

# NEXT LEVEL RESEARCH

## **FOR IMMEDIATE RELEASE**

### **JOEL REISH CO-CHAIRS SUCCESSFUL QRCA CONFERENCE**

ATLANTA, GA (November 1, 2004) – The Qualitative Research Consultants Association (QRCA) has just completed its 19th Annual Conference in Phoenix, AZ. This year's Conference is among the most successful ever for QRCA. Among the highlights:

- ◆ Highest total attendance ever for a QRCA Conference
- ◆ Highest revenue surplus ever for the Association
- ◆ Highest Sponsor & Exhibitor revenue ever, 50% higher than the previous record
- ◆ Most education sessions ever
- ◆ Most meals and social events ever
- ◆ Most planned recreational activities ever

The Conference Co-Chairs were Joel Reish and Monica Zinchiak. Mr. Reish is President/Founder of Next Level Research, a full-service market research firm in Atlanta. Ms. Zinchiak is President of Z Research Services in San Diego.

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.

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.

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