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 Mark Sumpter. I am grateful to Mark Sumpter, Marc-Andre Leduc and Susan Sweet for their years of service to QRCA, as they step down from their director roles. Their contributions are missed.

I am amazed by the talented and dedicated volunteer leaders on the Board, in chapters and SIGs, and on committees who continue to make QRCA a valuable resource to both researchers and the marketing industry.

QRCA continues to grow and change to meet our members’ needs. QRCA’s 2015 accomplishments were numerous, including approval of the expanded membership qualifications so that the membership reflects the current state of qualitative research consultants.

The 2015-16 Strategic Plan for the Association was approved early in the year and is in full swing. 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 objectives and accomplishments included for the coming years in each of three major areas of the QRCA Strategic Plan.

GOAL: ENHANCE MEMBER VALUE
• Created a new Ambassador Program called the Touchpoint Program to engage new members
• Created a Chapter Success Task Force to support leaders, increase meeting attendance and enhance the connection to local chapters and QRCA
• Continued focus on education and networking, including the approval of the re-named and re-focused International Chapter
• Created a Content Committee to curate and manage the educational content for QRCA so we can better share our valuable resources with members
• Changed the QRCA website to be fully mobile responsive so the content can be easily accessed on the go

GOAL: INCREASE THE STATUTORY OF QRCA
• Marketing Committee defined the QRCA brand
• Planned and promoted the QRCA Worldwide Conference on Qualitative Research in Vienna
• Qcast outreach extended with strong average monthly attendance over 100 and average of 67 on-demand monthly downloads
• Industry Relations Committee outreach included QRCA-branded tracks at industry conferences including Quirks, PMRG, MRA and GreenBook’s IIeX
• Global Outreach Scholarships drew worldwide applications.
  • Foundation Scholarship: Amoné Redelinghuys, South Africa
  • Advanced Scholarship: Mokeira Masita-Mwangi, Kenya
• QRCA’s public LinkedIn Group grew to over 12,000 members

GOAL: MAINTAIN A SUSTAINABLE ORGANIZATION
• Bylaws change vote on membership expansion approved by 90% of members who voted
  • Researchers from strategy or product/service development firms are eligible
  • Individuals who are employed by or are in graduate studies at an academic institution and who, themselves, instruct and/or specialize in the conduct and analysis of qualitative research are eligible
• Approved free dues for graduate students to engage young researchers
• The Young Professionals Grant provided ten conference registrations to qualified researchers 35 and younger
• A new VIEWS publisher, E&M Consulting, Inc. joined the QRCA team
• Approved an Annual Partner program to allow sponsors to reach our members on a year-round basis
• Institutionalized the discounted membership pricing for researchers from low GDP countries to open up membership to researchers from around the globe

In addition to these accomplishments, QRCA volunteer leaders continue to offer amazing educational opportunities at the chapter and SIG meetings and work to enhance member benefits at the committee level. Members share their ideas and expertise on a daily basis on the member forum and through articles and speaking at events and universities. QRCA is a special place that I am proud to have the honor of leading this year.
2015/2016 Board of Directors

Monica Zinchiak
President

Manny Schrager
Vice President

Jay Zaltzman
Treasurer

Corette Haf
Secretary

Shaili Bhatt
Director

Kathleen Doyle
Director

Laurie Tema-Lyn
Director

Tom Rich
Director

Daniel Berkal
Director

Left to right: Laurie Tema-Lyn, Shaili Bhatt, Daniel Berkal, Corette Haf, Monica Zinchiak, Manny Schrager, Jay Zaltzman, Kathleen Doyle, Tom Rich

QRCA Staff

Shannon Pfarr Thompson, CAE
Executive Director

Darrin Hubbard, CAE
Assistant Executive Director

Laurie Pumper, CAE
Communication Director

Julie Cygan
Event Planner

Bridget Fox
Event Planner

Nicki Brunner
Art Director
One of the more rewarding jobs performed by the 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 2015. Only through the efforts of these proven leaders is QRCA able to accomplish so much. Thank you!

