



Summer is almost here and at RIVA we're excited with what this season has ahead for us. We have old courses returning to the roster, new courses coming this summer and at the end of the year, and even more in the works. We couldn't keep expanding without the amazing support of our students, friends, and staff.

RIVA Highlights

- ✚ On June 1st, RIVA celebrated 42 years as a company! We can't thank our students, clients, employees, and past/current trainers for helping us achieve success and allowing us to continue sharing Naomi & Jo Ann's words of wisdom in both our research and training services.
- ✚ To mark this anniversary, the staff will be heading off to a weekend away in Lewes, DE to have some fun in the sun.
- ✚ In April, RIVA hosted our second Mental Health Day allowing staff to spend some time away from the office. Staff spent the day focusing on self-care including visiting the beach, getting a facial, and many other fun activities.
- ✚ Our intern has graduated! We wish you all the best, Nick, on your journey.

Honoring Naomi Henderson

The Naomi Henderson Legacy Award for Teaching & for Learning

Recognizing brilliant teachers of qualitative market research and up-and-coming qualitative market research practitioners

Visit [QRCA.org/Naomi](https://www.qrca.org/Naomi) for more information

Partners:



The Naomi Henderson Legacy Awards celebrates two of Naomi's loves: teaching and learning in the qualitative research world. Brought to you by RIVA Market Research & Training Institute, Insights Association, and QRCA, the awards are divided into two parts: the Learning Award and the Teaching Award.

The Learning Award will honor a person with 2-5 years of experience and who has demonstrated a commitment to including inclusive qualitative research practices as part of their career goals.

The Teaching Award honors an educator who has demonstrated a dedication to advancing excellence and inclusive best practices when teaching qualitative research and methods.

Applications for these awards are open and the deadline to apply will be October 2023. If interested or if you know someone else who might be interested in applying for the award, visit <https://www.insightsassociation.org/Education/Naomi-Henderson-Legacy-Award>

Poll for Online Moderating Courses

At the beginning of June, RIVA sent out a poll to all of our alums asking them to vote on some potential course options we're looking to offer in the 2023-2024 course year. If you haven't done so already, we encourage you to participate!

If you cannot locate the original email, you can participate in the poll over on our [Twitter page](#).

Upcoming Course Dates



RIVA 241V: QLMR Analysis and Reporting – This 3-day course focuses on the best tools, tips, and techniques to write qualitative reports and take them to the next level.

[September 18-21](#)



RIVA 207V: Fundamentals of IDI Moderating – For those interested in learning about one-on-one interviewing, this 3-day course walks through the best practices.

August 14-17



RIVA 204 All About Ethnography – Our 3-day in person course teaches students how to utilize this unique methodology to get the best data from in-home interviews.

October 30-November 2



RIVA 202V: Skill Acceleration – For students who have a little more experience moderating, but not taken the RIVA 201 foundational course, this 3-day course is designed to help guide students to be better moderators.

October 2-5



Currently open RIVA 201/201V: Fundamentals of Moderating – RIVA 201 is our fundamentals course where students learn the basic tools, tips, and techniques to moderate a focus group and allows them to get valuable individualized feedback to improve their skills.

In-Person:

September 25-28

Virtual:

August 7-10

September 11-14

Registration for the following 201 dates is not open yet, but we wanted to make sure you have them on your radar if you're looking for a date later this year.

**RIVA 201/201V:
Fundamentals of Moderating**

Dates to keep on your radar!



How
Who
What
When
Where

Virtual:
Oct 16-19
Nov 13-16
Dec 11-14

In-person:
Oct 9-12
Oct 23-26
Nov 6-9
Dec 4-7

Introducing:

RIVA 601V: Guide Development Workshop – A 3-day workshop that allows students to utilize trainer feedback for a QRE guide for a typical QRE they would conduct in their work using their own topic.

August 14-16

RIVA 275: Beyond Probes: Using Interventions & Projective Techniques to Get Below Top-of-Mind Answers – This 2-day course is designed for experienced Moderators looking to expand their intervention and projective technique skill set.

November 28-29

RIVA also offers custom courses designed to meet the needs of our students and their teams. If you're interested in learning more, please contact Amber at amber@rivainc.com.

You can locate course dates and further information on our website:
<https://rivainc.com/browse-courses/>

Further Learning Opportunities

#AskaRIVATrainer Facebook Live Series

Episode 3 – Report Writing

Join industry expert Bob Taylor to discuss some of the tips and tricks to guide writing. If you have any questions you'd like to submit to Bob for him to answer in the Q&A period, please email them to brittany@rivainc.com.

Upcoming #AskaRIVATrainer date:

October 27th – A date change from the previous newsletter.

Lloyd Harris Scholarship



The Lloyd Harris Scholarship celebrates QRCA member, Lloyd J. Harris, and his legacy in conducting research among African American and gay communities. The award provides the winner with moderator training from RIVA Training Institute or Burke Institute to those who have not had previous qualitative training and are within their first five years of qualitative research.

[Congratulations to the 2023 winners: Amanda, Nathan, and Faith!](#)

We look forward to seeing all that the three of you accomplish in the qualitative research world!

Applications are currently closed but will reopen later this year for the 2024 scholarship. For more information on who can apply and to stay updated on the release of the application, visit QRCA's website: <https://www.qrca.org/page/lloyd-harris-scholarship-fund>

Congratulations, Nick!

You have accomplished so much with this life steppingstone and have been an integral part of our team over the last year. We thank you and can't wait to see what you accomplish next. Best of luck from the rest of the RIVA team.



Memories from 42 Years with RIVA Co-Founder, Jo Ann Hairston

RIVA began in the basement of Naomi's house with a Selectric typewriter and a printer that made four copies a minute. The other inhabitant of the basement was BJ, a small but vocal black cat whose idea of fun was to pick up a piece of string, clamp her mouth around it and meow with her mouth closed. It never failed to crack us up.

I can vividly remember the night before our first class as Naomi and I sat up late filling three-ring binders with the handouts and materials for the class. I wondered aloud how our college degrees had led us to this moment, but the next day began RIVA's future as a company that provided experiential training for freelance moderators. Over time the mix of students changed from freelancers to a mix of people who worked for market research companies and companies who wanted to bring moderating skills in-house. Although I never imagined that I would still be teaching 42 years later, I'm firmly convinced that it is some of the most important work of my life outside of raising my family.

As always, we thank all of our students, staff, clients, and friends for making the last 42 years amazing. We look forward to seeing what comes in our next year!

Happy Moderating!

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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:

[www.secretsofamastermoderator.com]www.secretsofamastermoderator.com