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

Serving as QRCA President allows one to work with the many amazing volunteer leaders who help QRCA continually evolve as a valued resource for both members and the public.

QRCA’s accomplishments in 2012 included approving the 2012 – 2014 Strategic Plan for the Association in January. This dynamic document continues to provide guidance and focus to the Board, volunteers and staff as we work to accomplish the tasks outlined in the plan. QRCA successfully achieved specific accomplishments in each of three major areas of the QRCA Strategic Plan.

Goal: Enhance Member Value
- Expanded educational discounts make membership even more valuable as members access discounts from key qualitative training facilities.
- The Hub Task Force led by Martha Guidry is reinventing the QRCA.org website to serve as an educational resource vault, establishing the site as the destination for information regarding the qualitative discipline for members and clients.
- The Texas and Friends Chapter was created to better serve members in that region.

Goal: Increase Stature of QRCs Among External Audiences
- Partnered with AQR to hold a successful Worldwide Conference on Qualitative Research in Rome. It featured attendees from 20 countries/6 continents and showcased the latest in qualitative research. (See A)
- Presented the second annual Qually Award at the Worldwide Conference. This QRCA Award of Excellence in Qualitative Research represents the best of the best and we were proud to present the 2012 Qually to QRCA member Layla Shea and her client the Crohn’s and Colitis Foundation of Canada (CCFC). (See B)
- Two QRCA promotional videos were created in 2012 to visually tell the story of QRCA and its events and encourage involvement.
- The Industry Relations Committee increased its partnerships to nine by adding three additional associations – PMRG, GreenBook and MMRA – to continue its work in cross-promoting QRCA with other key associations.
- Highlighted our industry expertise and best practices via QRCA’s public LinkedIn discussion group which ended the year with more than 5,000 members.
- The GRIT Index shows QRCA in the high influence, high reach quadrant, affirming our ongoing work in outreach. (See C)

Goal: Use Association Best Practices
- Jeff Walkowski agreed to serve as the QRCA Matchmaker. He is working with committee and SIG chairs to find volunteers and is working with members to find the right volunteer roles for them in QRCA.
- QRCA developed a Committee Policy Manual to institutionalize knowledge and provide guidance to leaders.
- QRCA created a beautiful new membership brochure to share the value QRCA brings to its members and encourage membership.
- Continued to use “Inside Scoop” to communicate key association information to volunteer leaders that they in turn share with members attending meetings.
2012/2013 Board of Directors

Susan Saurage-Altenloh
President

Kendall Nash
Vice President

Monica Zinchiak
Secretary

Mark Sumpter
Treasurer

Manny Schrager
Director

Corette Haf
Director

Susan Abbott
Director

Shaili Bhatt
Director

Liz Van Patten
Director

2012/2013 Board of Directors

QRCA Staff

Shannon Pfarr Thompson
Executive Director

David Ewald
Senior Advisor

Laurie Pumper
Communication Director

Darrin Hubbard
Assistant Executive Director

Julie Cygan
Event Planner

Nicki Brunner
Art Director
One of the more rewarding jobs performed by Vice President is overseeing and coordinating the QRCA volunteer leaders who serve on committees, advisory groups, chapters and SIGs. The following leaders deserve recognition for their outstanding dedication to QRCA and its members during 2012. Only through the efforts of these proven leaders is QRCA able to accomplish so much. Thank you!

**Committee Leaders:**
- Caryn Goldsmith – Annual Conference
- Missy Carvin – Annual Conference
- Nancy Hardwick – Annual Conference
- Jeff Walkowski – AQR/QRCA Joint Conference, Matchmaker
- Sarah Davies – AQR/QRCA Joint Conference
- Rebecca Bryant – Brand Communications
- Kelly Heatly – Connections
- Judy Langer – Field
- Nancy Ulrich – Industry Relations
- Rick Weitzer – Industry Relations
- Ilka Kuhagen – International
- Manuela Fletcher – International
- Kate Wagenlander – Membership
- Philip Smith – Membership
- Susan Saurage-Altenloh – Nominating
- J. Robert Harris – Professionalism
- Jim Loretta – Professionalism
- Courteney Wilds – Professionalism
- Rachael Krupek – QCast
- Liz Van Patten – QCast
- Laurie Tema-Lyn – QRCA VIEWS
- Joel Reish – QRCA VIEWS
- Kay Aubrey – QRCA VIEWS
- Mark Sumpter – Sponsorship
- Freddie Williams – Sponsorship
- Jennifer Dale – Technology
- Dorrie Paynter – Technology
- Marty Johnson – OH/IN/KY
- Kathy Glandorf – OH/IN/KY
- Jeff Etherton – Pacific Northwest
- Regina Szyszkiwicz – Pacific Northwest
- Laurie Tema-Lyn – Philadelphia/Delaware Valley
- Abby Leafe – Philadelphia/Delaware Valley
- Bill Fanning – CA/San Francisco
- Julie Francis – CA/San Francisco
- Judy Riggs – CA/San Francisco
- Jay Zaltzman – Southern California
- Mara Friedman – Southern California
- Rhonda Scott – Southern California
- Barbara Gassaway – Washington D.C.
- Julia Spink – Virtual
- Ana Lucia Mendes – Virtual
- April Bell – TX and Friends
- Mike Courtney – TX and Friends
- Kelly Heatly – TX and Friends