CHAPTER LEADERS
Catherine Dine – Canada
Lynn Meisner – Canada
Lidia Vetturetti – Canada
Holly Blankstein – IL/Chicago
Kat Figatner – IL/Chicago
Steve Hudson – IL/Chicago
Maryse Hudon – Eastern Canada
Pascal Patenaude – Eastern Canada
Kevin Nobles – Florida
Albert Sanchez – Florida
Marypage Turso – Florida
Ilka Kuhagen – International
Julia Spink – International
Terah Farness – MI/Detroit Metro
Valerie Esqueda – Minnesota
Elaine Gingold – Minnesota
Krista Hobbs Knuffman – Missouri
Rick Weitzer – Missouri
Linda Callahan – New England
Rosemary Driscoll – New England
Roben Allong – NY/Metropolitan NYC
Lawrence Tobias – NY/Metropolitan NYC
Sharon Laukoff – OH/IN/KY
Claire Booth – Pacific Northwest
Jenny O’Connor – Pacific Northwest
Paula Rosecky – Pacific Northwest
Abby Leafe – Philadelphia/Delaware Valley
Mike Karchner – Philadelphia/Delaware Valley
Sidney Clewe – Rocky Mountain
Ellen Steiner – Rocky Mountain
Joel Reish – Southeast
Randi Stillman – Southeast
Jen Berkley Jackson – CA/San Francisco
Janet Standen – CA/San Francisco
Allison Rak – CA/San Francisco
Joel Reish – Southeast
Randi Stillman – Southeast
Lauren Goldberg McCluskey – Southern California
Caryn Goldsmith – Southern California
Glenn Naply – Southern California
Casey Bernard – TX and Friends
Mike Courtney – TX and Friends
Maricel Dominquez-Watson – TX and Friends
Barbara Gassaway – Washington D.C.
COMMITTEE LEADERS:
Kelly Heatly – Annual Conference
Chris Kann – Annual Conference
Susan Abbott – Worldwide Conference
Kendall Nash – Worldwide Conference
Laurie Bredenfoerder – Connections
Michelle Finzel – Field
Judy Langer – Field
Susan Sweet – Industry Relations
Liz Van Patten – Industry Relations
Rick Weitzer – Industry Relations
Corette Haf – International
Ilka Kuhagen – International
Julie Medalis – Marketing
Diane Harris – Marketing
Kendall Nash – Membership
Philip Smith – Membership
Mark Sumpter – Nominating
Rachael Krupek – Qcast
Liz Van Patten – Qcast

Kay Aubrey – QRCA VIEWS
Jennifer Hartt – QRCA VIEWS
Joel Reish – QRCA VIEWS
Katrina Noelle – Sponsorship
Jennifer Dale – Technology
Dorrie Paynter – Technology

TASK FORCE AND ADVISORY COMMITTEE LEADERS
Abby Leafe – Chapter Success Task Force
Diane Harris – Historian
Jim Berling – Investment Advisory Group
Jeff Walkowski – Matchmaker
Valerie Esqueda – Qualitative Excellence Award Task Force

SIG LEADERS
Kathy Jacobs-Houk – Creativity + Innovation
Peter Switzer – Creativity + Innovation
Marta Villanueva – Creativity + Innovation
Antonella Fabri – Ethnography
Isabel Aneyba – Ethnography
Isabel Aneyba – Latino
Liliana Caceres – Latino
Amy Savin – Online
Regina Szyszkiwicz – Online

Caroline Volpe – Pharma/Healthcare
Colleen Welsh-Allen – Pharma/Healthcare
Kris Hodges – Social Media Research
Jennifer Dale – Social Media Research
Grace Bottcher – Young Professionals

QRCA 2015 Annual Report 5
The 2015 election for the 2015-2017 QRCA board of directors included three open Board slots as Marc-André Leduc, Mark Sumpter, and Susan Sweet’s terms were up. The following members were elected by their colleagues to serve on the board: Kathy Doyle, Tom Rich and Laurie Tema-Lyn.

The Board Members chosen to serve as officers (2015-2016) are: Monica Zinchiak, President; Manny Schrager, Vice-President; Jay Zaltzman, Treasurer; and Corette Haf, Secretary.

QRCA wants to gratefully recognize Mark Sumpter for his years of dedicated and exemplary service on the Board, which included a term as president and treasurer.

