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Association Acumen Chosen to Manage QRCA

Menomonee Falls, WI – Association Acumen, LLC, a full-service accredited association management company based in Menomonee Falls, has been chosen to manage QRCA. Formed in 1983, QRCA is a global network of qualitative research professionals, including market research, sociologists, ethnographers, linguists, social media and other qualitative experts. QRCA is the resource for elevating qualitative research expertise at all levels, where members network and share best practices, trends and technology, and take advantage of unique educational content. QRCA has over 950 members worldwide.

“We are excited to welcome another strong and vibrant organization to Association Acumen and are looking forward to fostering their organizational growth,” Betsy Smith, Acumen President, said. “We will provide dedicated staff who will forge an effective partnership with leaders to enhance QRCA’s mission and values.”

Caley Mutrie, CAE, IOM, serves as QRCA’s Executive Director. Caley is a results-driven association management professional, leveraging over twenty-five years of experience to increase strategic outreach, boost membership, and increase revenues. Caley holds a Bachelor of Arts degree from the University of Guelph in Ontario, Canada. Her Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE) was awarded in January 2009 and her Institute for Organization Management (IOM) credential from the US Chamber of Commerce Foundation was conferred in 2019.

Association Acumen is an award-winning, accredited full-service association management company headquartered in Menomonee Falls, Wisconsin, providing staff support for state, national and international professional associations, including the Federation of Clinical Immunology Societies, the Society for Mucosal Immunology, the Automotive Fleet and Leasing Association, the National Vehicle Leasing Association, the Michigan Academy of PAs, and the New York State Society of PAs. Acumen has been accredited and reaccredited by the Association Management Company Institute five times for its commitment to best practices and service excellence. Acumen services include membership management, governance, financial management, website and database integration, meeting and convention management, legislative advocacy, communications and strategic planning. For more information about Association Acumen, visit www.associationacumen.com. For more information about QRCA, visit <http://www.qrca.org/>

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