QRCA MISSION STATEMENT:
The Qualitative Research Consultants Association is dedicated to advancing the discipline of qualitative research worldwide.
I am honored to be serving as QRCA President and began my term in September when I took over the role from Kendall Nash. I am grateful to Kendall and Liz Van Patten for their years of service to the Board, and will miss their boardroom contributions. I feel fortunate to be leading QRCA as it continues to grow and change to meet members’ needs. The talented and dedicated volunteer leaders on the Board, in chapters and SIGs, and on committees continue to make QRCA a valuable resource to both researchers and the marketing industry.

QRCA’s accomplishments in 2014 included approving the 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. I want to share specific accomplishments in each of three major areas of the QRCA Strategic Plan.

Goal: Enhance Member Value

• Approved the Rocky Mountain Chapter
• Rejuvenated the Michigan chapter under new leadership
• QRCAtv continues to educate members with short, educational videos
• TechCom launched a weekly Forum Digest to promote this important member benefit and conducted usability research with members to enhance the website

Goal: Increase Stature of QRCs Among External Audiences

• Public Relations successes included one Perspectives paper published, 23 articles, and ongoing content partnerships with AMA, GreenBook and Market Research Bulletin
• Qcast outreach extended with strong average monthly attendance, an average of 119 on-demand monthly downloads and regular promotions to clients via LinkedIn and Twitter
• Industry Relations Committee Outreach included Liz Van Patten acting as honorary chair for Merlien’s Qualitative 360 conference and Kristin Schwartz leading the planning of QRCA-branded qualitative track for GreenBook’s IIEx Conference in Atlanta
• QRCA co-sponsored with AQR the Worldwide Conference on Qualitative Research in Budapest, Hungary drawing 140 attendees from 23 countries
• QRCA sponsors two Global Scholarships for the Annual Conference
  • Foundation Scholarship: Misha Mathew, India
  • Advanced Scholarship: Andrea Greca Kruger, Brazil
• FieldCom researched and made recommendations on dealing with problem respondents
• QRCA’s Public LinkedIn Group surpassed 10,000 members and the QRCA Company LinkedIn page highlighted association news

Goal: Use Association Best Practices

• A Young Professionals Grant was created to bring diverse perspectives and ensure the longevity of QRCA. We were thrilled to receive nearly 100 applications and provide 15 grants to allow attendance at the QRCA Annual Conference
• A Membership Expansion Task Force led by Rick Weitzer researched and recommended changes to QRCA membership
• A Revenue Task Force led by Joel Reish researched and recommended ideas for the Board to explore
• A new VIEWS publisher, New England Business Media, LLC, was chosen beginning with the fall issue and includes an enhanced online version

The Board also made two big conference-related decisions at the end of 2014. After years of discussion and debate, the Board approved a change in the timing of the QRCA Annual Conference, moving it from October to the first quarter of the calendar year beginning in 2017. This decision was not made lightly and took into consideration several key factors, including:

• The fourth quarter is often cited as a busy time for our members and quarter one has been popular in surveys
• October is the most popular month for events in the hotel industry
• There are several competing industry events in the fall, whereas this has not been the case in January and February

In October, the Board reached out to AQR, our longtime partner for the Worldwide Conference, expressing an interest in continuing our partnership with this conference. AQR indicated they did not currently have the resources to partner with QRCA in planning and executing the conference. The Board agreed the Worldwide Conference is a key component for QRCA to deliver on the mission of “advancing the discipline of qualitative research worldwide” and voted to continue with an international conference on our own.
2014/2015 BOARD OF DIRECTORS

Mark Sumpter
President

Monica Zinchiak
Vice President

Jay Zaltzman
Secretary

Manny Schrager
Treasurer

Shaili Bhatt
Director

Corette Haf
Director

Marc-André Leduc
Director

Susan Sweet
Director

Daniel Berkal
Director

2014/2015 Board of Directors
Left to right: Monica Zinchiak, Jay Zaltzman, Susan Sweet, Daniel Berkal, Mark Sumpter, Shaili Bhatt, Manny Schrager, Mark-Andre Leduc, Corette Haf

QRCA STAFF

Shannon Pfarr Thompson, CAE
Executive Director

David Ewald, CAE
Senior Advisor

Laurie Pumper, CAE
Communication Director

Darrin Hubbard, CAE
Assistant Executive Director

Julie Cygan
Event Planner

Nicki Brunner
Art Director

QRCA 2014 Annual Report
Vice President’s Report

by Monica Zinchiak

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 2014. Only through the efforts of these proven leaders is QRCA able to accomplish so much. Thank you!