Additional improvements that were accomplished in 2015 include:

• Board and Annual Conference Policies were updated and a Worldwide Conference Policy Manual was created.

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

Member Retention

2001 - 2015

New Members

2001 - 2015

Membership Information
QRCA continues to be a financially strong organization with cash reserves of $581,000, which is on the high end of 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 2015, this resulted in a net loss of -1.1% on investments. Membership dues revenue was down about 1.6% in 2015 compared to 2014, but remains strong at just over $230,000. Our other major revenue stream, the Annual Conference, also saw income go down slightly, but it was offset by reductions in expenses to meet the net budget goal.

KEY FINANCIAL ACTIVITIES IN 2015:
- Expanded membership eligibility
- Developed an annual sponsorship program
- Had no public relations firm in place
- Changed VIEWS Publisher (and ad rebate agreement)
- Extended Ewald contract through 2018 and included management of Worldwide Conference
- Continued investment plan

QRCA budgeted for a nearly $13,000 negative net income in 2015 due to investments in branding, the website, and committees. However, we ended the year in a slightly weaker position than anticipated with a net negative income of just under $22,000. This was largely as a result of lower than planned membership and sponsorship income.

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

Statement of Cash Flows
Operating Activities Jan-Dec 2015

Net Income $ (21,912)
Accounts Receivable $ 17,541
Prepaid Expenses $ (29,490)
Accounts Payable $ (10,833)
Legacy Fund $ (2,450)
Deferred Revenue – Dues $ (49,856)
Net Cash Provided by Operating Activities $ (96,999)

Financing Activities
Unrealized gain/loss on Investments $ (9,670)
Net cash provided by Financing Activities $ (9,670)

Net cash increase for period $ (106,669)
Cash at beginning of period $ 687,953
Cash at end of period $ 581,283

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.
Balance Sheet

### Assets

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<tr>
<td>Cash</td>
<td>$113,499</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>$20,976</td>
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<td>Other Current Assets</td>
<td>$43,623</td>
<td>$14,133</td>
<td>$49,774</td>
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**Total Assets** $628,341

### Liabilities & Equity

#### Liabilities

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<td>Accounts Payable</td>
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<td>Legacy Fund</td>
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<td>Deferred Member Dues</td>
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<td>Total Liabilities</td>
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#### Equity

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<td>Gain/Loss on Investment</td>
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<td>Retained Earnings</td>
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<td>$551,794</td>
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<tr>
<td>Net Income</td>
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<td>$(4,716)</td>
<td>$13,782</td>
<td>$42,801</td>
<td>$822</td>
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<td>Total Equity</td>
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<td>$589,268</td>
<td>$576,008</td>
<td>$528,280</td>
<td>$464,644</td>
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**Total Liabilities & Equity** $628,341

### Revenue 2015

- Annual Conference: 54%
- Chapter Income: 4%
- Other Income: 4%
- VIEWS Publisher Rebate: 40%

### Expenses 2015

- Annual Conference: 29%
- Board of Directors: 8%
- Committee & Chapter Operations: 6%
- Management Fees: 50%
- Administrative Expenses: 6%
The 2015 annual conference provided attendees with a wonderful education-packed and fun-filled three days in Orlando, Florida at the Hilton Bonnet Creek.

This year’s conference was inspired by our Orlando location, a seat of imagination and creativity. The breakout sessions and speakers took attendees deeper into their own understanding of their creative potential, and our dynamic keynote speaker, Gert Garman, Director of the Collaborative Design Center at Valencia College in Orlando, inspired and helped everyone get in touch with their creativity.

The conference provided attendees with a lot of variety in the programming in terms of subject matter, session length and in presenters: with new and “veteran” presenters, QRCA members as well as non-members, and speakers from across the globe including North America, Japan, and the UK. This year’s conference also featured a block of sessions on Friday known as “Double Features.” Attendees chose one of these three Double Features which consisted of two presentations on a related topic, providing attendees with two points of view. Topics were gamification in qualitative research, cognitive interviewing approaches, and mobile technologies that enable us to get closer to our respondents.

