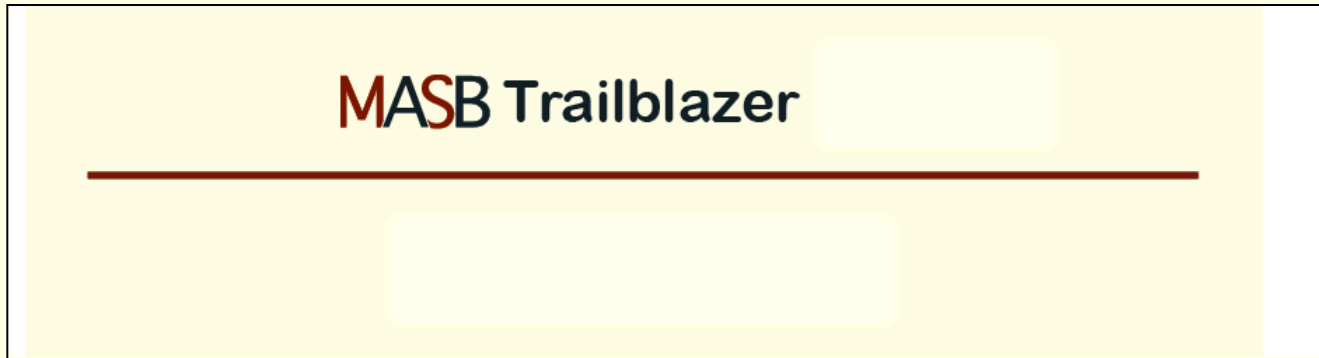


Award



A person who blazes a trail for others to follow through unsettled country or wilderness; pathfinder

TBP Members 2004 - 2007



Mitch Barns 04
(Modeling)



Meg Blair 04
(Measurement)



Mike Duffy 05
(Modeling)



Mike Hanssens 06
(Academia)



Joe Plummer 06
(Advertising)



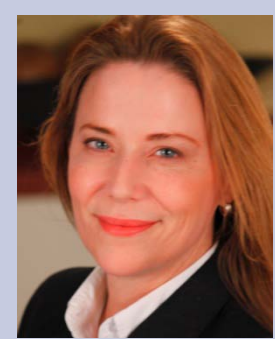
Dwight Risky 04
(Marketing)



Kate Sirkin 04
(Media)



Dave Stewart 04
(Academia)



MJ Tisor 07
(Finance)

Still Involved Today - 2013



Mitch Barns 04
(MAF Trustee)



Meg Blair 04
(MAF Pres)



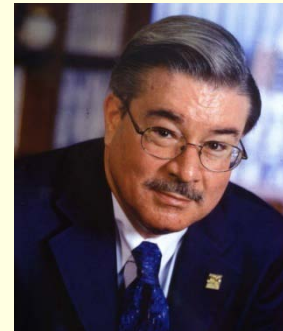
Mike Hanssens 06
(MAC Chair)



Joe Plummer 06
(MAF Secretary)



Kate Sirkin 04
(MAF Trustee)



Dave Stewart 04
(MASB Chair)



MJ Tisor 07
(MAF Treasurer)

stepping aside, making room for next generation

Joining (and Parting) Message

As with the Quality movement...

this will not be easy... it's going to take a lot of time and effort. If it were easy, someone would have already tackled these crucial issues.

However, the payoff for the marketing profession is worth the time, effort, and money.

It's the right thing to do and right time to do it!

Dr Joe Plummer
Columbia University
MASB Founding Director & Trustee
May 2006 & February 2013

MASB Trailblazer 2013

Joe Plummer

Founding Director & Trustee

*Thank-you, Joe, for your dedication
and leadership...
and for blazing the trail!*

It hasn't been all work...