**Task Force and Advisory Committee Leaders:**
- Steve Appel – Public Relations Advisory Group
- Chris Kann – Public Relations Advisory Group
- Diane Harris – Historian
- Jim Berling – Investment Advisory Group
- Martha Guidry – HUB Task Force
- Deb Barnewolt – IL/Chicago
- Mark Sumpter – IL/Chicago
- Pascal Patenaude – Eastern Canada
- Marc-Andre Leduc – Eastern Canada
- Michelle Ellis – Florida
- Albert Sanchez – Florida
- Joel Reish – Southeast
- Randi Stillman – Southeast
- Roben Allong – NY/Metropolitan NYC
- Lawrence Tobias – NY/Metropolitan NYC
- Manny Schrager – NY/Metropolitan NYC
- Angela Clark – MI/Detroit Metro
- Elaine Gingold – Minnesota
- Rick Weitzer – Missouri
- Krista Knuffman – Missouri
- Linda Callahan – New England
- Rosemary Driscoll – New England
- Jen Simson – New England

**Chapter Leaders:**
- Catherine Dine – Canada
- Elizabeth Jenkins – Canada
- Wendy Shaw – Canada
- Deb Barnewolt – IL/Chicago
- Mark Sumpter – IL/Chicago
- Michelle Ellis – Florida
- Albert Sanchez – Florida
- Joel Reish – Southeast
- Randi Stillman – Southeast
- Roben Allong – NY/Metropolitan NYC
- Lawrence Tobias – NY/Metropolitan NYC
- Manny Schrager – NY/Metropolitan NYC
- Angela Clark – MI/Detroit Metro
- Elaine Gingold – Minnesota
- Rick Weitzer – Missouri
- Krista Knuffman – Missouri
- Linda Callahan – New England
- Rosemary Driscoll – New England
- Jen Simson – New England

**SIG Leaders:**
- Isabel Aneyba – Latino
- Liliana Caceres – Latino
- Missy Carvin – Creativity + Innovation
- Marta Villanueva – Creativity + Innovation
- Batoool Batalvi – Pharma/Healthcare
- Isabel Aneyba – Ethnography
- Antonella Fabri – Ethnography
- Jinghuan Liu – Young Professionals
- Ben Smithee – Young Professionals
- Amy Savin – Online
- Regina Szyszkiwicz – Online
Some of the great initiatives that emerged from QRCA committees and SIGs during 2012 are highlighted below:

- The International Committee selected two individuals for the Global Outreach Scholarship. Angie Viguri (Mexico) and Jurie Smit (South Africa) were the 2012 recipients and attended the Annual Conference in Montreal, QC.
- A multi-format membership brochure and membership video were developed by the Membership Committee.
- Eight Qcasts were held on a variety of topics throughout 2012 and are available in the archive on the website.
- The Technology Committee researched website options and proposed an upgrade to the Affiniscape Members360 platform. The group has also undertaken initiatives to optimize website SEO and are finalizing the forum upgrade.
- The Field Committee published a white paper titled “Cost Estimate Considerations” which provides insight on areas where miscommunication on costs between field and QRCs most often exist.
- Communications protocol established with AMA, AQR, ARF, ESOMAR, MMRA, MRIA, MRA and PMRG to enhance collaboration and sharing between organizations through the work of the Industry Relations Committee.
- The Online SIG continued its popular Third Thursday Digital Demonstrations which were very useful to members.

