



WGOH WHAT'S GOING ON HERE



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MEN'S HEALTH & SPORTS

A Voice That Matters to Men

RODALE ADDS NEW MAGAZINE BEST LIFE TO THE FOLD

"Our most powerful tool in closing the loop with customers will always be—as it has always been since the day J.I. Rodale moved to Emmaus from New York to start his adventure—our unique editorial voice."—Steve Murphy, President and CEO

In the 60-plus years since Rodale's first magazine was published, it's still Rodale's distinctive editorial voice that's capturing the attention of customers and advertisers alike. The proof is Rodale's newest magazine, Best Life, which officially launched on newsstands May 11 with the Spring/Summer '04 issue.

According to the U.S. Census Bureau, the median age of U.S. males has increased from 28.8 years old in 1980 to 34.3 in 1999. By 2010, it estimates that roughly half of the nation's population will be older than 40. Using this data, as well as other extensive research, Rodale identified an underserved group—men in the prime of their lives—and created a publication that speaks to them in a unique way.



Photo by Countess for Wire Image

(l.to r.): Men's Health and Sports Group President Tom Beusse, Best Life Editorial Director Dave Zinczenko, Today Coanchor Matt Lauer, actor Peter Gallagher, Best Life Publisher Mary Murcko, and Best Life Executive Editor Jeff Csaturi at the Best Life launch party at Bruno Jamais in New York.

With the tagline "What Matters to Men," Best Life touches on important lifestyle topics, such as music, food, and recreation, and delves deeper into the issues impacting men today. Articles in the launch issue focus on subjects ranging from heart health to golf's toughest holes to the success of JetBlue CEO David Neeleman. Trial issue sales on the newsstand proved the formula's success. "The first three newsstand-only publications outsold our expectations, at an average of 125,000 copies each without promotional support," according to Tom Beusse, President of the Men's Health and Sports Group. "That is more single copies sold than Esquire, Condé Nast Traveler, and Food & Wine." The magazine's unique approach, bolstered by the success of the Men's Health brand, encouraged such notable writers as Steve Martin, Charles Gaines, David Halberstam, Carl Hiaasen, and new food columnist Anthony Bourdain to eagerly come on board and lend their own editorial voices to the publication.

Already hitting its stride, Best Life will begin publishing bimonthly with the September/October '04 issue through 2005 and plans to publish 10 times a year in 2006. It will have an initial rate base of 200,000 and a newsstand cover price of \$4.99. Best Life's growing target population is also the most affluent—a boon to potential advertisers. "While this magazine will target affluent men, it's not about who will accumulate the most toys," said Tom. "It's about what matters to men in the prime of their lives: family, work, lifelong health, giving something back, being authentic and happy, and making the best life possible."

STARTING IN STYLE

To carry out this mission, Best Life enlisted some of the magazine industry's most formidable names to bring the magazine from concept to reality. Dave Zinczenko serves as Editorial Director while maintaining his post as Editor-in-Chief at Men's Health. Jeff Csaturi joined the team from Men's Health, bringing a wealth of expertise on men's magazines as the Executive Editor. Publisher Mary Murcko, the former associate publisher of W, has launched other successful magazines within the luxury market, most recently Elegant Bride. And, recognizing that great edit and great design go hand in hand, Joe Heroun, who has shaped the

(continued on page 4)



The Spring/Summer '04 issue of Best Life.

"We have tremendous confidence in the capacities of our customers. 'You can do it,' we say to them. 'We'll give you some extra inspiration and the necessary information. But you can do it. You can even do more than you or we expect.'"

