

NEXT LEVEL RESEARCH

FOR IMMEDIATE RELEASE

JOEL REISH TO PRESIDENT OF QRCA

ATLANTA, GA (October 2, 2006) The Qualitative Research Consultants Association (QRCA) installed Joel Reish as President in September 2006. Mr. Reish was elected to this position by the QRCA membership in August 2006. He is President/Founder of Next Level Research, a full-service marketing research firm located in Atlanta.

Mr. Reish said
Conference, Mr. Reish laid out a comprehensive strategy for QRCA including continued
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of qualitative research in general and QRCA specifically, and fostering even more openness
within QRCA and between QRCA and others in the profession.

The Presidential term Mr. Reish will serve is for one year from September 2006 through September 2007. Concurrently, Mr. Reish continues into his third year on the QRCA Board of Directors. Mr. Reish has also served as Vice President and Treasurer for QRCA.

QRCA is the largest body of independent qualitative research consultants in the world, with nearly 1,000 experienced qualitative research professionals from over 25 countries. QRCA is on the forefront of trends and innovations in qualitative research worldwide. The vision of al 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-
Joel Reish has 22 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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