

## QRCA Announces 2018 Award Winners

St. Paul, Minn. (February 13, 2018) – The [Qualitative Research Consultants Association](#) (QRCA) is proud to announce the recipients of the 2018 QRCA Awards. Presented at the 2018 QRCA annual conference in Phoenix, Ariz., the awards are split into four categories that reflect significant contributions to the qualitative research profession. Dating back to 2002, the awards have recognized contributions and leadership development for qualitative research consultants from across the world.

“Our 2018 awards recipients have worked tirelessly to advance the discipline of qualitative research worldwide,” said Jay Zaltzman, president of QRCA. “As one of the leading associations of qualitative research consultants in the country and internationally, QRCA is incredibly proud to work with and support such tremendous and dedicated individuals.”

The 2018 award winners are:

### ***Maryanne Pflug Award – Abby Leafe***

The Maryanne Pflug Spirit Award is given to a QRCA member who demonstrates “spirit” in the association and upholds and celebrates QRCA’s cultural heritage of collegiality among members. Abby Leafe, current co-chair of the Philadelphia chapter and former president of the QRCA board of directors, was selected by a committee of former Spirit Award recipients as this year’s winner.

### ***President’s Award – Corette Haf***

The President’s Award honors the recipient for exemplary service and dedication to QRCA. Corette Haf, a 14-year active member of QRCA, was selected by the board of directors for her outstanding and long-term service to QRCA, especially in the area of outreach and advocacy for QRCA’s international members.

### ***Qualitative Excellence “Qually” Award – Lauren McCrae and Nicole Aleong***

The premier award of the qualitative research industry, the Qualitative Excellence or “Qually” Award is bestowed upon the person or team that best exhibits a mastery of knowledge for qualitative methodology and thinking. McCrae and Aleong of Lux Insights received the award for their work on “Deciphering the Curation Quotient,” which responded to a request for proposal aimed at understanding the shifts of consumer habits.

### ***Rising Star Award – Elizabeth Marconi***

This Rising Star Award is given to provide recognition and incentive to QRCA members who have less tenure with the association, and yet have made significant contributions to QRCA. This year’s award has been bestowed upon Elizabeth Marconi, who is co-chair of the Membership

Committee, active in the Philadelphia chapter and was a former recipient of a QRCA Young Professionals Grant.

For more information, visit the [QRCA Award](#) webpage.

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*QRCA is a global association of the world's most innovative, collaborative and passionate market research professionals dedicated to maximizing the power of qualitative.*