



## Stephen Plasman

February 17, 2008

Plasman, Stephen Kennedy was born 1919 in Berwyn, Ill. He was preceded in death by his mother, Lois Kennedy Plasman, and his father, Henry Frederick Plasman. Steve grew up in LaGrange, Ill. and attended Lyons Township HS. He attended the University of Chicago and graduated with a Masters Degree from the School of Business. He is survived by his beloved wife, Loraine; son, James (and wife, Kathryn Stratte) and daughters, Barbara (Plasman) Lund, and Margaret (Plasman) Mosier (and husband Gregory) and Steve's grandchildren, Jay, Peter and Samuel Plasman; Jonathan, Jennifer (and Patrick) Quam, and Jessica Mosier. Steve began his professional career with the Wrisley Soap Company in Chicago. He later worked in marketing and sales with Fiberglas in Toledo, Ohio (which led to many a long drive to Chicago while courting his wife-to-be, Loraine Teninga). In 1948 he began working with the marketing department for the Armour Chemical Division which allowed him to be in Chicago with Loraine and they married later that year. In 1956 the young family moved to Minnesota where Steve was to head up the Mpls Moline market research department. However, with the sale of Mpls Moline, he explored marketing research opportunities with two different firms before forming Plasman & Associates in 1964. It was good time to go into business and the firm grew and prospered. He recognized early the potential of computers and developed innovative programming to analyze marketing data. As his reputation grew, he developed a national clientele. During this time he was an active member of the American Marketing

Association. And in 1992, he sold the business and retired in 1993. Steve was an early member of Christ Presbyterian Church, from the days the congregation met at Concord School. He started out to be a deacon and went on to be an elder in the church and was an enthusiastic and welcome member of the choir for over 20 years. In later years he also sang in the Twin Cities German Mannerchor. Following retirement Steve continued to be active in the business community as a volunteer at SCORE, counseling budding entrepreneurs. Steve had a life long passion for amateur radio. "KØIMA," his Minnesota call letters, was always willing to share his love of radio with others as they assisted with is new antennas. He fondly remembered being able to contact his son "Jimmy" in the Marshall Islands via ham radio, before telephone service was available there in Central Pacific. An active member of the QCWA (Quarter Century Wireless Association), he spoke to other "hams" throughout the world and chatting with them always brought a smile to this face. In lieu of flowers, memorials are preferred to the charity of your choice. A memorial service will be held at 2 PM Tuesday, February 19 at Christ Presbyterian Church, 6901 Normandale Road, Edina. A visitation will be 5 to 7 PM on Monday, February 18 at: Washburn-McReavy Edina Chapel 952-920-3996 West 50th St. & Hwy 100