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## PMRS Fellows 1993/94

This year's highly distinguished recipients of the PMRS Fellows Award are profiled below.

### Robert Leonard Day

Elizabeth, Robert Day's wife, graciously spoke at the PMRS AGM in response to Robert's posthumously being made a Fellow of the PMRS. He is very deserving of the honour.

Robert Day was a social scientist in the older tradition, a tradition that emphasized the philosophical and fundamental understanding of a subject as opposed to superficial expertise on whatever happens to be the current fad.

Robert Day was an honours graduate of the prestigious London School of Economics and had held various positions such as the Head of the Bureau of Commercial Research at Erwin Wasey in England, Marketing Research Manager at Imperial Tobacco in Montreal, Vice President of Contemporary Research and Manager of Marketing Research at Kellogg Canada in Toronto.

Robert was a member of various professional organizations including the PMRS, AMA, MRS (UK) and AAPOR.

For Robert, joining an organization was not a passive activity. He served with distinction on the Editorial Board of the Canadian Journal of Marketing Research for 12 years. Very often, his voice proved to be the only contrary opinion on issues. He also served as CAMRO auditor for several years. His personal interests included horticulture and he was a Fellow of the Royal Horticultural Society.

Even retirement was not a passive phase for Robert Day. During his retirement, he continued to serve on the CJMR Editorial Board. He also published his thought provoking newsletter, *Insights and Outlook*.

Impressive as his career was, it was probably his orientation to research, his dedication to the task at hand and his research philosophy, rather than his resume, that led his peers to elect him a Fellow of the Professional Marketing Research Society. He showed an exceptional commitment to his work, even when it was only voluntary. He had seldom missed CJMR monthly meetings. But when he did, it was probably because he was in the hospital and not because he was 'too busy' with more important things.

Robert challenged the views of many of his colleagues and friends (not infrequently mine) both personally and through letters to Imprints. While many of us disagreed with Robert one time or another, the duelling was always in the realm of ideas, not of personalities. We will miss that.

Many of us wish that Robert Day was around to receive the award personally. He will remain one of the researchers of influence on the Canadian research scene for a long time to come.

*Thanks to Chuck Chakrapani for the profile of Robert Day*

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