—Bob Rodale, 1990

# Margaret Ahlberg and Anthony Ziello Win McAfee Award

## STEADFAST SERVICE WITH A SMILE

When Tina Souilliard nominated Margaret Ahlberg for Rodale's 2004 Dave McAfee Award, she didn't even know her last name; she simply knew that "Marge," the Café Attendant in South Mountain Center I, had touched her life—and the lives of countless other Rodale employees—in a special way. "Marge is like everyone's mother, the friendly face and caring personality that you look forward to seeing in the morning and at lunch," wrote Tina, Manager of Postal, Inventories, and Logistics. "She is a person in the course of a busy, hectic workday, when sometimes kindness is forgotten, that you can turn to and perhaps find a laugh or two in conversation."

In the fall of 2001, Marge received an unexpected medical diagnosis that was no such laughing matter: lung cancer. Soon after, she began chemotherapy treatments that overwhelmed her body, causing her kidneys to stop functioning, among other ailments. Initially, Marge, who began working for Rodale in 1996, insisted on coming to work throughout her entire ordeal, not wanting to burden anyone with her duties. Only at the urging of her supervisors did she agree to take the time she needed to heal. Almost a year later, Marge returned to work cancer-free, which she remains today, and picked up where she left off—concerning herself with the lives of her fellow employees before her own. "My mother had cancer," said Tina, "and from time to time, Marge still asks about her. She gives hugs, knows all of us, and knows little tidbits of our lives."

## THE DAVE MCAFEE AWARD

Dave McAfee worked for Rodale for 17 years before dying of cancer in 1997 at 39. Those who knew him remember Dave as an optimist, role model, and loyal friend. Each year since 1998, Rodale's Friends of Dave Committee, led by Chairman Ardie Rodale, has honored Dave's memory by presenting one or two employees with an award in his name. Chosen from several employees nominated by their colleagues, winners of the award best exhibit the positive spirit and determination in dealing with a crisis that Dave showed during his battle with cancer.

While Marge's kidneys have regained functionality, the cancer weakened her left lung, meaning common colds can linger with her for weeks. She still requires weekly shots to boost her energy, CT scans every few months, and periodic blood transfusions. Many days she comes to work feeling tired and worn. But those hurdles fail to stand in the way of Marge's determined spirit. "Nobody has the right to complain," she asserts. "If you're living, if you're breathing, it's a gift. Everybody should say 'thanks' when they wake up every morning."

Perhaps that attitude of gratitude is what drives Marge to share her positive outlook with those around her. "Marge goes out of her way to make everyone's day special, regardless of what she's going through," said her supervisor Leah Nichols, Director of Foodservices. "She has endured, and continues to endure, so much, but you'd never know it. She has never had a 'poor me' attitude. She's always cheerful with a joke or a smile for everyone who walks into her café. Marge makes the day better just by being there and being who she is." Tina agreed. "People like Marge are the ones that keep us sane," she wrote. "She needs to be recognized for her unconditional service to others while she's still trying to survive every day with hope, strength, and courage."

Upon hearing the news that she'd received the Dave McAfee Award, Marge broke down in tears, saying, "I want to thank Tina for nominating me and (Chairman) Ardie (Rodale) for all her support—now and when I was sick. I'm just so overwhelmed by how nice they are." We could say the same about you, Marge.

## HOPE FOR TWO HEARTS

Chatting with Anthony Ziello, a Quality Control Specialist for Content Prep since 1998, you'd never guess that a guy with such a sunny disposition



Chairman Ardie Rodale (center) presents Margaret Ahlberg and Anthony Ziello with framed personal inscriptions to commemorate their winning the 2004 Dave McAfee Award.

has weathered so many storms. You'd also never guess how a routine dental cleaning nearly 10 years ago changed his life. Following that fateful appointment, Anthony contracted a blood infection that, in combination with a heart murmur that he was unaware he had, began causing the rapid deterioration of his heart's aortic valve. After six weeks of searching for answers to why he "didn't feel quite right," Anthony met with a cardiologist who immediately identified the seriousness of his condition and ordered emergency open-heart surgery to replace his aortic valve with a mechanical one. Given just a 50 percent chance of survival, Anthony spent three long months recovering in the hospital. But eventually, with the help of a pacemaker and just one blood-thinning pill each day, Anthony's heart grew healthy and strong—enough for him to endure heartbreak of a different kind.

