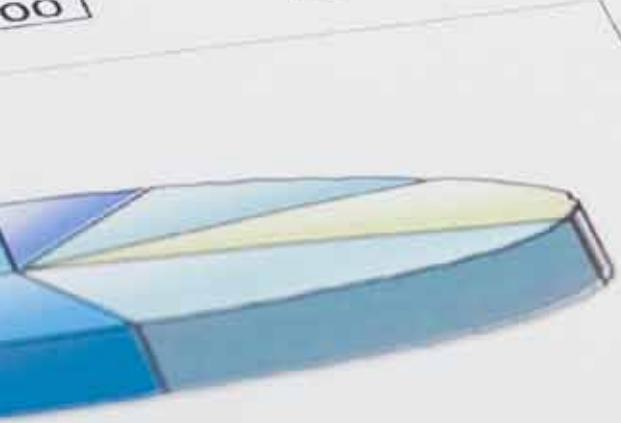




# 2013

# ANNUAL REPORT

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**QRCA MISSION STATEMENT:**

The Qualitative Research Consultants Association is dedicated to advancing the discipline of qualitative research worldwide.





by Kendall Nash

## PRESIDENT'S REPORT

I am honored to be serving as QRCA President; I began my term in September when I took over the role from Susan Saurage-Altenloh. I am grateful to both her and Susan Abbott for their years of service to the Board. I feel fortunate to be leading QRCA as it celebrates its 30th anniversary as an organization. The talented and dedicated volunteer leaders on the Board, in chapters, SIGs and on committees continue to make QRCA a valuable resource to both researchers and the marketing industry.

QRCA's accomplishments in 2013 included development and approval of the **2014 – 2015 Strategic Plan**. Building on past success, 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 the three major areas of the QRCA Strategic Plan.

### Goal: Enhance Member Value

- The new and improved QRCA website streamlines information, education and resources for members through the Member Quicklinks, integrated Forum, and Group section that creates online communities for chapters, SIGS and committees.
- Launched QRCAtv, which features qualitative experts in short educational videos. It expands our conference content reach and enhances the member video library.
- Conducted a Member Survey that had a 54% response rate and provided valuable feedback for QRCA leaders.

### Goal: Increase Stature of QRCs Among External Audiences

- The Industry Relations Committee increased its partnerships to eleven by adding three additional organizations – GreenBook, Quirk's and UXPA – to continue its work in cross-promoting QRCA with other key organizations.
- The new QRCA website includes a clear and targeted user path for researchers and potential members based on research by the Hub Task Force.
- QRCA sponsored a qualitative research track at GreenBook's IlleX Philly Conference. Nearly a quarter of the 435 attendees were research buyers, 100 people attended QRCA sessions, and VIEWS were distributed.
- QRCA sponsored two Global Scholarships for the Annual Conference, and 2013 winners came from Honduras and Argentina.
- The Brand Communications Committee undertook research to help inform marketing for QRCA and its members which resulted in 138 completed surveys with clients and 12 follow-up interviews.
- Highlighted our industry expertise and best practices via QRCA's public LinkedIn discussion group which ended the year with nearly 6,900 members.

### Goal: Sustainable Organization

- Created two task forces, Revenue and Membership Expansion, to focus on sustainability and member value.
- A Social Media Policy Manual was developed to institutionalize knowledge and provide guidance to leaders.



2013/2014 Board (left to right): Monica Zinchiak, Marc-André Leduc, Corette Haf, Liz Van Patten, Manny Schragger, Kendall Nash, Susan Sweet, Mark Sumpter, Shaili Bhatt

## 2013/2014 BOARD OF DIRECTORS



**Kendall Nash**  
President



**Mark Sumpter**  
Vice President



**Monica Zinchiak**  
Secretary



**Manny Schrage**  
Treasurer



**Shaili Bhatt**  
Director



**Corette Haf**  
Director



**Marc-André Leduc**  
Director



**Susan Sweet**  
Director



**Liz Van Patten**  
Director

## 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



## VICE PRESIDENT'S REPORT

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 2013. Only through the efforts of these proven leaders is QRCA able to accomplish so much. Thank you!