Committee Leaders:
- Abby Leafe – Annual Conference
- Jay Zaltzman – Annual Conference
- Simon Patterson – AQR/QRCA Joint Conference
- Foster Winter – AQR/QRCA Joint Conference
- Kelly Heatly – Connections
- Michelle Finzel – Field
- Judy Langer – Field
- Liz Van Patten – Industry Relations
- Rick Weitzer – Industry Relations
- Corette Haf – International
- Ilka Kuhagen – International
- Frankie Johnson – Marketing
- Philip Smith – Membership
- Mark Sumpter – Nominating
- Rachael Krupek – QCast
- Liz Van Patten – QCast
- Kay Aubrey – QRCA VIEWS
- Jenifer Hartt – QRCA VIEWS
- Joel Reish – QRCA VIEWS
- Freddie Williams – Sponsorship
- Katrina Noelle – Sponsorship
- Jennifer Dale – Technology
- Dorrie Paynter – Technology

Task Force and Advisory Committee Leaders
- Diane Harris – Historian
- Jim Berling – Investment Advisory Group
- Rick Weitzer – Membership Expansion Task Force
- Joel Reish – Revenue Generation Task Force
- Steve Appel – PR Advisory Group
- Chris Kann – PR Advisory Group
- Casey Bernard – PR Advisory Group
- Ilana Drucker – PR Advisory Group
- Colleen Kollman – PR Advisory Group
- Jeff Walkowski – Matchmaker

Chapter Leaders
- Daniel Berkal – Canada
- Catherine Dine – Canada
- Wendy Shaw – Canada
- Kat Figatner – IL/Chicago
- Steve Hudson – IL/Chicago
- Pascal Patenaude – Eastern Canada
- Marc-Andre Leduc – Eastern Canada
- Kevin Nobles – Florida
- Marypage Turso – Florida
- Albert Sanchez – Florida
- Joel Reish – Southeast
- Randi Stillman – Southeast
- Roben Allong – NY/Metropolitan NYC
- Manny Schrager – NY/Metropolitan NYC
- Lawrence Tobias – NY/Metropolitan NYC
- Terah Farness – MI/Detroit Metro
- Elaine Gingold – Minnesota
- Valerie Esqueda – Minnesota

SIG Leaders
- Krista Knuffmann – Missouri
- Rick Weitzer – Missouri
- Linda Callahan – New England
- Rosemary Driscoll – New England
- Kathy Glandorf – OH/IN/KY
- Sharon Laukoff – OH/IN/KY
- Jeff Etherton – Pacific Northwest
- Paula Rosecky – Pacific Northwest
- Abby Leafe – Philadelphia/Delaware Valley
- Laurie Tema-Lyn – Philadelphia/Delaware Valley
- Sidney Clewe – Rocky Mountain
- Ellen Steiner – Rocky Mountain
- Jen Berkley Jackson – CA/San Francisco
- Janet Standen – CA/San Francisco
- Judy Riggs – CA/San Francisco
- Joel Reish – Southeast
- Randi Stillman – Southeast
- Lauren Goldberg McCluskey – Southern California
- Caryn Goldsmith – Southern California
- Glenn Naphy – Southern California
- Mike Courtney – TX and Friends
- Kelly Heatly – TX and Friends
- April Bell – TX and Friends
- Julia Spink – Virtual
- Samantha Loggenberg – Virtual
- Barbara Gassaway – Washington D.C.

SIG Leaders
- Kathy Jacobs-Houk – Creativity + Innovation
- Marta Villanueva – Creativity + Innovation
In addition to the many initiatives by QRCA committees, SIGs and Task Forces highlighted in the President’s column during 2014 a few additional ones are highlighted below:

- Nine Qcasts were held on a variety of topics throughout 2014 and are available in the archive on the website.
- The Content Task Force researched and made recommendations to the Board on ways to better generate and use QRCA’s content.
- QRCA’s chapters and SIGs held numerous in-person and virtual meetings bringing together 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.
The 2014 election for the 2014 – 2016 QRCA board of directors included five open slots as Kendall Nash and Liz Van Patten completed their terms and Shaili Bhatt, Corette Haf and Manny Schrager were up for re-election. The following members were elected by their colleagues to serve on the board: Daniel Berkal, Shaili Bhatt, Corette Haf, Manny Schrager and Jay Zaltzman.

The Board Members chosen to serve as officers (2014/2015) are: Mark Sumpter, President; Monica Zinchiak, Vice-President; Manny Schrager, Treasurer; and Jay Zaltzman, Secretary.

