

Moore Research family succeeds on life's journey

BY: Pam Parker, editor of Lake Erie LifeStyle magazine

A lot of people know Colleen Moore Mezler, president and CEO of Moore Research Services in Erie, Pa. She and her mom, Peggy Moore are behind the success of the market research company that started in 1969 with a card table, filing cabinet and a dream. What was once a small data collection company has grown into a global force with a variety of clients both regionally and nationally. This diversified client base has enabled Moore Research to engage fortune 500 companies and to survive the changing and turbulent

perceptions, but we are doing it in a variety of ways. We now not only gather the data but we also analyze and provide meaningful recommendations to our clients.

“Marketing research is about finding out people’s opinions’ on products or services,” Colleen says. “It is about determining consumer behavior. It is finding out what makes people purchase certain items. Without research, companies could not evaluate their services or products. Everyday is different, and everyday we

She noted that market research is a changing business. As technology keeps changing, Moore Research changes. Ways of reaching potential audience are now endless, including online interviewing and using social networks (like SecondLife and Facebook), both of which are embraced by Moore Research.

“We can now conduct all types of research worldwide,” Colleen says.

Not every company is as savvy, nor has the longevity of Moore Research.

Remember, Peggy built a career and a business at a time when most women weren’t working. Peggy’s husband, Richard, supported his wife’s efforts and the company outgrew the house and eventually located at 2675 West 12th St. in Erie, Pa. Colleen was a part of the family business as a child, and by 1993, Colleen had become company president and sole owner. Colleen’s husband, Frank Mezler, and their son, Anthony, support Colleen just as Richard Moore supported Peggy throughout her career. In 2009, Colleen and her entire extended family celebrated Moore Research’s 40 years in business.

Along the way, the Moores faced the same problems as the rest of us, and the family illustrated what survival is – in business and in life. Peggy was diagnosed with breast cancer in 1998, and is now a 12-year survivor after a lumpectomy and radiation. Richard survived a prostate cancer scare and radiation, and both are quick to acknowledge that early detection and care are critical to survival.

While facing cancer in the family, the resilient Moores took steps to boost awareness of cancer-related support systems. Colleen is in her second year of chairing the American Cancer Society’s Daffodil Days, in addition, she has walked and supported the Making Strides walk for several years. Colleen’s sister, Kelley



economic climates over a 40-year span. Today, Moore Research is being considered for business opportunities as a contractor in Brazil, Russia, Canada, Poland and China.

“In the early days, we did a lot of door-to-door research where we’d drop off a box of cereal for a week then return to ask opinions,” Colleen said of her mom’s business. “Over 40 years later, our focus is still to gather people’s opinions and

help shape the image of some of our clients.”

“Our research ensures that clients don’t spend millions on a product or service the target audience won’t purchase,” she says.

Moore Research conducts focus groups, telephone, online and web-based research, central location testing, mall intercepts, in-home product placements, taste tests, mock juries, mystery shopping, in-store audits and merchandising.



Spaeder, has been the manager at the regional office of the American Cancer Society for more than eight years. Colleen's hope is that the next generation of her family will not have to suffer the effects of cancer.

Giving back to community is a natural for this family.

Colleen, the 2009 Athena award recipient, stepped up to co-chair the Women in Leadership Development (W.I.L.D.) conference for 2010. She exemplifies the leadership, wellness and entrepreneurship that W.I.L.D. supports.

In leadership, Colleen was among the first people in the US to receive the Professional

Researchers Certification from the Marketing Research Association. She is a member of Marketing Research Association and served as president of the international association in 2007-08. Colleen attended her first national meeting at the age of 18 along with her mom. MRA is the leader in the marketing research profession, a multi-billion dollar per year industry. Established in 1957, MRA's international membership encompasses more than 3,000 member companies and professionals. Recently, Colleen received the distinguished service award from the MRA for her leadership and dedication to the industry.

The family is dedicated to wellness and prevention with healthy investments. Erie folks will catch Colleen and her husband,

Frank, working out on a regular basis at the LECOM Wellness Center.

In the entrepreneurial path, this family never stopped investing in the company and staffing. In fact, the company was among the finalists for the 2009 Economic Development Corporation of Erie County Employer of the Year. In addition, Colleen has been nominated for SBA 2010 Woman-Owned Business of the Year.

Taking a homegrown business from one generation to another might be a challenge for some, but not this crew. Moore Research Services is a family-owned business that has flourished for more than 40 years – a life's journey, and it has done it in award-winning fashion. ■



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