### Committee Leaders:

Missy Carvin – Annual Conference

Kathy Jacobs-Houk – Annual Conference

Simon Patterson – AQR/QRCA Joint Conference

Foster Winter – AQR/QRCA Joint Conference

Rebecca Bryant – Brand Communications

Kelly Heatly – Connections

Judy Langer – Field

Michelle Finzel – Field

Susan Saurage-Altenloh – Industry Relations

Rick Weitzer – Industry Relations

Ilka Kuhagen – International

Manuela Fletcher – International

Philip Smith – Membership

Kendall Nash – Nominating

Rachael Krupek – Qcast

Liz Van Patten – Qcast

Laurie Tema-Lyn – QRCA VIEWS

Joel Reish – QRCA VIEWS

Kay Aubrey – QRCA VIEWS

Freddie Williams – Sponsorship

Jennifer Dale – Technology

Dorrie Paynter – Technology

### 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

Rick Weitzer – Member Expansion Task Force

Revenue Task Force – Joel Reish

Jeff Walkowski – Matchmaker

### Chapter Leaders:

Elizabeth Jenkins – Canada

Catherine Dine – Canada

Wendy Shaw – Canada

Kat Figatner – IL/Chicago

Steve Hudson – IL/Chicago

Pascal Patenaude – Eastern Canada

Marc-André 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 Schragger – 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

Marty Johnson – OH/IN/KY

Kathy Glandorf – OH/IN/KY

Jeff Etherton – Pacific Northwest

Regina Szyszkiewicz – Pacific Northwest

Laurie Tema-Lyn – Philadelphia/Delaware Valley

Abby Leafe – Philadelphia/Delaware Valley

Jen Berkley Jackson – CA/San Francisco

Janet Standen – CA/San Francisco

Judy Riggs – CA/San Francisco

Jay Zaltzman – Southern California

Lauren Goldberg McCluskey – Southern California

Barbara Gassaway – Washington D.C.

Julia Spink – Virtual  
Samantha Loggenberg – Virtual

Mike Courtney – TX and Friends  
Kelly Heatly – TX and Friends  
April Bell – TX and Friends

### SIG Leaders:

Isabel Aneyba – Latino  
Liliana Caceres – Latino

Christiane Hile – Creativity + Innovation  
Marta Villanueva – Creativity + Innovation

Batool Batalvi – Pharma/Healthcare  
Caroline Volpe – Pharma/Healthcare

Antonella Fabri – Ethnography  
Isabel Aneyba – Ethnography

Jinghuan Liu – Young Professionals  
Ben Smithee – Young Professionals

Amy Savin – Online  
Regina Szyzkiewicz – Online

### Some of the initiatives that emerged from QRCA committees and SIGs during 2013 are highlighted below:

- The International Committee selected two individuals for the Global Outreach Scholarship. Jorge Bueso (Honduras) and Pablo Sánchez Kohn (Argentina) were the 2013 recipients and attended the Annual Conference in San Diego, CA.
- The Membership Committee conducted a survey of the members to get a pulse on member satisfaction and involvement with QRCA and received a 54% response rate.
- Nine Qcasts were held on a variety of topics throughout 2013 and are available in the archive on the website. A simulcast presentation on Social Media Research from the Annual Conference was held in October with 57 virtual attendees and a full room of conference attendees sharing in the learning.
- The Hub Task Force redesigned the website layout.
- The Technology Committee continues to improve the user experience and has also undertaken initiatives to optimize website SEO.
- The Field Committee fielded a survey to QRCA Members, Quirk's Subscribers and MRA members on the cheater-repeater issue. The report will be issued in 2014.
- The Social Media SIG was established to learn about new social media listening platforms, participating in case studies, and expanding qualitative social media engagement practices.

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.



Top: Attendees at a Southeast Chapter Meeting in May, 2013

Bottom: Members of the Virtual Chapter at the 2013 Conference in San Diego





by Monica Zinchiak

## SECRETARY'S REPORT

The 2013 election for the 2013 - 2015 QRCA Board of Directors included three open slots as Susan Saurage-Altenloh and Susan Abbott completed their terms and Monica Zinchiak was up for re-election. The following members were elected by their colleagues to serve on the Board: Marc-André Leduc, Susan Sweet and Monica Zinchiak.

