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## FOR IMMEDIATE RELEASE

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### **MSPA-NA Welcomes New Board of Directors for 2014**

#### *Association Elects Five New Board Members and New Officers*

**Louisville, KY (September 5, 2013)** – The Mystery Shopping Providers Association of North America (MSPA-NA), the trade association representing the customer experience metrics industry, held a recent election for the newest members of its Board of Directors. The newly elected board will serve a two-year term beginning Jan. 1, 2014.

Rich Bradley, Chief Operating Officer of suburban Orlando-based Shoppers' Critique International, is going into the first year of his term as the association's president. Bradley, the current MSPA-NA treasurer, was elected to the Board of Directors in 2011 and has also served as Chair of the Legislative Committee.

"It is a great honor for my peers in the industry to have placed this trust in me to lead MSPA – NA," said Bradley. "I'm excited to work with our great Board of Directors and executive director to continue to raise the value, relevancy and brand equity of our association for all members that commenced under outgoing President Stan Hart's leadership."

Board members will take the Oath of Office at the Installation/Annual Members Meeting Luncheon at the [MSPA-NA Annual Conference](#) in San Antonio, Texas, Sept. 24-26, 2013.

"It's been an exciting year with lots of momentum," said Dan Denston, MSPA executive director. "I look forward to working with Rich to take the mystery shopping industry to new levels of success."

**The 2014 MSPA-NA Board of Directors includes:**

**President:** Rich Bradley, Shoppers Critique International – Longwood, FL  
**Vice President:** Marci Bikshorn, Service Excellence Group, Inc. – St. Louis, MO  
**Treasurer:** Guy Caron, Bare International Inc. – Fairfax, VA  
**Secretary:** Lise D'Andrea, Customer Service Experts, Inc. – Annapolis, MD

**New directors of the MSPA Board of Directors also include:**

Vickie Henry, Feedback Plus, Inc, Dallas, TX  
David Mastovich, MASSolutions, Inc., Pittsburgh, PA  
Mike Mershimer, HS Brands International, Taunton, MA  
Ellen Schlafer, CIMA Insight, Fort Lauderdale, FL  
Cameron Watt, In-Touch Insight Systems/Service Intelligence, Ottawa, ON

\*Immediate Past President: Stan Hart, Ritter Associates – Maumee, OH

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*The Mystery Shopping Providers Association of North America (MSPA) is the trade association representing the customer experience metrics industry in North America. Widely recognized as the leader in customer experience measurement and management, MSPA is made up of member companies that provide mystery shopping services in a variety of industries. The association strengthens the mystery shopping industry by uniting the efforts and actions of its members and supporting the businesses they serve. For more information, please visit [www.mysteryshop.org](http://www.mysteryshop.org).*

**Looking for mystery shopping services? For a complete list of qualified Mystery Shopping Providers, visit <http://www.mysteryshop.org/search-companies>.**