QRCA wants to gratefully recognize Kendall Nash and Liz Van Patten for their years of dedicated and exemplary service on the Board, which included a term as president for Kendall and as secretary for Liz. Both completed their terms in September of 2014.

Improvements that were accomplished in 2014 include:
- Board Policies were updated and a SIG Best Practices document was developed
- All policies are available on the QRCA website under About Us, Bylaws and Policy Manuals

KEY QRCA SUPPORTERS THAT WE WANT TO RECOGNIZE AND THANK:
- QRCA Conference Sponsors (Annual and Worldwide Conferences)
- QRCA Annual Conference Exhibitors
- QRCA VIEWS Advertisers
- Related associations (AMA, AQR, ARF, ESOMAR, GreenBook, MMRA, MRA, MRIA, PMRG, Quirk’s, UXPA)
MEMBERSHIP INFORMATION

NEW MEMBERS 2001 - 2014

MEMBER RETENTION 2001 - 2014
QRCA continues to be a financially strong organization with cash reserves of nearly $682,000, which is slightly better than the industry standard of 6 to 12 months of operating expenses. QRCA continues to follow a conservative investment plan based on the Investment Advisory Group’s recommendations. In 2014, this resulted in a positive gain of 2% on investments. Membership dues revenue was down about 6% in 2014 compared to 2013, but remains strong at nearly $235,000 and our other major revenue stream, the Annual Conference, saw income go up slightly.

Key financial activities in 2014:

• Held two successful conferences; enhanced the sponsorship outreach efforts
• Changed VIEWS Publisher (and ad rebate agreement)
• Discontinued Public Relations contract in April; determining next steps with MarCom
• Revenue Task Force submitted recommendations
• Continued investment plan

QRCA budgeted for a $36,000 negative net income in 2014 due to investments in branding, the website and committees. However, we ended the year in a stronger position than anticipated and limited our loss to under $5,000. This reduced amount was largely because of strong sponsorship at the Annual Conference and the Board and committees monitoring expenses closely.

Looking forward, QRCA plans to focus on enhancing membership recruitment and retention efforts; seeking new revenue streams and enhancing existing ones; continuing to maintain appropriate reserves; and investing reserves to safely maximize returns.

ARE YOU MAXIMIZING YOUR QRCA MEMBERSHIP?

• Attend a local chapter meeting. These meetings provide education tailored to your needs and you have the opportunity to meet local researchers.
• Weigh in on the members-only QRCA Forum for discussions that range from new technologies to facilities to research trends.
• Check out the Calendar of Events for upcoming SIG and Chapter meetings.
• Visit the members-only QRCAtv video library that is full of insights from experts in the field: www.QRCA.org/videos
• Participate in a Special Interest Group. These members-only meetings focus on practice areas and provide you with information tailored to your work.
• Check out the upcoming Qcast webinars and listen to those you missed: www.QRCA.org/qcasts
• Join a committee or task force – by engaging with other researchers to better the industry, you build lasting relationships and enhance your business network.

STATEMENT OF CASH FLOWS

Operating Activities Jan-Dec 2014

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Net Income</td>
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<tr>
<td>Accounts Receivable</td>
<td>$ (10,719)</td>
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<tr>
<td>Prepaid Expenses</td>
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<tr>
<td>Accounts Payable</td>
<td>$ 5,906</td>
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<tr>
<td>Legacy Fund</td>
<td>$ 2,450</td>
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<tr>
<td>Deferred Revenue – Dues</td>
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<tr>
<td><strong>Net Cash Provided by Operating Activities</strong></td>
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<tr>
<td>Financing Activities</td>
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<tr>
<td>Unrealized gain/loss on Investments</td>
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<tr>
<td>Net cash provided by Financing Activities</td>
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<tr>
<td>Net cash increase for period</td>
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<tr>
<td>Cash at beginning of period</td>
<td>$ 636,284</td>
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<tr>
<td>Cash at end of period</td>
<td>$ 687,953</td>
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treasurer’s Report