The Board Members elected to serve as Officers (2013/2014) include: Kendall Nash, President; Mark Sumpter, Vice-President; Manny Schragar, Treasurer; and Monica Zinchiak, Secretary.

QRCA gratefully recognizes Susan Saurage-Altenloh and Susan Abbott for their years of dedicated and exemplary service on the Board, which included a term as President for Susan S-A. Both completed their terms in September of 2013 and collectively represented 8 years of experience on the QRCA Board.

Additional improvements that were accomplished in 2013 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](#)



Susan Saurage-Altenloh  
Past President

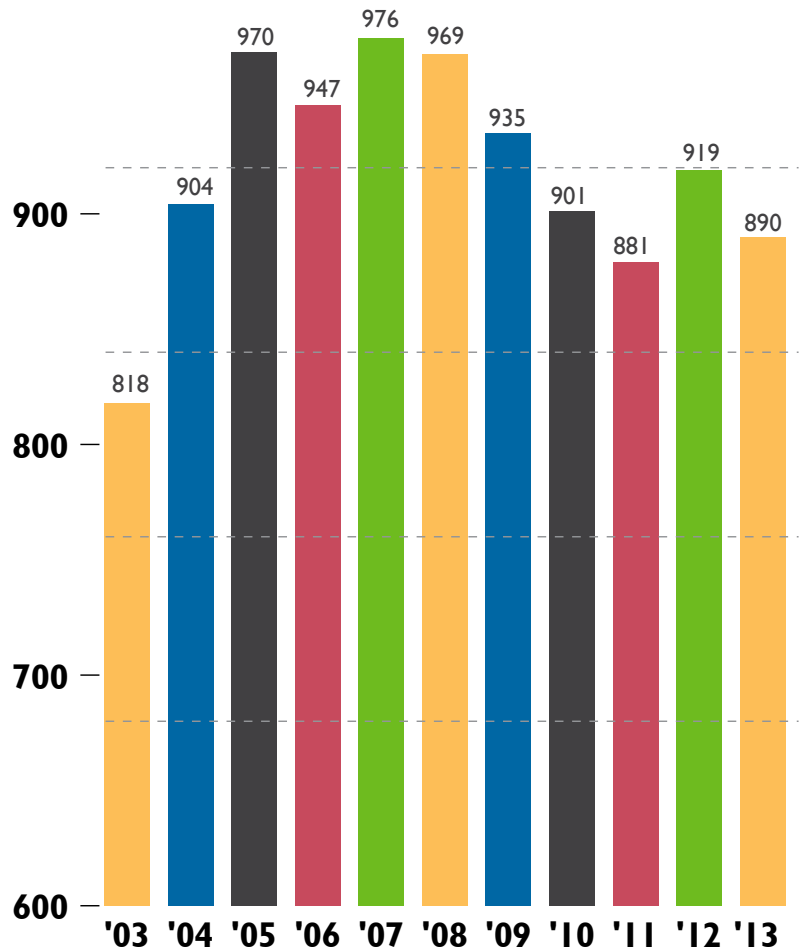
Susan Abbott  
Past Director

## KEY QRCA SUPPORTERS THAT WE RECOGNIZE AND THANK:

- QRCA Annual Conference Sponsors
- QRCA Annual Conference Exhibitors
- QRCA VIEWS Advertisers
- QRCA Qualocator Advertisers
- Partner associations (AMA, AQR, ARF, ESOMAR, GreenBook, MMRA, MRA, MRIA, PMRG, Quirk's, UXPA)

