

# Alert!

December 2010 | Vol. 50 | No. 12

**MRA Honors  
Outstanding Volunteers**  
Software or Service  
Eight Survey Characteristics



**Marketing Systems Group  
Receives Celebrated Company Award**



Pictured clockwise from the left are Tim Antoniewicz, Paul Posluszny, Alan Lambert and Todd Costello of Marketing Systems Group (MSG). MSG received MRA's Celebrated Company Award for 2010.

# MRA Honors Outstanding Volunteer Leaders

By Tara M. Cantore

The Marketing Research Association (MRA) honored its volunteer members during the Award's Lunch at MRA's 2010 First Outlook Conference in Orlando on November 4, 2010. Those honored at the event included:

- ▶ **Marketing Systems Group** received the Celebrated Company Award.
- ▶ **Debby Schlesinger Hellman, PRC**, of Schlesinger Associates, Inc. received the Shinning Star Award.
- ▶ **Paul Posluszny** of Marketing Systems Group received the Rising Star Award.
- ▶ **Southwest Chapter of MRA** received the Best Chapter Education Event Award for their *2009 Educational Forum: Feeling the Heat – New Insights into Today's Research Topics*.

Marketing Systems Group (MSG) joined a small number of companies that have received the prestigious Celebrated Company Award. This award is presented to an MRA member company that is

instrumental in MRA's success. In order to be eligible for this award, a member company donates staff time and energy through participation on national committees, task forces, Boards and events.

Alan Lambert of MSG was very honored when he found out the company was receiving the award. "It is truly an honor to receive the Celebrated Company Award. Since the award is only given to a few select companies, it was a remarkable privilege to be considered and given the award. To be mentioned among great companies like CfMC Research Software, Galloway Research Service, Schlesinger Associates, Inc., OLC Global and Nichols Research, Inc. is humbling."

Lambert said MSG became involved with MRA because the Association provides a great opportunity to network with other marketing research industry professionals. "The events, whether at the national or local level provide our company a showcase for our products and services.

MRA also has speakers, topics and discussions that serve to educate our staff in changes and developments within the industry," said Lambert.

MSG promotes the culture of volunteering within industry organizations. The company supports their employees by allowing them to work on MRA projects and committees during the work day, and allowing their employees to travel to local and national events. MSG exhibits at all MRA conferences and supports the Association through sponsorships on the national and local levels. For the past six years, MSG also has generously donated the phone sample for MRA's Member/ Non-Member Needs Assessment study.

MSG's sales team volunteer efforts are outstanding. Tim Antoniewicz has been greatly involved with the Philadelphia Chapter with fundraising efforts, and working as the technical chair and raffle chair for the Philadelphia/New York Joint Chapter Conference. He is also a

member of MRA's Expo Committee and is a past Expo Committee Chair. Paul Posluszny works on MRA's Membership and Chapter Workgroup. He has served as co-chair of the Philadelphia/New York Joint Chapter Conference, he is a Director at Large for the Philadelphia Chapter and Past Secretary for the Greater New York Chapter. Lambert serves as a Director at Large for the Greater New York Chapter as well as on MRA's Program Committee. Todd Costello is the current Atlanta/SE Chapter President and Co-Chair of the Joint Chapter Conference for the Great Lakes/Atlanta/SE/ Florida Chapters.

Another outstanding volunteer, Debby Schlesinger Hellman, PRC, received the Shinning Star Award. This award is given to an MRA member who has provided time, effort and enthusiasm on the national level for more than five years.

When she found out she won the award Schlesinger Hellman was flattered and honored. "It was great to know that my peers felt I had offered something important to MRA and our industry."

Schlesinger Hellman has been a long-time member and volunteer for MRA. She originally became involved with the Association when she was a teenager and her mother had started Schlesinger Associates. "I became interested in the profession and actually went to college to learn more," she said. "When I graduated and started working in the industry, I sought out information about marketing research and became involved in MRA."

A strong supporter of MRA on both the local and national levels, Schlesinger Hellman's volunteer efforts have included serving on the Board of the Southern California Chapter, working on the Education Review Committee, serving as Chair of the Education Review Committee, PRC committees, and she currently serves as Chair of the Review Committee, Director at Large and a member of the Executive Committee of the MRA Board of Directors.

When asked why she became such an active volunteer in the Association, she said, "I have always felt that if you want to know more about something and make improvements, then you must be involved. This is a key component to keeping the industry alive and well. I am hopeful that our industry will thrive with the involvement of many."

Schlesinger Hellman adds that it is important for members to be involved with the Association. "We must always strive to be the best Association for the marketing research industry, and this happens

with dedicated volunteers who help strategize with the MRA staff to offer education, guidance, news and information to those in our industry."

Paul Posluszny has been an active MRA volunteer on both the Chapter and national level. For his efforts, Posluszny received the Rising Star Award. This award is given out each year to one or more MRA members who have provided outstanding volunteer efforts on the National level for less than five years.

Poluszny has volunteered with the Philadelphia and Greater New York Chapters. He has also served on the Membership & Chapter Workgroup for the past few years. He currently is a Director at Large for the Philadelphia Chapter and serves as Director of the Membership committee for the Membership Committee Group.

When asked why he became involved with MRA, Posluszny said, "I wanted to expand my client base. However, it really has evolved into believing in the importance of education and industry representation that MRA provides."

Posluszny also commented that it is important for more MRA members to become involved in the Association. "I think that taking an active involvement will open you up to parts of the industry that you and your company are not currently involved with. It not only helps you grow personally, but professionally as well."

The Best Chapter Education Event Award was presented to MRA's Southwest Chapter. This award was developed to recognize the efforts, determination and commitment of Chapter volunteers to host and manage the best possible educational offering.



Debby Schlesinger Hellman, PRC of Schlesinger Associates, Inc. received MRA's Shinning Star Award for 2010.

The Southwest Chapter's educational forum explored ways for social media to be used in a business setting, the state of technology, how social media has been used in marketing research, and how it is likely to impact the marketing research environment in the future. The event was held in Phoenix, and all the sessions were certified for PRC credit.

To view more information on MRA's Awards, visit [www.mra-net.org/membership/awards.cfm](http://www.mra-net.org/membership/awards.cfm)

---

**Tara M. Cantore** is MRA's communications and sales manager.