

## QRCA Announces 2019 Award Winners

St. Paul, Minn. (February 14, 2019) – The [Qualitative Research Consultants Association](#) (QRCA) is proud to announce the recipients of the 2019 QRCA Awards. Presented at the 2019 QRCA annual conference in Savannah, Georgia, the awards are split into five 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 2019 awards recipients have inspired us with the dedication they have demonstrated to advancing the discipline of qualitative research worldwide,” said Tom Rich, president of QRCA. “As the largest association of qualitative research consultants in the U.S. and internationally, QRCA is proud to work with and support individuals who are so committed to their profession.”

The 2019 award winners are:

### ***Impact Award – Shannon Danzy***

The Impact Award is new in 2019 and given to a QRCA member for exemplary service to QRCA within the past year. Shannon Danzy, current co-chair of the Young Professionals Committee and one of the New York Chapter co-chairs, was selected by the board as this year’s winner for her work on the Young Professionals Grant program and the Master Moderator training series in New York.

### ***Maryanne Pflug Award – Pascal Patenaude***

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. Pascal Patenaude, current co-chair of the Canada East chapter and active Annual Conference volunteer, was selected by a committee of former Spirit Award recipients as this year’s winner.

### ***President’s Award – Mark Sumpter***

The President’s Award honors the recipient for exemplary service and dedication to QRCA. Mark Sumpter, a 12-year active member of QRCA and past president, was selected by the board for his significant and ongoing service to QRCA, ranging from the board to chapter and committee leadership to his recent work leading the Website Refresh Task Force.

### ***Qualitative Excellence “Qually” Award – Meagan Morgan***

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. Meagan Morgan of Heads Up received the award for her

work on “Getting the Qually Studio Store Into Shape,” which responded to a request for proposal aimed at understanding consumer habits around health and wellness.

***Rising Star Award – Kelsey Segaloff***

The 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 was bestowed upon Kelsey Segaloff, who is co-chair of the Young Professionals Committee and the New England chapter and was a former recipient of a QRCA Young Professionals Grant.

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

###

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