Amidst the incredible sessions, marketplace, and networking at the conference was the always-fun, ever-exciting Thursday night soiree. This year’s “A Glow New World” party was celebrated in the beautiful party pavilion overlooking the golf course and waterways. There was something for every type of attendee: dancing, karaoke, games, quiet conversation on the patio, and, of course, good food and cocktails!

Thanks to our conference committee who worked hard to make the conference a great success! We look forward to seeing everyone in Los Angeles, CA, January 18-20, 2017!

A Whole New World of Research

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<tr>
<th>Year</th>
<th>Attendees</th>
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<td>2015</td>
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<td>2014</td>
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<td>242</td>
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<td>2010</td>
<td>246</td>
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PRESIDENT’S AWARD

The official description of this award states that it 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 also to members who have done noteworthy efforts for QRCA. The 2015 winner, Rick Weitzer, exemplifies both reasons that people receive this award.

Rick Weitzer has been a member of QRCA for 17 years. In those years, he has served in many roles including leading the Public Relations and Industry Relations Committees; serving as a chapter chair; and recently, leading the Membership Expansion Task Force. To demonstrate why Rick was recognized with this award, some comments are shared below:

• He has a way of organizing huge endeavors that make them manageable. He thoughtfully brought together a stellar team last year and then found a way to maximize everyone’s strengths for the greater good of QRCA. He is a master at organizing people and then letting them shine!

• Rick is an organized and effective leader who helps everyone stay on track and continuously move projects forward. His kindness, wit and ability to keep meetings on time make him a joy to work with.

Although Rick couldn’t be there in person, the Board shared the news via a call that was recorded to play back for attendees during the awards luncheon.

MARYANNE PFLUG SPIRIT AWARD

It was wonderful to watch a truly outstanding QRCA colleague, Marta Villanueva, receive the Maryanne Pflug Spirit Award. 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.

Marta exudes the qualities and characteristics that Maryanne Pflug embodied: friendliness, creativity, commitment to QRCA, leadership, optimism, humor, mentorship, a passion for life, and unconditional positive regard for all. Here are some of the things colleagues said about Marta’s spirit:

• She is a ray of sunshine and a true lady with a pure heart of gold — she is super smart and experienced, yet she makes everyone feel warm and welcome at conferences.

• She is an iconic QRCA member who lives by the association’s goal: to promote excellence in qualitative research by pooling experience and expertise to create a base of shared knowledge.

• She makes the time and effort to reach out to colleagues and check in on them, not for the sake of booking work but to genuinely know how they are doing.

• [When] I joined QRCA [I] knew nobody. I met her at the conference and, although not my official mentor, she immediately served as a one-woman welcoming committee, introducing me to others and selflessly offering to assist in my assimilation. Her optimism and passion for life are immediately apparent and contagious.

Congratulations to the 2015 Award Winners!

Rick Weitzer

Marta Villanueva
RISING STAR

Sidney Clewe was the 2015 Rising Star Award recipient. Since she joined QRCA in 2014, Sidney has been a passionate and active volunteer who has taken on critical roles with enthusiasm, dedication, and effectiveness. Some of the contributions that Sidney has made to QRCA since she joined:

- Helped to establish and serves as Co-Chair of the Rocky Mountain Chapter
- 2015 Chapter Success Task Force (CSTF) member
- Conducted research on behalf of the CSTF

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

The QRCA Board approved the Rising Star Award in 2009. Its goal is to provide recognition and incentive to QRCA members who have less tenure with the Association and yet have made significant contributions.

Foundation Scholarship Recipient

AMONÉ REDELINGHUYS, RESEARCH SPECIALIST AT COLUMINATE, JOHANNESBURG, SOUTH AFRICA

Advanced Scholarship Recipient

MOKEIRA C N MASITA-MWANGI, CEO OF RESEARCH PLUS AFRICA, NAIROBI, KENYA

The Foundation Scholarship is open to qualitative researchers who are relatively new, and establishing their career path in this field. The Advanced Scholarship is awarded to well-established qualitative researchers seeking to expand their knowledge of methods and techniques to maximize the value of projects they plan and execute. QRCA is grateful to the International Committee members for their ongoing work in showcasing international researchers via the global scholarships and for bringing them to the annual conference to share their insights.