

RIVA Highlights

- ❄️ Brittany and Linda both celebrated birthdays in December!
- ❄️ RIVA offices will be closed starting Dec 24th, reopening on January 5, 2026.



Help us Celebrate 45 Years!

To celebrate 45 years of qualitative research excellence, RIVA is offering a discount on all new registrations for RIVA public courses held January 1st through May 31st of 2026.

Use code **RIVA45** when completing your public registration.

The discount is not applicable to RIVA 195V, RIVA 433, or any 600 level courses. You cannot combine the discount with other discounts/scholarships. Discount is non-transferable and does not apply to custom courses.

\$10 off RIVA's Book: *Secrets of a Master Moderator*

During the month of December, you can get Naomi's book *Secrets of a Master Moderator* for \$10 off by ordering it on our website!

This is a great opportunity to add 30 years of lessons in qualitative research to your shelves or gift those lessons to the quallie in your life.

Visit our website to purchase:
<https://rivainc.com/our-book/>

Classes in Early 2026

[RIVA 199V: Project Management & Screener Development](#)

January 26 (Deadline to register 1/16)

[RIVA 201: Fundamentals of Moderating](#)

In-person

January 12-15 (2 Seats open – Deadline to register 1/9)

Virtual

February 9-12

[RIVA 207V: Fundamentals of IDI Moderating](#)

February 23-26

[RIVA 610V: Moderating Online Message Boards](#)

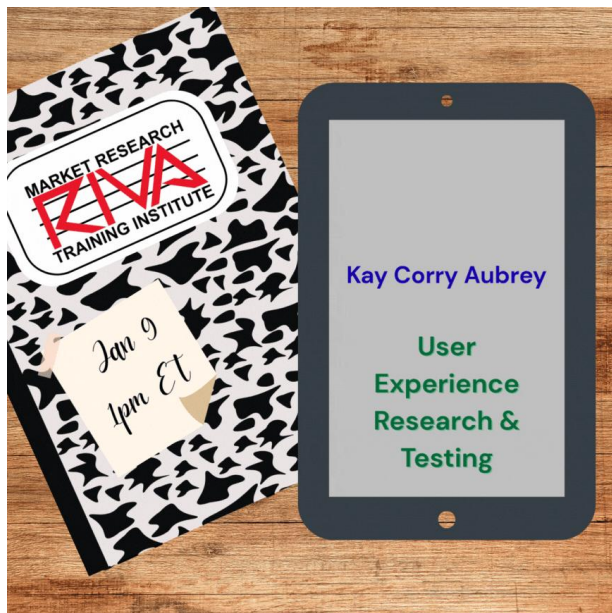
February 17-19

[RIVA 701V: Guide Development Workshop](#)

January 26-28 (Deadline to register 1/16)



Interested in another course but don't see it listed here? Visit our website for additional classes and their course dates!



#AskRIVATrainer 2026 Episode 1

Save the date for the next episode in #AskRIVATrainer on January 9th. Visit our Facebook page at 1pm ET the day of the event to view the live feed.

Our speaker will be Kay Corry Aubrey, discussing a topic related to User Experience Research.

We'll host a Q&A at the end of the discussion. You can pre-submit your questions to Brittany at brittany@rivainc.com.

RIVA at Your Leisure

RIVA's Recent Blogs

[Is 8 Still the Magic Number?](#)

[RIVA 195V: Principles of Qualitative Market Research](#)

[RIVA 710V: Moderator Refresh](#)

[Coaching Packages](#)

Custom Courses – contact us!

[You Asked, We Delivered – Introducing RIVA 710: Moderator Refresher](#)

[Importance of Work/Life Balance](#)

[Hallmarks of a Good Facility](#)

RIVA's Online Moderating Classes: Bundle & Save in 2026!

A promotional graphic for RIVA's Online Moderating Classes. The background is a light-colored desk with a white coffee cup, crumpled paper, a computer mouse, and a pen. The RIVA logo (MARKET RESEARCH TRAINING INSTITUTE) is at the top center. Below it, the text "RIVA's Online Moderating Classes" is prominently displayed. Three class offerings are listed in red text: "610V: Moderating Online Message Boards Feb 17-19", "614V: Moderating Real-Time Text Chats Apr 8-9", and "618V: Moderating Video Chats Jun 2-3". At the bottom, a black banner contains the text: "Bundle & Save 10% on your tuition! Contact Linda for details (linda@rivainc.com)." data-bbox="77 228 922 470"/>

RIVA's Online Moderating Classes

610V: Moderating Online Message Boards
Feb 17-19

614V: Moderating Real-Time Text Chats
Apr 8-9

618V: Moderating Video Chats
Jun 2-3

Bundle & Save 10% on your tuition! Contact Linda for details (linda@rivainc.com).

