



Jack O'Dwyer's Newsletter *

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MAKOVSKY CELEBRATES FIRST BIRTHDAY.

Makovsky & Co., started on July 1, 1979, by Kenneth D. Makovsky, who had been a senior VP at Harshe-Rotman & Druck, reports it now has six full-time employees, occupies 1,542 square feet at 370 Lexington ave. and is billing at the rate of more than \$20,000 a month.

Makovsky did not have any business when he left HR&D but quickly signed up Campaign Communications Institute of America, which conducts telephone sales efforts for IBM, Xerox, U.S. Steel, TV Guide and other companies.

Other clients added were Educational Testing Service, Sun Information Services (part of the Sun Co.), N.Y. District of the U.S. Army Corps of Engineers, Management Science of America and Able Associates Fund, a mutual fund.

The firm is also handling a special assignment for Price Waterhouse.

Makovsky, who is 39, had been with HR&D nine years. Previous posts were at Ruder & Finn and Curtis J. Hoxter.

As with many PR firms, Makovsky finds that the business climate continues to be good in spite of reports that an official recession is under way.

He recently affiliated with Don Rowe Assocs., 30-year-old "human resource" company, to beef up skills in employee relations.

"Internal relations are as vital as external concerns, especially in recessionary times," he says.