

NEXT LEVEL RESEARCH

FOR IMMEDIATE RELEASE

JOEL REISH ELECTED TREASURER OF QRCA

ATLANTA, GA (February 18, 2005) – The Qualitative Research Consultants Association (QRCA) today announced the election of Joel Reish as Treasurer. The Treasurer position is one of four Officers representing the senior leadership of the Association. Mr. Reish is President/Founder of Next Level Research, a full-service market research firm located in Atlanta.

“I am honored to reach this important position within QRCA and pledge to exercise my best judgment in this significant responsibility,” Mr. Reish stated upon the announcement of the election results.

Mr. Reish continues his term on the QRCA Board of Directors.

QRCA is the largest body of independent qualitative research consultants in the world, with over 900 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.

For more information please contact:

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