

Spring is officially here in the DC area which means the cherry blossoms are blooming, days are getting warmer, and RIVA's team is hard at work preparing to bring our students a variety of courses to help hone their moderating skills.



*“To plant a garden is to believe in tomorrow.” ~  
Audrey Hepburn*

### Highlights

- ❖ Two of RIVA's newest courses are taking place this spring! See further in this newsletter for more information.
- ❖ Jo Ann had a fabulous time at QRCA's Annual Conference in January!
- ❖ The two winners of the Naomi Henderson Legacy Awards were announced at the 2024 QRCA Annual Conference. Congratulations to Daniel and Julianna!
- ❖ RIVA is moving in 2024! Stay tuned for more information in our Summer Newsletter.

### Classes Coming Up this Spring



RIVA 201/201V: Fundamentals of Moderating – **Classes are filling up fast!**

*In-Person*  
April 22-25 – waitlist only  
May 13-16 – waitlist only  
June 3-5

*Virtual*  
April 8-11  
May 20-23  
June 24-27

RIVA 202: Skill Acceleration – designed for Moderators who have some experience but no formal training.

*In-Person*  
April 15-18

RIVA 204: All About Ethnography

*In-Person*  
April 29-May 2

RIVA 241: Qualitative Analysis and Reporting

*In-Person*  
May 6-9



### New Courses – Virtual Dates

RIVA 610: Moderating Online Message Boards

April 2-4

*Registration closes soon – be sure to reserve your seat ASAP!*



RIVA 618: Moderating Video Chats  
June 17-18



**#AskRIVATrainer Facebook Live Series**

Surprise! Our next episode in the #AskRIVATrainer series will be closer than you think! Join us on April 5<sup>th</sup> at 1pm on our Facebook page to discuss writing qualitative reports.

*Other Dates:*

*May 17*

*August 16*

*October 25*

## Insights Association Annual Conference – Atlanta, GA

In April, Insights Association is holding their annual conference in Atlanta, GA from the 8<sup>th</sup> through the 10<sup>th</sup>. Take this opportunity to connect with and learn from industry leaders as they discuss the changing landscape of research.

Register on their website: <https://www.insightsassociation.org/cv5/cgi-bin/Eventsdll.dll/EventInfo?SESSIONALTCD=2024AnnualConference>

## Behind the Scenes – Meet the RIVA Staff!

If you've had an in-person course in the last year, then you've likely had the privilege of meeting our newest RIVA staff member, Rhea Baesa. Rhea is our Administrative Assistant and is responsible for supporting our RIVA courses, preparing materials (for both in-person and virtual classes), and providing tech support for some of our virtual courses. Get to know a little about her below:



**Name:** Rhea

**Start Date:** February 6, 2023

**Title:** Administrative Assistant

**Astrological Sign:** Pisces

**A Color That Brings You Happiness:** Lavendar

**A Go-to Food:** Ramen!

**Current Read/Hobby/Free-time activity:** Walking!

**A Quotation You Like:** “Our presence is a present, just to be here is a blessing.” – Origin unkown

**A Cherished RIVA memory:** Making rings together!

**Someone you admire/are inspired by:** Ariana Grande

**Best piece of professional advice you've ever received:** Embrace failure!

**Best piece of “life” advice you have received:** Don't worry because what happens, happens regardless.

## Scholarships to Watch For in 2024

While both of the following scholarships are currently closed, keep them on your radar so you or a colleague can apply later this year.

### Lloyd J. Harris Scholarship

This scholarship provides formal moderation training at RIVA Market Research & Training Institute or Burke Institute to help those who are new to qualitative research. The award honors Harris's devotion to teaching others and uplifting them.

Learn more: <https://www.qrca.org/page/lloyd-harris-scholarship-fund>

When applications open, we'll be sure to let you know.

### **Naomi Henderson Legacy Awards**

**Teaching Award:** This part of the award honors an educator from the insights or academic community who is as dedicated to advancing others as Naomi was herself.

**Learning Award:** Awarded to a qualitative professional with 2-5 years of experience who demonstrates a passion and commitment to using best practices in their career.

Submissions for this award are set to open on April 8<sup>th</sup> so to learn more:

<https://www.insightsassociation.org/Education/Naomi-Henderson-Legacy-Award>

[Don't worry about missing the opening date! We'll be sending out an email to all our alums when the application officially opens for the next round!]

### **RIVA's Qualitative Research Division**

RIVA Market Research has provided Clients with valuable insights into their target market's POBAs (perceptions, opinions, beliefs, and attitudes) for over four decades. Each project has a dedicated team to manage the steps from initial start up through to the final report. Our mission remains to conduct insightful qualitative research and translate findings into useful information that Clients can trust to help them make sounds, strategic decisions.



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*Since 1981*

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Brittany Mohammed  
Qualitative Training & Research Specialist

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***"We do what we teach and we teach what we do."***

**RIVA Training Institute is now [IACET Accredited](#)**

Find out more about Naomi's book at: <https://rivainc.com/our-book/>