- The Public Relations Advisory Group worked with Hart to continue to increase visibility of QRCA and establish the organization and its members as the authorities in qualitative research. Highlights from 2012 include:
  - 32 media placements
  - Enhanced content partnerships with American Marketing Association, GreenBook and Market Research Bulletin/Survey Magazine
  - Strengthened relationship with Quirk’s Marketing Research Review; placed four feature stories
  - Provided PR support to QRCA Qcast committee, QRCA Qually Award, Conference and Board of Directors
  - Facilitated integration of QRCA VIEWS onto the AMA website

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.
Treasurer’s Report  
by Mark Sumpter

QRCA continues to be a financially strong organization with cash reserves of nearly $630,000, which is slightly better than the industry standard of 6 to 12 months of operating expenses. This amount is up due to the positive net incomes of 2010 through 2012. Additionally, QRCA began a conservative investment plan at the end of 2010 based on the Investment Advisory Group’s recommendations. In 2012, this resulted in a positive gain of 4.5% on investments. Membership dues revenue has been trending higher over the last three years. The organization focused in 2012 on retaining and growing membership, helping to solidify this important revenue stream.

Key financial activities in 2012:

• With AQR, successfully held the Rome Worldwide Conference for Qualitative Research
• Revised contract with publisher includes revenue-sharing on ads in VIEWS
• Followed investment plan set in place in 2010
• Continued to allocate funds toward PR and brand expansion
• Supported committee initiatives
  • MemCom
  • Qcasts

QRCA ended the year in a stronger position than was budgeted. We had a net positive income of nearly $43,000; this was $24,062 more than our $18,739 budgeted net income. The biggest factors contributing to this change were the Annual conference (which netted $38,000 more than anticipated) and under-spending by committees and SIGS resulting in $19,000 savings. These positives counter-balanced the nearly $32,000 shortfall from what was budgeted for our membership dues goal.

Looking forward, QRCA plans to focus on promoting our value to potential members and clients, identifying and implementing new revenue-enhancing initiatives, and continuing to control expenses. The budget for 2013 includes some investments in our brand and website, and we will work to continue strengthening our financial position.

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Annual Comparison  
Revenue | Expense | Net Income
--- | --- | ---
2012 | Revenues $631,011 | Expenses $588,209 | Net Income $42,802
2011 | Revenues $671,942 | Expenses $671,120 | Net Income $822
2010 | Revenues $825,803 | Expenses $805,117 | Net Income $20,686
2009 | Revenues $649,144 | Expenses $714,876 | Net Income -$65,732
2008 | Revenues $813,636 | Expenses $937,806 | Net Income -$124,170

Statement of Cash Flows  
Operating Activities Jan-Dec 2012

Net Income $42,801

Adjustments to reconcile net income to net cash provided by operations:

Accounts Receivable $5,233
Prepaid Expenses $10,919
Prepaid QRCA/AQR Conference $9,500
Accounts Payable $11,106
Deferred Revenue – Dues $858

Net Cash Provided by Operating Activities $24,186

Financing Activities

Unrealized gain/loss on Investments $18,771
Retained Earnings $2,065
Net cash provided by Financing Activities $20,836

Net cash increase for period $45,021
Cash at beginning of period $584,955
Cash at end of period $629,976
Balance Sheet

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<th>2012</th>
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<td><strong>Liabilities &amp; Equity</strong></td>
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<td><strong>Liabilities</strong></td>
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Revenue 2012

- Membership: 41%
- Annual Conference: 50%
- AQR/QRCA Worldwide Conference: 5%
- Leading Edge Rebate: 3%

Expenses 2012

- Management Fees: 50%
- Annual Conference: 25%
- Committee & Chair Operations: 12%
- Administrative Expenses: 9%
- Board of Directors: 6%
The 2012 election for the 2012 – 2014 QRCA Board of Directors included five open slots as Susan Thornhill, Foster Winter, Ben Smithee and Manuela Fletcher completed their terms and Liz Van Patten was up for re-election. The following members were elected by their colleagues to serve on the Board: Shaili Bhatt, Corette Haf, Manny Schrager, Mark Sumpter and Liz Van Patten.

The Board Members elected to serve as Officers (2012/2013) include: Susan Saurage-Altenloh, President; Kendall Nash, Vice-President; Mark Sumpter, Treasurer; and Monica Zinchiak, Secretary.

QRCA wants to gratefully recognize Susan Thornhill, Foster Winter, Ben Smithee and Manuela Fletcher for their years of dedicated and exemplary service on the Board, which included a term as President for Susan and Treasurer for Foster. All these members completed their terms in September of 2012 and represented 14 years of experience on the QRCA Board.

In addition, improvements that were accomplished in 2012 include:

- Board and Annual Conference Policies were updated and Committee Policies were developed. 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.