In 2001, Anthony and his wife, Lorraine, were expecting their third child. During a late-pregnancy sonogram, Lorraine's obstetrician discovered that the fetus had an irregular heartbeat and advised the Ziellos to have their baby delivered by specialists at Children's Hospital in Philadelphia. That November, their daughter, Allyse, was born at full term but missing a pulmonary valve, through which blood is pumped from the heart to the lungs to pick up oxygen. Over the next few months, Allyse underwent three surgeries, including angioplasty and the installation of a pulmonary valve stent. Additionally, because she was born with a crushed airway, doctors created an opening through Allyse's lower neck and trachea to insert a tube, which was then hooked to a ventilator, to make breathing easier. And from birth through today, Allyse has been fed through a tube routed from her esophagus to her stomach.

Through March of 2002, Allyse and Lorraine never left Children's Hospital, meaning Anthony became the sole caregiver for the Ziellos' two sons—who were 4 and 2 at the time—doing his best to maintain a normal home life for the three despite their family's trying situation. Allyse was later discharged from the hospital, but it wouldn't be her last time there, due to the many sudden, life-threatening breathing difficulties she would experience. Allyse's initial stays at home were aided by a visiting nurse, who watched her for signs of breathing distress while Allyse and her parents slept—an arrangement that required Anthony to get a second part-time job to fund. Following one breathing scare, Allyse became partially deaf due to a temporary loss of oxygen.

Today, Allyse is a happy 2-year-old who, in the face of ongoing medical struggles, seems to have inherited her father's hopeful outlook. Her trachea tube has been removed and her pulmonary valve stent will be upgraded as she grows. Ongoing, sometimes frequent, trips to the hospital and regular testing will determine if Allyse requires further angioplasty and how doctors can best care for her going forward. But one thing is certain: her father will remain a source of optimism for his entire family as well as his coworkers. According to John Wykosky, Anthony's supervisor at Rodale who nominated him for the Dave McAfee Award, "Sometimes people with the most difficult problems have the best attitudes. It's always a pleasure when Anthony comes in to work. He relaxes the atmosphere and has a great sense of humor."

Anthony's colleagues praise his team spirit and dedication to his work, in addition to his congeniality. "Anthony has always helped me out when I needed it," said Russ Owen, Content Prep Specialist. "And he stays on task to get a job done." John concurred. "Anthony has shown great courage and has always done what was asked of him and more," he said. "He has accomplished this perspective without letting his home factors be a mental burden. Even in the worst stages of his daughter's crisis, he doesn't complain. With all of this, Anthony still brings enthusiasm and cheer to our department." 🐾

## Ask Virtually Anything

### THE RODALE LIBRARY LAUNCHES AN ONLINE SYSTEM TO HANDLE INFORMATION REQUESTS

A *Men's Health* editor wants to know the greatest number of children fathered by one man to include the stat in the magazine's "Average Guy" column. An ad sales rep for *Runner's World* needs background information on a company she plans to cold-call. The team at Rodale Books International requires an in-depth picture of the book-publishing industry in several European countries. Where can employees worldwide turn for quick yet thorough wisdom on such topics? The Virtual Reference Desk (VRD), a new Rodale Library system that not only allows more employees to tap into the library's vast resources more efficiently but also simultaneously gathers data on the use of the library.

"With the increase of reference requests and the complexity of these requests, the library needed an efficient and organized way to handle the company's information needs," said Adrienne Kreger-May, Rodale Senior Librarian. "Using the technology available and various corporate libraries' best practices, we incorporated a Virtual Reference Desk."

