

For Immediate Release

**Mystery Shopping Providers Association
Announces 2012 Board of Directors and Officers**
President Stan Hart to Lead MSPA Board, Membership

Louisville, Ky. --(BUSINESS WIRE)-- The Mystery Shopping Providers Association (MSPA) North America -February 7, 2012 – a trade association of the leading mystery shopping services companies - today announced its 2012 Board of Directors, which features three new members and a new president, Stan Hart. The 2011 Board President, Lynn Saladini, will assist Mr. Hart, serving as both Vice President and Immediate Past President. In addition the board retains nine other members while adding Rich Bradley, Lise D’Andrea and Charles Stiles.

As a Board we want to help our members to expand the reputation, reach and responsibilities of the mystery shopping industry,” said Mr. Hart. “With so much experience on the Board and the fresh perspective of the three business leaders we are adding, we enhance our members’ ability to both meet the challenges and increase the possibilities for mystery shopping programs in and beyond 2012.”

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**The 2012 MSPA North America Board Members
(with their companies and headquarter locations) are:**

- Stan Hart, President, RitterAssociates, Maumee, OH
- Lynn Saladini, Vice President, ath Power Consulting Corp., Andover, MA
- Carl Phillips, Treasurer, Customer 1st, Greensboro, NC
- Marci Bikshorn, Secretary, Service Excellence Group Inc., St. Louis, MO
- Rich Bradley, Shoppers’ Critique International LLD, Longwood, FL
- Elaine Buxton, Confero, Inc., Cary, NC
- Daniel Chailier, Statopex, Inc., Laval, Quebec
- Lise D’Andrea, Customer Service Experts, Inc., Annapolis, MD
- Stefan Doomanis, Dynamic Advantage, Inc., Burbank, CA

- Mike Green, Customer Impact, LLC, College Station, TX
- Cory Jensen, Core Research, Omaha, NE
- Doug Rector, Northwest Loss Prevention Consultants, Renton, WA
- Rushton McGarr, Market Force Information, Louisville, CO
- Charles Stiles, Business Evaluation Services, Arroyo Grande, CA
- Ron Welty, IntelliShop, Perrysburg, OH

About MSPA

The Mystery Shopping Providers Association is a collection of the top companies committed to offering mystery shopping and other customer relationship programs. MSPA is the voice of these providers in legislative discussions that affect the industry, and it provides overall publicity to further the image and goals of the industry, and allows collaboration and cooperation among its members. The MSPA comprises more than 300 companies worldwide, from the wide-ranging market research firms to those companies that focus mostly on mystery shopping programs.

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