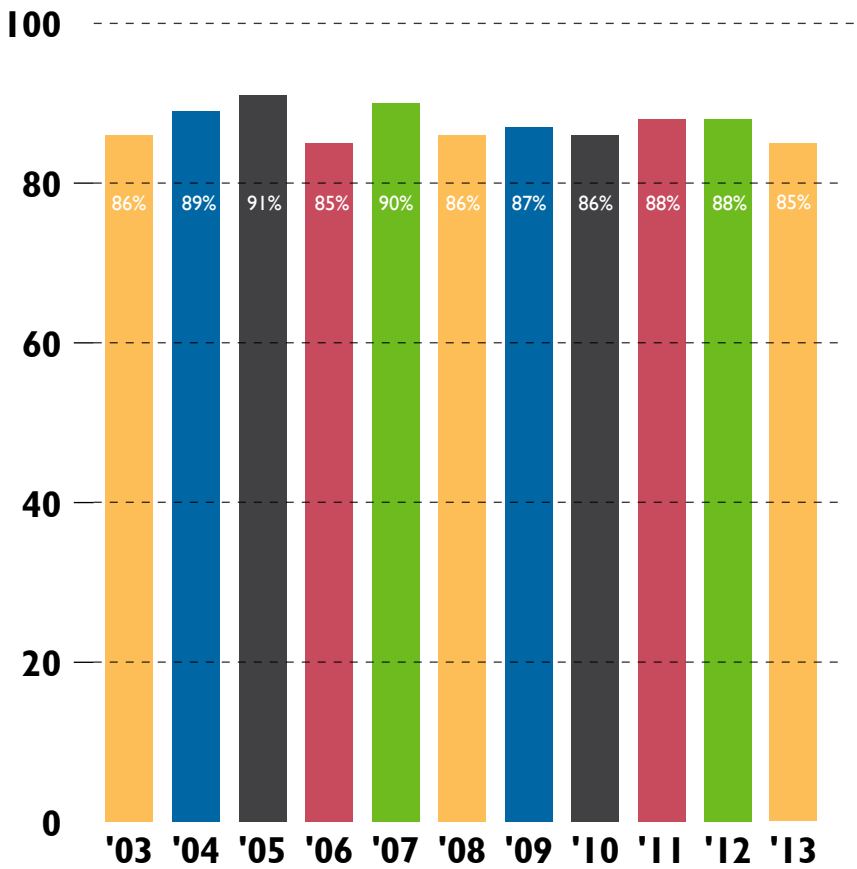
## YEAR-END MEMBERSHIP

2003 - 2013



## MEMBER RETENTION

2003 - 2013



## 2013 GLOBAL OUTREACH SCHOLARSHIP RECIPIENTS

### FOUNDATION SCHOLARSHIP

**JORGE BUESO,**  
LA LIMA, HONDURAS



*"QRCA provided sharing...a welcoming environment... demonstrated the value of sharing your knowledge. It's very tactical in nature, and I really enjoyed that*

*– it gave specific nuggets I can use. Specifically, behavioral economics was a session that really helped."*

### ADVANCED SCHOLARSHIP

**PABLO SANCHEZ KOHN,**  
BUENOS AIRES, ARGENTINA

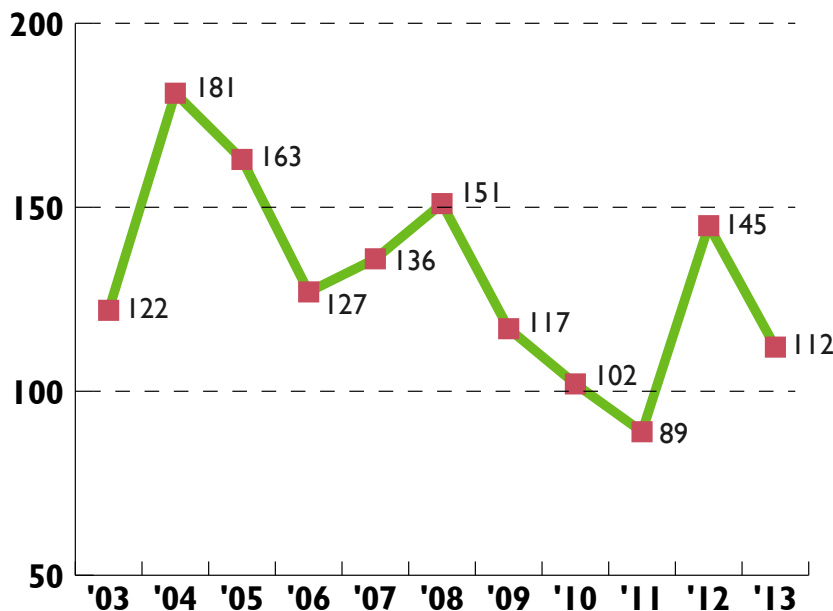


*"The best way of learning is to get in touch with a community...make bonds with people who have the same passions and interest. This experience makes me believe harder*

