees, advisory groups, chapters and SIGs.

I want to sincerely thank and recognize the following leaders for their outstanding dedication to QRCA and its members during 2010.

Chapter Leaders
Roben Allong – NY/Metropolitan NYC
Elaine Anwander – Florida
Guylaine Bakerdjian – Eastern Canada
Daniel Berkal – Canada
Shaili Bhatt – IL/Chicago
Angela Clark – MI/Detroit Metro
Ruth Connolly – OH/IN/KY Chapter
Rosemary Driscoll – New England
Elyse Dumach – IL/Chicago
Jeff Etherton – Pacific Northwest
Carol Gailey – Southern California
Barbara Gassaway – Washington D.C.
Elaine Gingold – Minnesota
Corette Haf – Virtual
Claire Heffernan – Western New York
Kathy Jacobs-Houk – Florida and Virtual
Mike Karchner – Philadelphia/Delaware Valley
Kevin Kimbell – CA/San Francisco
Krista Hobbs Knuffman – Missouri
Lana Limpert – Western New York
Jim Loretta – Florida
Holly O’Neil – Southern California
Camille Nicita – MI/Detroit Metro
Jane Pepe – CA/San Francisco
Joel Reish – Georgia/Alabama
Ellen Schaefner – CA/San Francisco
Manny Schrager – NY/Metropolitan NYC
Jamia Seifert – Missouri
Jen Simson – New England
Randi Stillman – Georgia/Alabama
Regina Szyszkiwicz – Pacific Northwest
Lawrence Tobias – NY/Metropolitan NYC
Amy Winstel – OH/IN/KY Chapter
Jay Zaltzman – Southern California

SIG Leaders
Bill Abrams – Ethnography SIG
Isabel Aneyba – Latino SIG
Missy Carvin – Creativity + Innovation SIG
Grace Fuller – Creativity + Innovation SIG
Corette Haf – Online SIG
John Holcombe – Ethnography SIG
Kendall Nash – Young Professionals SIG
Susan Saurage-Altenloh – Creativity + Innovation SIG
Kristin Schwitzer – Online SIG
Amy Savin, Online SIG
Ben Smithee – Pharma/Healthcare SIG and Young Professionals SIG
Marta Villanueva – Latino SIG
Rick Weitzer – Political SIG

Committee Leaders
Isabelle Albanese – Qualitative Excellence Award
Kathleen Corry Aubrey – Qualitative Excellence Award
Kirk Bridgman – 2010 Sponsorship Chair
Rebecca Bryant – 2011 Spring Symposium
Jim Bryson – QRCA Views, Interim Industry Relations
Jennifer Dale – Technology
Manuela Fletcher – International
Roddy Glen – AQR/QRCA Joint Conference
Holly Hansen – Technology
Tonya Harper – Membership
J. Robert Harris – Professionalism
Rachael Krupek – QCast
Ilka Kuhagen – AQR/QRCA Joint Conference, International
Judy Langer – Field & Industry Relations
Sharon Livingston – QRCA Views
Peter Lovett – International
John Patterson – Professionalism
Dorrie Paynter – Technology
Liz Van Patten – QCast
Jeff Walkowski – Connections
Monica Zinchiak – QRCA Views

It is because of the efforts of these leaders that QRCA is able to accomplish so much!
I also want to highlight some of the great initiatives that emerged from our committees during 2010:

- The International Committee chose Sophie Van Neck from Belgium as the Global Scholarship winner for 2010 to attend the Annual Conference in Philadelphia, PA.

- Nine Qcasts were held on a variety of topics throughout 2010 and are available in podcast format on the website.

- The Technology Committee researched webinar and teleconference vendors and the Adobe Connect Pro platform was chosen as the platform for Qcasts and committee meetings.

- The Field and Industry Relations Committee published a Recruiter Focus Group report which provides important insights into trends in respondent cooperation.

- A detailed investment plan was implemented based on recommendations by the Investment Advisory Group.