End of Year Wrapped: 2025

Written by: Amber Tedesco & Jo Ann Hairston

End of Year Thoughts (Amber)

The weather is getting colder and colder which means the end of the year is here.. Unlike other years, this year didn't seem to go by as fast for me. I just learned that the reason it feels like time passes quicker is as we get older, we aren't making as many new memories as we did when we were younger. I got to thinking about it and it makes complete sense to me. When I drive somewhere new that isn't close, I feel as if it takes forever to get there. Coming back, it doesn't seem as long. The things I see coming back are familiar, so they aren't "recording" to my memory as something new.

In an effort to make new memories, I made it a point to participate in learning opportunities as much as time would allow. I learned a TON about AI and have gotten less "scared" by it when it comes to how it is affecting our industry. It's about making sure "we" – the Qualitative Researcher – are still part of every aspect of the research. It can support us but can't completely replace what we do as humans in understanding our Respondents.

I was fortunate to train several RIVA students this year; with each training came a new learning or connection made. I was reminded recently that training wasn't something I thought I would want to do or enjoy it. Now that I've stepped more into that role, I've found out **I love it**. Students, thank you for what you have brought to me and RIVA over the years.

Thank you to our Clients, vendors, and partners. We wouldn't have the opportunity to do what we love without you. In my opinion it's a gift that Respondents tell us what they think and feel. Without you, we wouldn't have that opportunity and would be a very different RIVA.

Part of RIVA's mission is to pass along the skills and techniques we have learned through conducting research, from our students, and/or other learning opportunities. As part of this, RIVA was a guest speaker for one of UGA's MMR program courses. We are proud to continue our partnership with QRCA and Burke Institute to offer researchers even more professional development opportunities through the Lloyd J. Harris Memorial Scholarship Fund. Additionally, we are grateful to work with QRCA and Insights Association (IA) to offer for the Naomi Henderson Legacy Awards for Teaching and Learning to help us honor our Co-Founder. These partnerships have helped us continue Naomi's passion of passing on learnings to the next generation of Qualitative Researchers.

I know that this time of year not everyone is excited about the holidays and New Year. I know, personally, our extended family isn't what it once was. I'm fortunate and happy to have my memories. I'm learning to make new memories with new traditions with family and friends. I know there are others in similar situations and **no matter what you are feeling this year, I want to wish you a safe holiday season.**

44 Years Strong! (Jo Ann)

As we close out the year at RIVA, we're reflecting not just on what we accomplished, but on how we showed up for one another and for our Clients.

This year called for resourcefulness, flexibility, and shared responsibility—and the RIVA team met that moment. Across roles and teams, people stepped in, took ownership, and found thoughtful ways forward, reinforcing a culture of accountability and care.

We also marked an important transition. We said goodbye to Bonnie, honoring her lasting contributions and leadership, and welcomed Kristin, whose perspective and energy position us well for what comes next. These moments of change reflect RIVA's ability to honor its past while continuing to evolve. As we celebrate 44 years, we do so grounded in the values Naomi established when she founded RIVA—integrity, curiosity, respect for people, and a deep commitment to meaningful insight. Those principles continue to guide our work and our relationships, even as the industry and the world around us change.

We head into the new year with pride in what we've built and confidence in the people who make RIVA what it is. Thank you to everyone who contributed to this year's work and to RIVA's ongoing story. Here's to what comes next!

RIVA Offices Closed

RIVA offices are closed from Dec 24th through Jan 2nd with a return of Jan 5th.

If you have an urgent matter that must be addressed before Jan 5, please email Amber at amber@rivainc.com.

Happy Holidays!

We want to wish you all the best this holiday season – no matter what you celebrate.

Thank you to our students, Respondents, Clients, vendor partners, family, RIVA friends, and the RIVETTES for making an incredible 2025.



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Qualitative Training & Research Specialist

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

RIVA Training Institute is a proud [IACET Accredited Provider](#) since 2020.

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

