



Connections

QRCA is an association of independent qualitative research professionals committed to the highest professional standards and the advancement of the discipline worldwide.

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Member News

MEET THE BOARD - Joel Reish

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I am President/Founder of Next Level Research in Atlanta. I have been conducting market research, qual and quant, for 20 years on both the supplier side and client side.

I have been aware of QRCA for a long time but just joined a few years ago, when I launched my own company. I jumped into QRCA both feet first, getting involved with ComCom and FieldCom, presenting at the 2002

Conference in Toronto, chairing our 2002 industry survey of research buyers, chairing our 2003 advertising, and then, of course, co-chairing the upcoming Conference in Phoenix.

And now I have been elected to the Board of Directors. In the



election, each candidate provided a 75-word max “platform” statement. I thought I would use this space to elaborate a bit more on my stated priorities for QRCA:

“Increase industry awareness of QRCA and the value clients accrue in hiring members”

Perhaps the most important benefit our members could derive from belonging to QRCA is if it increases or enhances their business. We should see more clients not only recognizing what QRCA is, but feeling that they will benefit by working with our members – more skilled QRCs who are more dedicated to their professionalism and make a deeper commitment both to their own growth and to raising the industry standards. We should make sure clients know that by hiring a QRCA member they are making a smarter business decision.

“Advance QRCA’s many initiatives to be the leader in qualitative research”

I believe QRCA is the best organization to be the leader in qualitative research. Striving to be “the leader” means taking proactive stances for setting standards, for enacting positive change, and for educating across the entire waterfront of issues our profession faces. I am amazed at how fervently we are able to pursue that goal on so many key fronts with a relatively small membership (in the scheme of things). I want to support these efforts and help them to continue making progress.

“Position QRCA for the future with continued respect for its heritage”

I believe QRCA needs to continue striving to be the leader in qualitative research to ensure that we flourish well into the future. We cannot be just a member of the QR community, or even just a strong voice, but need to be THE leader. And to do that I believe we need to expand our membership, to more broadly represent the spectrum of people within our profession, as any leader in an industry must do. But how to expand? There are many possible categories of member expansion. The key, I think, is the other half of my statement, respecting QRCA’s heritage. The easy answer would be to throw open the membership doors, and while that might swell our ranks, it leaves the question, “What would that do to the spirit of QRCA?” I joined QRCA because I thought it was a smart business decision, but I got *involved* because of the incredible kinship and dedication this association’s members have for each other. I have belonged to quite a few associations over the years, and none has even approached the spirit with which QRCA members embrace and support each other and work together. It truly is special, and I think that needs to be carefully preserved as we go forward.

“Enhance member involvement as well as experiential learning and networking opportunities”

My experience with QRCA truly has borne out the old saying, “You get out what you put in.” I would like to see QRCA’s opportunities for involvement fine-tuned to maximize the benefit each volunteer puts into it, so that they get that much more out of it. We come together to learn, to see old friends, and to continuously re-ignite the QRCA spirit, and these opportunities should be as plentiful and productive as possible.

“Respond to members’ needs”

In this article I have expounded on my thoughts, my vision, my ideas, but the only agenda I have for the Board of Directors is implementing what is best for the association and what the members want. If you have any comments about my ideas here, or at any other time on any other topic, feel free to contact me at Joel@NextLevelResearch.com.

“Have fun along the way!”

Why else should we get out of bed every morning? Being involved with QRCA is fun – it’s stimulating, it’s rewarding, it’s validating, and I am glad for the chance to work with and on behalf of all of you.