by Manny Schrager
Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
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<td>Assets</td>
<td></td>
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<tr>
<td>Cash</td>
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<td>Money Market</td>
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<td>Investment Accounts</td>
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<td>Accounts Receivable</td>
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<td>$21,112</td>
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<tr>
<td>Other Current Assets</td>
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<td>$49,774</td>
<td>$24,118</td>
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<td><strong>Total Assets</strong></td>
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<td>$696,020</td>
<td>$675,206</td>
<td>$623,534</td>
<td>$598,694</td>
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<tr>
<td>Liabilities &amp; Equity</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Accounts Payable</td>
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<td>$4,988</td>
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<tr>
<td>Legacy Fund</td>
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<tr>
<td>Deferred Member Dues</td>
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<td>$146,926</td>
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<td>Equity</td>
<td></td>
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<tr>
<td>Gain/Loss on Investment</td>
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<td>$37,996</td>
<td>$30,140</td>
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<td>Retained Earnings</td>
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<td>$455,339</td>
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<tr>
<td>Net Income</td>
<td>$(4,716)</td>
<td>$13,782</td>
<td>$42,801</td>
<td>$822</td>
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<td><strong>Total Equity</strong></td>
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<td>$576,008</td>
<td>$528,280</td>
<td>$464,644</td>
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<tr>
<td><strong>Total Liabilities &amp; Equity</strong></td>
<td>$723,061</td>
<td>$696,020</td>
<td>$675,206</td>
<td>$623,534</td>
<td>$598,694</td>
</tr>
</tbody>
</table>

Revenue 2014

Expenses 2014
The 7th Biennial Worldwide Conference on Qualitative Research (aka QRCA/AQR Joint Conference) was held in Budapest, Hungary, April 30 – May 3, 2014. The theme of the conference, River Deep, Mountain High, was apropos as the attendees explored the depths and challenges of qualitative research in a changing world.

It is fitting that the conference was held in Budapest, as in addition to its beauty and rich heritage, the city is also the home to the kind of creativity that spurred many remarkable inventions from ballpoint pens to helicopters. Add the illustrious line-up of nearly 40 conference presenters from 11 countries to this stimulating atmosphere and the attendees were in an atmosphere to be professionally refreshed and inspired.

The 167 attendees from 22 countries had many opportunities to meet and exchange thoughts and ideas with colleagues and new friends. Worthy of note is that 54 of the attendees were not – yet – members of either QRCA or AQR.

Adding to the experience was the venue overlooking the Danube, and being on the river during our Thursday evening dinner cruise.

A big thank you to the QRCA Committee members who made this such a memorable event, as well as to our AQR Colleagues.
The Foundation Scholarship is awarded to a qualitative researcher who is relatively new to qualitative research, but is already establishing a career path in this field. For instance, they should have developed some experience of moderating group discussions and IDIs and of analyzing the results.

MISHA MATHEW
DELHI, INDIA

Misha is a post-graduate in Psychology from Delhi University with a specialization in Organizational Behaviour. She had two early loves: reading (focusing on literature from the Victorian era and the early 20th century — the Bloomsbury group especially) and analyzing the vagaries of the human mind. Although human resources as a career was an obvious choice, she shied away from it given the “boredom” of it and fell into qualitative research “accidentally” during a campus recruitment. When the folks from Vox Populi Research visited the campus, they drew some great connections between the theoretical models in psychology and their use in helping companies make better brand decisions. She has spent two happy years at Vox Populi Research, Delhi, India. Over these years, she has come to appreciate the contribution of psychology to MR even more, especially considering how complex and often contradictory a market India is due to the presence of different cultures and people from varied economic strata.

The Advanced Scholarship is intended for a qualitative researcher who is already well established in their career, but wants to expand and deepen their knowledge of methods and techniques, and to maximize the value of the projects that they plan and execute for their clients.

ANDREA GRECA KRUGER
CURITIBA, BRAZIL

Andrea has always been very curious and “investigative”; no wonder she chose studying journalism at the university. She has a degree in communications — journalism — and has also studied English philology. She found out about — and fell in love with — qualitative research in Barcelona, Spain, during her post-graduate studies in Qualitative Trends Research seven years ago. She first heard about QRCA at a New Qual course she took early in 2014 in São Paulo. The teachers talked not only about QRCA, but also about the conference. She was interested immediately. The qual research market is still developing in Brazil so it is difficult to locate other researchers with whom she can exchange ideas.

QRCA successfully launched young professionals grant (YPG)

QRCA strives to attract young qualitative research professionals to engage with its members and the association to strengthen the research community. QRCA’s first-ever YPG offered enthusiastic young qualitative research professionals the opportunity to attend the association’s 2014 annual conference in New Orleans. QRCA invited researchers who are 35 years or younger, whose primary professional role consisted of designing, conducting and analyzing qualitative research (or the person must be in training to conduct these activities) to apply and more than 90 young researchers responded.

CONGRATULATIONS TO THESE 15 PEOPLE FOR WINNING THE INAUGURAL YPG AWARDS. THANKS TO STEVE SCHLESINGER AND MERRILL DUBROW FOR THEIR SUPPORT OF THIS INITIATIVE!