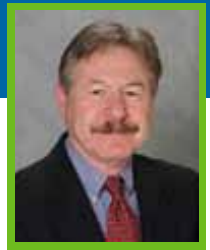
*that there is always a lot to learn. If you are next to people who are open to share, it's a great way to keep learning and getting better. I am part now of a community that is open to sharing ...a community of knowledge."*

## NEW MEMBERS

2003 - 2013



by Manny Schrager



## TREASURER'S REPORT

QRCA continues to be a financially strong organization with cash reserves of nearly \$638,000, which is 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 2013, this resulted in a positive gain of 2% on investments. Membership dues revenue was down slightly in 2013 compared to 2012, but remains strong at nearly \$250,000 and our other major revenue stream, the Annual Conference, saw income go up about 7%.

### Key financial activities in 2013:

- Signed 3-year contract with management company
- Updated QRCA website
- Continued to allocate funds toward brand awareness
- Supported committee initiatives: Qcasts, International and VIEWS
- Followed investment plan set in place in 2010

QRCA budgeted for a nearly \$18,000 negative net income in 2013 due to investment spending in branding, the website and committees. However, we trimmed the expected loss by over \$4,000 due to strong registration at the Annual Conference and the Board and committees monitoring expenses closely.

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

## STATEMENT OF CASH FLOWS

*Operating Activities Jan-Dec 2013*

<b>Net Income</b>	<b>\$ (13,782)</b>
Accounts Receivable	\$ 10,855
Prepaid Expenses	\$ 12,639
Prepaid QRCA/AQR Conference	\$ (8,000)
Prepaid Expenses Annual Conference	\$ (30,000)
Accounts Payable	\$ (1,057)
Deferred Revenue – Dues	\$ (29,035)
<b>Net Cash Provided by Operating Activities</b>	<b>\$ 58,380</b>
<b>Financing Activities</b>	
Unrealized gain/loss on Investments	\$ 7,856
Retained Earnings	\$ 5,386
Net cash provided by Financing Activities	\$ 13,242
Net cash increase for period	\$ 45,137
Cash at beginning of period	\$ 681,421
Cash at end of period	\$ 636,284

