

NEXT LEVEL RESEARCH

FOR IMMEDIATE RELEASE

JOEL REISH ELECTED TO QRCA BOARD OF DIRECTORS

ATLANTA, GA (July 9, 2004) – The Qualitative Research Consultants Association (QRCA) today announced the election of Joel Reish to its Board of Directors. Mr. Reish is President/Founder of Next Level Research, a full-service market research firm located in Atlanta.

“I am pleased to receive the trust of my fellow members to assume this important responsibility in QRCA and in the market research industry,” Mr. Reish commented.

QRCA is the largest body of independent qualitative research consultants in the world, with over 800 experienced qualitative research professionals from over 20 countries. QRCA is on the forefront of trends and innovations in qualitative research worldwide. The vision of QRCA is to be the leader in qualitative research worldwide, and QRCA’s goal is to promote excellence in the field of qualitative research by pooling experience and expertise to create a base of shared knowledge.

The QRCA Board of Directors is an elite body of nine volunteers elected by their peers to manage the affairs of the Association, to set policies and priorities, and to act as fiduciary trustees for Association members.

Next Level Research is a full-service market research firm that offers a full complement of research services and methodologies. Projects are custom-designed for each client’s needs. Joel Reish has more than 20 years of senior-level market research experience in a wide variety of industries in both consumer and business-to-business applications. He has conducted hundreds of quantitative perceptual studies and moderated thousands of focus groups and in-depth interviews for clients from Fortune 100 companies to local businesses.

For more information please contact:

Joel Reish
President / Founder
Next Level Research
tel (770) 609-5500
fax (770) 609-5501
website: www.NextLevelResearch.com