Secretary’s Report
by Monica Zinchiak

QRCA Membership
Year-End Membership 2001 - 2012
Member Retention 2001 - 2012

New Members 2003 - 2012

2012 Global Outreach Scholarship Recipients

ANGIE VIGURI, MEXICO CITY, MEXICO
“The QRCA conference provided an invaluable opportunity for me to consolidate skills. I am hungry for inspiration.”

JURIE SMIT, WELLINGTON, SOUTH AFRICA
“I feel the QRCA conference was an inspiring experience to share and learn from my peers around the world to better myself and my methods in dealing with emerging markets.”

We want to recognize and thank our 2012 key QRCA supporters:

• QRCA Conference Sponsors (Annual and Worldwide Conferences)
• QRCA Annual Conference Exhibitors
• QRCA VIEWS Advertisers
• QRCA Qualocator Advertisers
• Related associations (AMA, AQR, MRA, MMRA, MRIA, ESOMAR, ARF, Greenbook, Quirk’s)
The 2012 QRCA Annual Conference was held in Montreal October 3–5, at the Downtown Hyatt Regency. The conference offered qualitative researchers from around the world myriad ways to learn the latest in methods and techniques and to identify the trends that will impact our practices in the coming year and beyond.

As the theme was Immerse Yourself, our goal was to allow for different immersive experiences: there were 25 workshops on new and exciting topics, 20 InterCHANGE sessions (highly interactive one-hour sessions, with published “discussion guide” points so attendees knew what to expect prior to arrival), the very well received “World Café” kick-off networking and facilitation technique plenary session, and QRCA Talks plenary session on the always critical and evolving topic of qualitative recruiting.

Attendees left saying things like:

• “It was the shot of adrenaline I needed to move confidently into 2013!”
• “By far it is the most educational, entertaining, and enjoyable conference I attend each year.”
• And from a first-timer, “Quite a journey and I will definitely be back.”

It wasn’t all work and no play: we had two great evenings of Dine-Arounds at some of Montreal’s finest eateries. In addition to the fun Early Arrivals Dinner, attendees could sign up for a 60 minute calèche (horse-drawn carriage) tour which took place on Wednesday morning. The QRCA Band was back for its second annual show during our Wednesday night reception in the Marketplace. And of course, there was our fabulous “Evening Under the Stars” with signature Champagne-violet cocktails, great food, and much dancing.

We look forward to seeing everyone in San Diego, October 16-18, 2013!
The sixth conference jointly sponsored by QRCA and AQR (Association for Qualitative Research, based in the UK) was held in Rome on April 27-28, 2012. These joint conferences typically occur every two years, and represent a great opportunity for members from both organizations to meet and share their views and passions with other qualitative researchers from around the world. Representatives from six continents were present for this conference.

The theme of the conference was “Qualitative Renaissance: Challenge Your Thinking.” The theme was apropos of Italy being widely considered to be the birthplace of the Renaissance many centuries ago. In addition, the new/fresh thinking that is percolating among QRCs signals a renaissance in our own industry. Examples of the new ideas taking root in qualitative research include increased attention to behavioral economics, the surge to adopt qualitative methods to mobile communication platforms, and the continued movement toward hybrid methodologies. All of these topics were included in the conference program.

Instead of sessions lasting 60-90 minutes each, which is the norm at most qualitative research conferences, most sessions at this conference were no longer than 30 minutes, and many were as short as 15-20 minutes. This presented a challenge to presenters, but provided a richer diversity of speakers and topics for the attendees, providing higher value for their attendance fees (more speakers per dollar spent).

The conference kicked off with three presentations on the theme of a renaissance in our industry. One presentation in this series was delivered by Luigi Toiati, a QRCA member residing in Italy. Luigi has a knack for putting together visually provocative presentations, and this one was no exception. One of his points is that today, a luxury we all strive for is time to do nothing – to be idle; to sit, think, ponder, and reflect. This notion captured the imagination of many attendees. In fact, Luigi’s presentation was ultimately awarded Best Paper of the conference.

A new addition to the conference, spearheaded by Caroline Hayter of the UK (AQR), was the Qualitative Apprentice – an opportunity for rising stars in our industry (under 30 years old) to have 10 minutes in the spotlight to talk about something they are passionate about. There were three Apprentices – two from the UK and one from the US. The US Apprentice was QRCA’s own Ben Smithee. By round of applause, the best Apprentice was determined. Ben took second place; he spoke about how QRCs have an opportunity to act as advocates for various target audiences and, in the process, improve people’s lives.

It was an outstanding conference, with an abundance of presentations. While breaks were short, there was plenty of time to meet colleagues, make new contacts from around the world, and bask in all of the culture and history that Rome offers.