Launched last February, the VRD allows employees to submit information requests of all types through the Library's home page on the Village Green (see box for complete instructions). The system is staffed from 9 a.m. to 5 p.m. (Eastern Time) on Monday through Friday by one of the company's three reference librarians, Lynn Donches, Adrienne Kreger-May, or Diana Erney, who joined the library staff in January to support the new initiative. According to Diana, since the new system is always covered by one of the librarians, "Employees know their requests aren't going into a black hole. They will be seen and responded to quickly." The Library staff hopes that speedy acknowledgment of requests will drive more employees to use their services. "Often the library is the last place employees come to for information, when really it should be the first," said Adrienne. "But there was always a concern among employees about who to contact at the library for what. This system alleviates that concern."



Rodale's three reference librarians (l. to r.), Lynn Donches, Adrienne Kreger-May, and Diana Erney, take turns staffing the Library's new Virtual Reference Desk, meaning a professional researcher is almost always available to fulfill employees' information requests, large or small.

### HOW TO USE THE RODALE LIBRARY'S NEW VIRTUAL REFERENCE DESK

Whether you need to verify a famous quote, find a fact on cycling, or get a report on market trends, the Rodale Library's new Virtual Reference Desk is the place to turn. Here's how it works:

- Go to the Village Green home page and select "Library" from the "Find Everything" drop-down box.
- When the Library's home page appears, click on the link set off by red bullets that reads, "Have a reference question for the library?"
- A short form will appear, prompting you to describe your information request, the best time to reach you, and the priority of your request.
- Simply fill out the form and hit "Submit." The reference librarian staffing the VRD will acknowledge your request, often within minutes, and will make every effort to honor your timeframe when fulfilling your request.

Since February alone, Lynn, Adrienne, and Diana have received and fulfilled 675 information requests, stemming from 89 percent of Rodale's departments and every company location. By searching through one of many sophisticated databases or catalogs or the library's own "sieves," the three have provided information ranging from the size and variety of the largest tomato ever grown (for *Organic Gardening*) to the optimal timeline for promoting an event to secure the greatest attendance (for Rodale's event-marketing team). The library has also compiled research varying from quick references on a single topic for magazine editors planning television appearances to a 40-page report on various market trends for the Business Development group. "We're here to help make Rodale look good, whether in magazine editorial, on a sales call, or otherwise," said Adrienne. "And we can help more employees meet their business or editorial goals, or needs, through their use of the Virtual Reference Desk. By each employee using the VRD, it allows us to more efficiently and effectively serve the whole company, one person at a time. We're now hitting all corners of Rodale's reach, from Seattle to New York to L.A. to London."

On top of that, the library staff is also using the VRD to gather data on how employees use its services so they can be revised as necessary to best meet the company's demands. According to Sharon Polansky, Vice President of Corporate Research, who oversees the Rodale Library, "We wanted to determine the use of the library and understand our strengths and weaknesses. By creating a form for employees to fill out when they use the Virtual Reference Desk, we can generate reports on the use of library services by category and change our behavior or reallocate our resources in response to what we're seeing. We can also analyze the use of the library by areas within the company to better identify and meet needs." 🍌🍌

*Has your department come up with a creative way to reduce expenses, increase profits, or improve efficiency? Your group could be featured in WGOH's "Best Practices" column. Contact WGOH Editor Colleen Whitby at ext. 7814 for more information.*

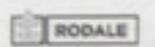
### WORKING AT RODALE

## What's in a Nameplate?

To celebrate and showcase Rodale's new brand identity and tagline, "Live Your Whole Life," within the walls of the company, Tom Harbeck, Senior Vice President and Executive Creative Director, recently invited employees to give their colleagues a hint about what makes up their "whole life" by creating personalized nameplates for their workstations. These magnetic nameplates reflect the design and image sensibilities of Rodale's brand identity while allowing employees to personalize the artwork on them to show what makes them tick. Dozens of images—of everything from a dog to the ocean to an ice cream cone—are available for employees to select from.



**Kathleen  
Bailey**



Rodale's new employee nameplates can be personalized to showcase many facets of employees' whole lives.

Carve out some time from your day and visit the Village Green/Working at Rodale News to create your new nameplate. Then, visit your colleagues' workstations to see how they live their whole life.

