

About the Author - Henry Cowen

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Henry Cowen has been receiving recognition of his abilities for a long time, beginning in 1952, when the Des Moines Junior Chamber of Commerce named him "Young Man of the Year." That was the start. He says he has lost track of some later awards, but here are a few he remembers.

In 1975 the New York Direct Marketing Club gave him the "One Hundred Million Leadership Award" - only the fourth person in history ever to receive it.

In 1984 he was named "Marketer of the Year" by the New York Direct Marketing Club, and the following year he received the Silver Apple Award for "distinguished service to the direct marketing community."

In 1989 the Direct Marketing Association, a national organization, elected him to the Circulation Council Hall of Fame "in grateful appreciation of his immeasurable contributions to the periodical industry." Cowen was the first person ever named for this honor.

In 1991 he won the Irving Wunderman Award to "an individual who for a decade or more has combined the highest level of talent, imagination, curiosity and insight into a unique body of creative work." Above all though, Henry considers himself a direct mail copywriter first.