- The Public Relations Advisory Group and Branding Advisory Group worked with Hart Associates to build QRCA’s visibility and increase awareness, establish QRCA as the authority in qualitative research, promote QRCA to a national audience and increase business for all its members. Some of the 2010 highlights included:

  1. Connections with key trade publications
  2. 13 stories placed
  3. AMA content partnership (8 monthly articles)
  4. Outreach to research buyers via online channels
  5. Social media monitoring
  6. qrcabreakthroughs.com (6 new episodes and new sharing functionality)
  7. Strategy for social media engagement put in place

Finally, QRCA’s chapters and SIGs held numerous in-person and virtual meetings joining members in the sharing of best practices, new techniques, resources and camaraderie. Connecting and learning from fellow QRCA members has made qualitative researchers much more valuable to their clients. In many ways our chapters serve as the face for QRCA, and we are grateful for the leadership taking place across the globe in bringing QRCA members together.
While QRCA continues to be a financially strong organization, our financial situation has changed over the past few years. As a result of building up large reserves prior to 2007, QRCA decided to invest in outreach efforts to support and build our brand. Those expenses, coupled with a decline in revenue from dues and the annual conference, have reduced reserves significantly. Even with that reduction, QRCA retains cash reserves (liquid assets) of over $500,000, well within the industry standard of 6-12 months of operating expenses.

In 2010, the board recognized that the downward trend in revenue from dues and the conference continued in 2010 and decided to reduce expenses in several areas. As a result, QRCA ended the year with a positive net income of $20,686, $16,837 better than anticipated in our budget.

Looking forward, QRCA still has relatively high expenses and uncertain revenues. Therefore the budget for 2011 is conservative and relatively lean. Our expectation is that revenue will increase as the economy improves. Additionally, we plan to implement some revenue enhancing initiatives to offset expenses. As conditions improve, we look forward to new initiatives including enhancing branding, industry relations, and member benefits.

Key financial activities in 2010:
• Engaged new tax accounting firm
• Created and implemented a conservative, liquid asset investment portfolio
• Significantly increased attendance at the joint conference
• Selected new cost saving communication tools
• Negotiated new contract with management firm

Key financial initiatives for 2011:
• Increase revenue efforts for membership, event attendance, and sponsorship
• Leverage internal resources for branding and technology efforts
• Use new financial reporting tools to inform decisions during the year
• Auditing 2010 financials

Annual Comparison

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<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expense</th>
<th>Net Income</th>
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<tr>
<td>2010</td>
<td>$825,803</td>
<td>$805,117</td>
<td>$20,686</td>
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<tr>
<td>2009</td>
<td>$649,144</td>
<td>$714,876</td>
<td>-$65,732</td>
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<td>2008</td>
<td>$813,636</td>
<td>$937,806</td>
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<td>2007</td>
<td>$703,326</td>
<td>$689,870</td>
<td>$13,456</td>
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<td>2006</td>
<td>$656,447</td>
<td>$614,995</td>
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## Balance Sheet

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<th></th>
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<tr>
<td><strong>Assets</strong></td>
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<tr>
<td>Cash</td>
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<td>Money Market</td>
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<td>Prepaid Expenses</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$598,694</td>
<td>$480,806</td>
<td>$547,317</td>
<td>$694,447</td>
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<tr>
<td><strong>Liabilities &amp; Equity</strong></td>
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<tr>
<td><strong>Liabilities</strong></td>
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<tr>
<td>Accounts Payable</td>
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<td>Gain/Loss on Investment</td>
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<td>Net Income</td>
<td>$20,687</td>
<td>$-65,731</td>
<td>$-124,171</td>
<td>$13,456</td>
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<tr>
<td><strong>Total Equity</strong></td>
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## Tickers

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<td>AGG</td>
<td>iShares Barclays Aggregate Bond Fund $39,022</td>
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<td>LQD</td>
<td>iShares Investment-Grade $38,605</td>
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<tr>
<td>JABAX</td>
<td>Janus Balanced Fund $40,540</td>
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<td>GLRBX</td>
<td>James Balanced: Golden Rainbow $40,742</td>
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<td>PRPFX</td>
<td>Permanent Portfolio $42,030</td>
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<td></td>
<td>Core Account Cash $102,825</td>
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Note: This does not include an allocation of administrative expenses, just the direct expenses associated with the conferences.
In 2010 I oversaw the election for the 2010 – 2012 QRCA Board of Directors. There were five slots open as Abby Leafe and Ilka Kuhagen completed their terms and Manuela Fletcher, Susan Thornhill and Foster Winter completed their first terms. The following members were elected by their colleagues to serve on the Board: Manuela Fletcher, Ben Smithee, Susan Thornhill, Liz Van Patten and Foster Winter.

The Board Members elected to serve as Officers (2010/2011) include: Nancy Hardwick, President; Susan Thornhill, Vice President; Matt Towers, Treasurer; and Susan Saurage-Altenloh, Secretary.

QRCA wants to gratefully recognize Abby Leafe and Ilka Kuhagen for their years of dedicated and exemplary service on the Board, which included a term as President for Abby. Both members completed their term in September of 2010 (see photos to right). Additional improvements that were accomplished in 2010 include:

- Board and Annual Conference Policies were updated. All changes were summarized in the December Connections Executive Director’s article.