## Audubon Honors Maria Rodale

### VICE CHAIRMAN RECEIVES INAUGURAL WOMEN IN CONSERVATION AWARD

On June 2, Audubon honored Vice Chairman Maria Rodale with its inaugural Women in Conservation Award for both her own efforts and also those of Rodale Inc. to further environmental conservation and education locally and globally. Maria accepted her award, called the Rachel Carson Award after the author whose book *Silent Spring* sparked the modern environmental movement in 1963, at a National Audubon Society luncheon in Manhattan.

The award marks the second time Audubon, a national organization whose mission is to conserve and restore natural ecosystems, focusing on wildlife and their habitats, has recognized the Rodale family for its environmental activism. In 1988, Audubon acknowledged Bob Rodale, Maria's late father and former Chairman and President of Rodale Inc., as one of 100 people who shaped the environmental movement.

Audubon President John Flicker said, "Audubon celebrates Rodale's commitment to empower and inspire people to improve their lives and the world around them. Through your vast network of publications and books, together our organizations are enabling people to lead healthy, active, and environmentally aware lives. We are honored to continue the tradition of recognizing members of your family who have done so very much to protect and defend mother earth."

In addition to her role as Vice Chairman of Rodale, whose long history of encouraging people to renew and maintain a healthy world through its books, magazines, and corporate community involvement was commended by Audubon, Maria was personally recognized for launching *Organic Style* in 2001 in an effort to keep Rodale rooted to its organic origins. Additionally, Audubon noted Maria's service on the boards of the Environmental Media Association, which strives to mobilize the entertainment industry to educate people about environmental problems and inspire them to act on those problems now; of Pennsylvania's Wildlands Conservancy, a nonprofit organization dedicated to preserving land and waterways and teaching its community about nature and wildlife; and of the Green Guide Institute, which aims to restore a healthy environment and create economic opportunity through sustainable community development.

Other recipients of the Women in Conservation Award were Alice Waters, Founder of the Chez Panisse Foundation; Jayni Chase, Founder of the Center for Environmental Education and Author of *Blueprint for a Green School* (and wife of actor Chevy Chase); Peggy Shepard, Executive Director and Cofounder of the West Harlem Environmental Action Inc. (WE ACT); and Lynn Chase, Founder of the Chase Wildlife Foundation. 🐾



Photo by Patrick McMullan

Vice Chairman Maria Rodale (left) shares a laugh with Felicia Taylor, Coanchor of WNBC's *NewsChannel 4 at 6 and 11 p.m.*, who emceed the National Audubon Society's 2004 Women in Conservation Awards, one of which Maria was given.

## Play Dirt

Michele Stanten, Senior Fitness Editor of *Prevention*, helps Anna Lubinsky (right) with a watering can as Hannah Schurman looks on. Michele and her husband, Andrew, visited the Rodale Child Care Center last April to help the children in their son's older-toddler room plant their own sunflowers. The activity was part of the center's celebration of the Week of the Young Child, during which several Rodale parents volunteered at the center, reading stories, leading art projects, and teaching songs.



Photo by Cathy Facciano

## A Voice That Matters to Men (continued from page 1)

look of such publications as *Men's Health*, *Sports Illustrated*, *Mirabella*, *Newsweek*, *Boston Magazine*, and *The New Republic*, gave the publication a fresh face as Creative and Design Director.

With its mission and staff in place, *Best Life* launched with a celebration at the Bruno Jamais restaurant in Manhattan on May 6. Actor Peter Gallagher, cover model for the Spring/Summer '04 issue, and Matt Lauer of NBC's *Today*—men in the prime of their lives—were just two of the celebrities in attendance.

"Now that *Best Life* is official, we're getting down to the business of making the next great men's magazine," said Jeff. "It's an exciting challenge. We're redefining what it means to be a successful man by tackling topics that really matter—things other magazines just don't touch—like fatherhood and family, love, work, and giving something back. We're helping men to live with a sense of purpose and really get the most out of what is the best time of their lives."

