

# NEXT LEVEL RESEARCH

## **FOR IMMEDIATE RELEASE**

### **JOEL REISH APPOINTED QRCA VICE PRESIDENT**

ATLANTA, GA (April 21, 2006) – The Qualitative Research Consultants Association (QRCA) today announced the appointment of Joel Reish as Vice President. Mr. Reish is President/Founder of Next Level Research, a full-service market research firm located in Atlanta.

“The position of Vice President represents a substantial leadership responsibility within QRCA that I am pleased to accept and intend to fulfill to the best of my ability,” Mr. Reish said in a statement upon announcing the appointment.

Mr. Reish continues his term on the QRCA Board of Directors. Mr. Reish has also served for more than a year as QRCA Treasurer.

QRCA is the largest body of independent qualitative research consultants in the world, with nearly 1,000 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 21 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](http://www.NextLevelResearch.com)