- All policies are available on the QRCA website under About Us, Bylaws and Policy Manuals.

Global Outreach Scholarship

Congratulations to SOPHIE VAN NECK

Winner of the 2010 Global Outreach Scholarship

“I feel the QRCA scholarship will broaden my horizons. It will let me speak up about my qualitative passions but also listen, watch, and learn from others.”
QRCA Annual Report

QRCA Membership

Member Retention

2001 - 2010

Year-End Membership

2001 - 2010

New Members

2003 - 2010
On May 19-21, 2010, QRCA co-sponsored the Worldwide Conference on Qualitative Research at the Marriott Hotel in Prague. I was the QRCA co-chair and Roddy Glen was the AQR co-chair of this very successful Conference. We were very pleased to see such strong attendance with nearly 30 countries represented including Australia, Brazil, France, Greece, Hungary, Indonesia, Iran, Korea, Poland, Romania, Russia, and Sweden. With 35 AQR and 46 QRCA members attending, we had over 80 attendees who were members of neither organization.

One of the highlights of the event was keynote speaker Mark Earls, globally recognized for his book HERD: How to Change Mass Behaviour by Harnessing Our True Nature. Other notable conference moments included new half-day in-depth workshops led by some of our industry’s most inspiring thinkers; the Inspiration Zone, Pecha Kucha sessions, a special dinner and Kafka’s ball.

Here are some attendee testimonials originally printed in Connections to give further details about this unique and wonderful event:

**Laurie Tema-Lyn:** It was a wonderful experience – so worthwhile for the tremendous learning and meeting global members of our field. The presentations were first rate and the socializing was too. I loved that Thursday evening walk through old town and the feast at the beautiful river-side restaurant. En route home I wrote up 15 pages of notes, so I’ve taken away a lot of inspiration, information, new ideas and great people to connect with in the future. The Pecha Kuchas were amazing in their variety, creativity, and how much depth can be conveyed in a mere 6 min and 40 seconds.

**Marty Johnson:** As a first-time attendee I initially saw the conference as an excuse to travel – which it was and that was wonderful. However, the conference and content were impressive, and I’m very glad to have all of the presentations to absorb at my leisure. I was particularly intrigued by McClure’s presentation about the use of blogs and particularly Second Life. These online tools were used to augment face-to-face research to create an experience where respondents could interact and help design and refine a new outlet for buying fruit. It was a fascinating example of how to reach younger consumers in an effective manner. It also served as a smack in the head to me that technology can be a powerful ally in achieving our qualitative research goals. That insight came from a 10-minute, stand-up presentation. Pretty impressive.
The 2010 QRCA Annual Conference was held in Philadelphia, Pennsylvania, October 13-15, 2010. The theme for this 25th Annual Conference was Innovation, Instinct and Vision and the conference featured a variety of outstanding educational sessions and networking opportunities that allowed attendees to meet, connect and hone their skills.

Attendees gave the conference glowing reviews:

“As a first timer, I was blown away by how open and friendly this community is. Thanks to all for making me feel so very welcome!” ~ Patricia King

“After 45 years in independent qualitative research, I never go home from a QRCA conference without broadening my mind and adding techniques to my tool box. Not to be missed.” ~ Pat Sabena

Other highlights of the conference were the social events, where attendees have opportunities to meet with colleagues and establish new friendships, to share ideas, and to make meaningful business connections. The Thursday evening event at the Franklin Institute provided an amazing opportunity for attendees to dine and dance under Benjamin Franklin’s watchful eyes, as well as to experience some of the great exhibits at the science museum. Dine Arounds were a wonderful way to experience Philly’s great cuisine while getting the chance to meet with some great QRCA members.

Important QRCA awards were given out during the conference, including: the President’s Award, which went to Jeff Walkowski for his consistent and important contributions to QRCA; the Maryann Pflug Award, which went to the always spirited Jay Zaltzman; and the Rising Star Award, which went to veteran task force leader Julie Medalis for her outstanding efforts.

I want to thank all of the wonderful sponsors and exhibitors who helped make this conference such a successful event. Truly, it is only with the generous support of our sponsors and exhibitors that events like the Annual Conference can enrich our QRCA experience. Additionally, this conference would not have been possible without the incredible energy, excitement and effort of all of the conference team volunteers who contributed so much to its success.

I look forward to seeing everyone in Las Vegas October 12-14 for the 2011 Annual Conference where attendees will Learn, Connect and Have Fun at the Venetian!