*Attendees at a Philadelphia/Delaware Valley Chapter Meeting in May, 2013*

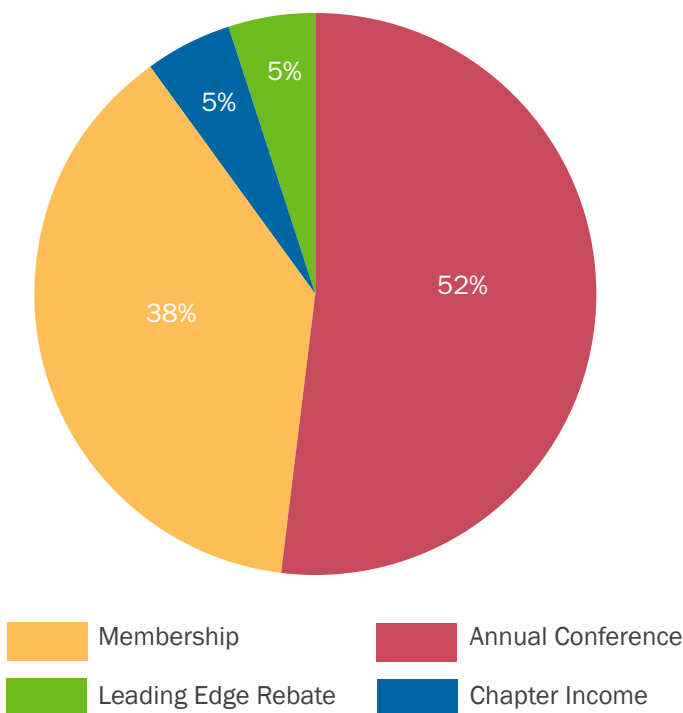




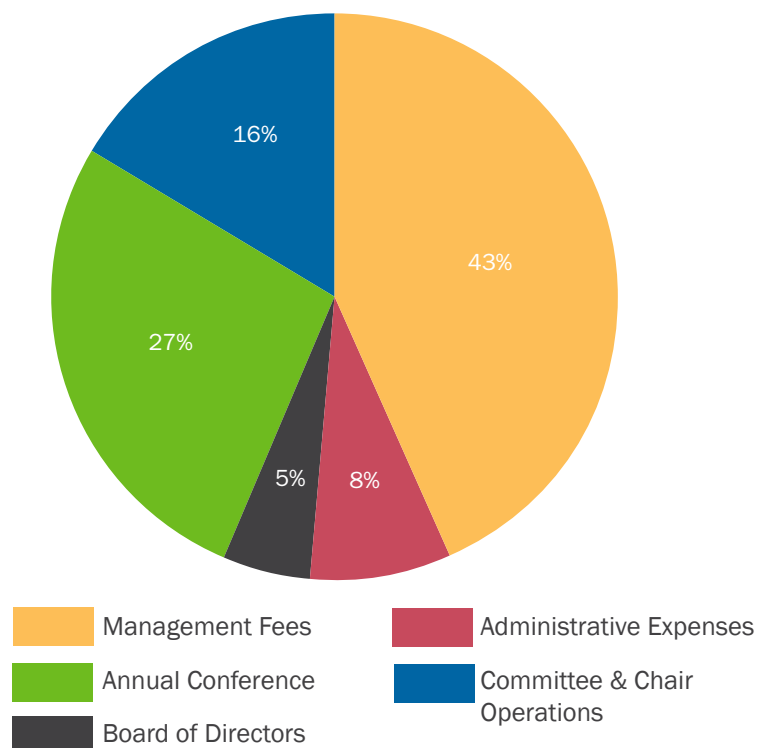
## BALANCE SHEET

	2013	2012	2011	2010
<b>Assets</b>				
Cash	\$ 182,360	\$ 185,501	\$ 154,897	\$ 116,900
Money Market	\$ 13,974	\$ 13,918	\$ 13,852	\$ 13,739
Investment Accounts	\$ 439,654	\$ 430,557	\$ 410,282	\$ 398,466
Accounts Receivable	\$ 10,258	\$ 21,112	\$ 15,879	\$ 40,103
Other Current Assets	\$ 49,774	\$ 24,118	\$ 28,624	\$ 29,486
<b>Total Assets</b>	<b>\$ 696,020</b>	<b>\$ 675,206</b>	<b>\$ 623,534</b>	<b>\$ 598,694</b>
<b>Liabilities &amp; Equity</b>				
<b>Liabilities</b>				
Accounts Payable	\$ 7,110	\$ 4,988	\$ 16,095	\$ 8,851
Deferred Member Dues	\$ 112,902	\$ 141,938	\$ 142,795	\$ 136,388
<b>Total Liabilities</b>	<b>\$ 120,012</b>	<b>\$ 146,926</b>	<b>\$ 158,890</b>	<b>\$ 145,239</b>
<b>Equity</b>				
Gain/Loss on Investment	\$ 37,996	\$ 30,140	\$ 11,369	\$ 1,002
Retained Earnings	\$ 551,794	\$ 455,339	\$ 452,453	\$ 431,766
Net Income	\$ 13,782	\$ 42,801	\$ 822	\$ 20,687
<b>Total Equity</b>	<b>\$ 576,008</b>	<b>\$ 528,280</b>	<b>\$ 464,644</b>	<b>\$ 453,455</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$ 696,020</b>	<b>\$ 675,206</b>	<b>\$ 623,534</b>	<b>\$ 598,694</b>

