

Thank You Howard!

Howard Gershowitz is the Executive Vice President and Co-founder of Mktg Inc. a telephone data collection facility located in East Islip, New York. Since 1982 Mr. Gershowitz has been heavily involved in the marketing research industry, serving as President of the Greater New York Chapter of the Marketing Research Association (MRA), and on the national board as the Association Treasurer and President. He has served on the national Board of Directors three times since 1979.

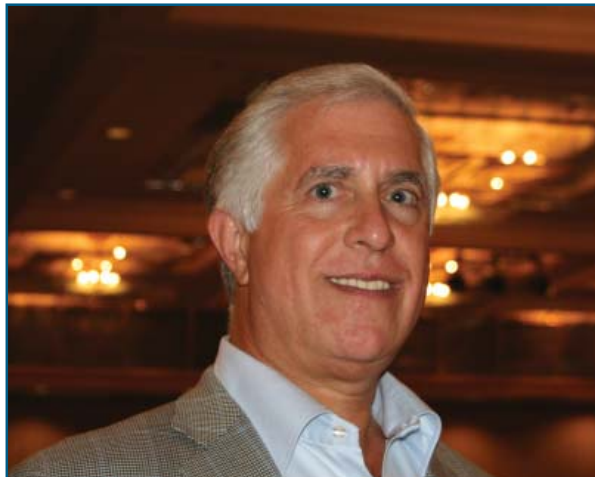
Mr. Gershowitz was involved in the initiation and development of The Marketing Research Institute International, a distance learning program to teach the Basics of Marketing Research. This program was developed in conjunction with the University of Georgia. Mr. Gershowitz was the Advisory Board Chair from 1997- 1998.

A founding Member of the Council of Marketing and Opinion Research (CMOR), Mr. Gershowitz has served for almost 10 years as the National Legislative Chair and Board Chair since its founding in 1992. He is currently involved in the ongoing industry effort to defend the research industry from any adverse legislation on both the state and federal level.

A frequent speaker on industry issues, Mr. Gershowitz received the MRA's Distinguished Service Award in 1997. He was awarded the Honorary Lifetime Membership award by MRA in 2004.

In 2007, Mr. Gershowitz led the formation of the MRA Endowment Fund, a program designed to aid the educational track of potential researchers. Scholarships will soon begin being awarded. To support the Endowment Fund, please contact MRA at 860-682-1000.

After years of leadership and service to the marketing research profession, Mr. Gershowitz is retiring to pursue a career in financial services and asset management.



Q.)You entered the profession years ago and have since been a dedicated member. What factors helped you choose marketing research?

I chose marketing research as a career upon the suggestion of my wife who was working in advertising. My partner and I owned a company that utilized Wats Lines that we were only using during the daytime hours even though we were paying for unlimited 24/7 usage. My wife contracted with marketing research agencies in her position in advertising and suggested we pursue that option to best utilize our telephone lines.

Q.)How has the profession changed since you first started?

The marketing research profession has gotten much more dependent on the use of technology to both collect and analyze data to be used in client decision making. People who enter the field are much more career focused and look upon the industry as a long term opportunity to create a good life. The industry has received

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more respect from upper management in client companies who use our research to make critical decisions.

Q.) Of your many achievements, which one makes you proudest?

I am most proud of being honored by my peers with the Distinguished Service Award and ultimately with the Honorary Lifetime Achievement Award. My friends always knew that I was unwilling to compromise when I thought I was right in my desire to advocate on behalf of our Association and industry, and I never was shy in voicing my opinion.

Q.) Where do you think the profession is heading?

I hope the profession will continue to thrive in both size and quality of education and training. It is never easy to strive for quality when the mantra is always quicker and cheaper, but hopefully our members will always take the correct road when working for clients.

Q.) As a seasoned member of the profession, do you have any advice to offer someone just entering the profession?

If I were entering the profession today, I would strongly urge new members to attend as many industry meetings as possible to get the most rounded education and to learn and understand the basic tenets of marketing research. There should be only one way to complete a project, and that is the correct way. Understand the methodology, and look under the hood while trying to diagnose any problems with a study will ensure a quality product. The answers should always be available.

Q.) What do you plan to pursue after leaving the profession?

Upon leaving the industry I plan on entering the financial services industry and work in the area of hedge funds and fund of funds. I have never taken the easy path, which in this case would have been to stay with my company for another 10 years, but at the age of 58 I needed to climb my next mountain.

Q.) Do you plan to stay involved in any way?

I will still retain my ownership in Mktg Inc., and plan on keeping in touch with those friends and industry colleagues that I have developed during these past 29 years. I have been in a great partnership with my business partner Steve Gittelman for almost 32 years, and I hope to help him in any way that I can going forward.

Q.) What is your fondest or most amusing memory?

If anyone has a copy of the play "Hello Alice" which I was a part of in 1982, please burn the tape. We were a group of almost 50 researchers who thought that we had Broadway talent and performed a Spoof on Marketing Research in front of almost 800 people. I have never performed in dancing tights since, nor ever will.

Thank you Howard for your commitment to the profession and advancement of its efforts. 