• Colleen Berg
• Karin Chrisville
• Katie Davis
• Chelsea Gibbons
• Karlene Hanko
• Susan Lackey
• Alexa Megna
• Beth Preece
• Peter Schamp
• Anisha Shetty
• Kim Schonfeld
• Sarah Tax
• Arielle Trammel-Fisher
• Berkley Webster
• Wooten
• Anya Zadrozny
The 2014 annual conference lived up to its tagline; we learned, we connected, and we had a lot of fun!

We had such a good time chairing the Las Vegas conference in 2011, that we couldn’t resist coming back for more! In planning the conference, we really focused on the three areas in the tagline: content, networking and fun.

First, content: We increased the number of one-hour sessions and experimented with a few 20- and 30-minute sessions, so attendees could take away more nuggets. The 90-minute sessions were reserved for skill-building workshops. For our keynote, we had a panel of research buyers who talked about what they’re looking for when they hire qualitative research consultants. It was a great opportunity to learn from our clients, and Ben Smithee did a great job moderating and simultaneously receiving questions via text message.

We provided plenty of opportunities to connect with colleagues, between sessions, at dine-arounds, at the roundtable discussions, and at the first-timers “speed-dating” event. Of course, our members don’t need much encouragement to socialize. As one of the comments on the evaluation said:

‘Networking, loving and warm atmosphere, the openness of attendees to exchange information and make you feel welcome... It was an awesome experience!!”

And then there was the fun. Just being in New Orleans is a lot of fun, but did we stop there? No, we did not! When QRCA member Marc Engel approached us and said he’d like to do some stand-up comedy at the conference, we weren’t sure what to think. We saw a YouTube video of him in action, and he was funny, but would that translate to a successful performance in front of the whole conference? We decided to take the plunge and asked Marc to serve as the host of the awards luncheon. We said we were envisioning something along the lines of the way Billy Crystal has hosted the Academy Awards – some comedy and some light-hearted intros for the various awards. Well, it was worth the risk – Marc was great! There were belly laughs throughout his performance. We think many will remember this conference as the one where Marc gave a great stand-up comedy performance.

But wait, there was more fun to be had! We had our Thursday evening party at a cool venue next to the hotel that was a combination night club and bowling alley. Attendees had a great time eating, drinking, socializing and bowling (some bowled well, some not so well, but all had fun!). And the event was made even more festive with the glow sticks passed around by the Technology Committee. Thanks, guys!

And thanks to our conference committee who worked hard to make the conference a great success! We look forward to seeing everyone in Orlando, FL, October 7-9, 2015!
Maryanne Pflug Spirit Award

Missy Carvin received the Maryanne Pflug Spirit Award in New Orleans. This award has been presented each year since 2003 to honor the memory of a cherished member and her contributions to QRCA. This award is intended to uphold and celebrate QRCA’s cultural heritage of collegial commitment to the organization and its members.

Missy Carvin is a QRCA member who exudes the qualities and characteristics that Maryanne embodied: friendliness, creativity, commitment to QRCA, leadership, optimism, humor, mentorship, a passion for life, and unconditional positive regard for all. QRCA is grateful for her passion and leadership on behalf of QRCA and its members!

Missy received the infamous Maryanne Pflug Spirit Award trophy – a HUGE martini glass – in honor of Maryanne’s favorite drink! Congratulations to Missy on receiving the 2014 QRCA Maryanne Pflug Spirit Award.

President’s Award

The President’s Award is given “for exemplary service and dedication to QRCA.” The President’s Award often goes to someone who has a long history of contributions to QRCA and the 2014 winner, Judy Langer exemplifies this.

Judy Langer is one of the founding members of QRCA and has served in many roles, including on the Board, which culminated in her role as President. Judy regularly presents at conferences, has been a long-standing leader of the Field Committee and this year worked to implement the QRCA Legacy Fund. The entire Board joins with our members to congratulate Judy on this recognition!

Rising Star

Katrina Noelle was the recipient of the 2014 Rising Star Award. Since she joined QRCA in 2007, she has been a passionate and active volunteer who has taken on critical roles with enthusiasm, dedication, and effectiveness. Some of the contributions that Katrina has made to QRCA since she joined:

- Co-Chair of the Sponsorship Committee
- 2014 Revenue Task Force member
- Volunteer on past conference teams, including the Speaker Committee
- Active member of Young Professionals, Ethnography and Online SIGs

Katrina received a beautiful “star award” at the Awards Luncheon on Thursday in New Orleans and is a wonderful role model for new members, showing how getting involved can benefit members both personally and professionally.