### REVENUE 2013



### EXPENSES 2013





by Kathy Jacobs-Houk

## 2013: IMMERSE YOURSELF IN QUALITATIVE RESEARCH TRENDS

Mission Bay, San Diego, was the perfect backdrop for QRCA's 28th Annual Conference held October 16-18, 2013. The weather was balmy and the setting beautiful. The Hyatt Regency Mission Bay offered astonishing accommodations with plenty of opportunity to spend time in the sunlight. The venue was only one reason for our record attendance (257), which was the highest since Vancouver in 2007. Another key motive for attending was likely the stellar line-up of presentations, 24 in all. Here's what attendees had to say:

- "The venue was exquisite."
- "High quality workshops."
- "Workshop variety and amazing location with fantastic group of people willing to learn, as well as share."
- "The caliber of speakers was amazing. The location made for an incredibly warm, relaxed atmosphere that carried through the rest of the conference."
- "The ability to be outside so frequently!!! The party Thursday night was great as well. And a great Keynote address."

This year's theme, *Mission Exploration*, was kicked off at a plenary session of QRCA Talks: "Your Brain on Qual" that focused on neuroscience, what we know and what we don't, and its applications for QRCs.

In order to pack as much learning in as possible, a second offering of InterCHANGE sessions was added bringing the number to nearly two dozen.

The keynote speaker, Merrill Dubrow, from M/A/R/C, spoke on "Evaluating the Current and Future State of Qualitative Research," which challenged our association and us as individual practitioners to lead the next wave of change coming to our industry. He "gave us a swift kick in the pants – got me energized." "Really motivating and challenging to make QRCA members push our industry further."

We made time to enjoy mingling with old friends and meeting new ones. Thursday evening's "Exploration Old Town: Join the Fiesta" saw the entire square dedicated to our use with lots of eating, drinking, dancing, and even shopping.

Missy and I thank all who helped make this conference a big success. It was rated 4.7 out of a possible 5 on overall impression; the highest in recent years. We are grateful to our sponsors and exhibitors and especially to those who started the association 30 years ago. Sombreros off to them!

**We look forward to seeing everyone in New Orleans, October 15-17, 2014!**



## CONGRATULATIONS TO OUR 2013 AWARD WINNERS

### Maryanne Pflug Spirit Award



Farnaz Badie

**Farnaz Badie** was the 2013 Recipient of the Maryanne Pflug Spirit Award. Presented each year since 2003, this award honors the memory of a much-loved and cherished former QRCA member and her contributions to QRCA. The award upholds and celebrates QRCA's cultural heritage of collegiality among members and commitment to the organization, and is awarded to a member who demonstrates "spirit" in the association. Recipients demonstrate 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.

This year's recipient, Farnaz, is gifted with all of those qualities and is the picture of warmth and friendship. Her contributions to QRCA include being the speaker chairperson for the 2013 annual conference and on the speaker team for the 2012 conference, serving on the HUB task force to revamp the QRCA website, serving on the International Committee and co-chairing the Mentoring Task Force.

### President's Award



Pat Sabena

The 2013 President's Award was presented to Pat Sabena. This award is given for exemplary service and dedication to QRCA.

**Pat Sabena** has been an active and engaged member of QRCA since 1989 and has served in many roles, including on the Board, which culminated in her role as President. She regularly presents at conferences and chapter meetings, and serves QRCA in many ways. Pat is an avid supporter of the QRCA/AQR conference and serves that committee on the Speaker Committee. Pat is also on the Industry Relations Committee as the AQR liaison, VIEWS Editorial Board and International Committee.

### Rising Star



Rachael Krupek

**Rachael Krupek** was the winner of the 2013 Rising Star Award. Since she joined QRCA in 2008, she has been a passionate and active volunteer who has taken on critical roles with enthusiasm, dedication, and effectiveness. Some of the contributions that Rachael has made to QRCA since she joined include: chair of the Qcast Committee; 2013 Nominating Committee; Public Relations Advisory Group; and member of Young Professional and Online SIGs. She also finds joy in getting other people involved so that others can share in the great benefits of being involved in QRCA.

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. Rachael is a wonderful role model for new members, showing how getting involved can benefit members both personally and professionally.