Dave agrees. "Let each become all that he was created capable of being. The great philosopher Thomas Carlyle wrote that, and we think it sums up the promise of *Best Life*. Whatever your age, whatever your circumstance, the best season of your life is ahead of you," said Dave. 🐾

# QA with . . . Deirdre Imus

Set in New Mexico's hills, the Imus Ranch provides the cowboy experience to children who have cancer or have lost a sibling to Sudden Infant Death Syndrome. Founded in 1998 by Deirdre Imus and her husband, syndicated radio personality Don Imus, the 4,000-acre working cattle ranch, complete with an authentic 1880s western town, is about getting free of toxins—chemical and mental—that poison the body and mind. The goal of the not-for-profit ranch is to restore the self-esteem of children who see themselves as weak. And because kids are most vulnerable to the environmental influences that cause many cancers, the ranch is also about providing a wholesome, nontoxic lifestyle. As a result, everything at the \$25 million facility is environmentally friendly and healthy, from the building materials to the cleaning agents to the organic gardening methods. In addition, it's the only cattle ranch in the world that serves a vegetarian/vegan menu—no meat, fish, poultry, or dairy.

In May, Rodale published *The Imus Ranch: Cooking for Kids and Cowboys*, offering a look inside this unique retreat where kids work alongside real cowboys and, in the process, build their confidence—and their appetites. The book, which reached number 7 on the *New York Times* best-seller list (Advice, How-To, Miscellaneous), includes more than 100 recipes from the ranch's menu—all kid-approved. Deirdre recently talked with *WGOH* about the ranch and providing hungry wranglers with delicious, healthful vegetarian/vegan meals.

**In your book, you write, "The tools for healthy living are out there. My job is to help people find them"—a comment that mirrors the mission of Rodale. Were those similar viewpoints a factor in choosing Rodale to publish your book?**

I had been familiar with Rodale through *Organic Gardening* and *Organic Style* and had been on a panel discussion with Maria Rodale about what organic means to you. Because of Rodale's mission of living a healthy, nontoxic life—and I'm physically living that—it seemed like an obvious partnership. I worked really hard to make this a first-class book, and that's what I put out with Rodale. It's so gorgeous. I'm so proud of it.

**What was the initial inspiration for the Ranch?**

For more than 10 years, I had been actively involved with my husband Don's radiothons, which benefited parents and their children suffering from cancer and blood disorders. During that time, he and I noticed a theme in the children's personalities; a feeling that they weren't like normal kids. Even though Don had been raising huge amounts of money for this, we both wanted to do more. Then, in the summer of 1997, we took a trip to the Arizona cattle ranch where Don grew up. Several months after we returned to the city, Don came up with the idea. He came rushing into the room saying, "I've got it, honey! Let's build a ranch for kids with cancer in a place like where I grew up." The memory of his childhood and the needs of children struggling with illness and grief came together in this amazing idea—to create an authentic, working cattle ranch, where the kids could live and work alongside real cowboys as a way to build their confidence and independence. We never turned back.

**The ranch isn't just a "good cause" you lend your name to; you are actively involved in running it and live there four months a year.**

My husband and I knew from the beginning, this was always about building a cattle ranch for kids with cancer and we would be with these kids physically every day, getting up with them at 5 a.m. to do their chores before breakfast. We knew it was going to be us and literally a few other people.

**Why is it important for sick kids to have this experience?**

It's amazing how it works—once these kids get sick, any real responsibility is taken away from them. We don't do that. Don and I are convinced that hard work, discipline, and responsibility build confidence and self-worth. The ranch is not a camp—these children become ranch hands while they're here. By actively participating in its day-to-day life—doing chores, learning to ride a horse, caring for animals—these kids experience a profound sense of accomplishment that restores their self-esteem. It aids in the healing process.

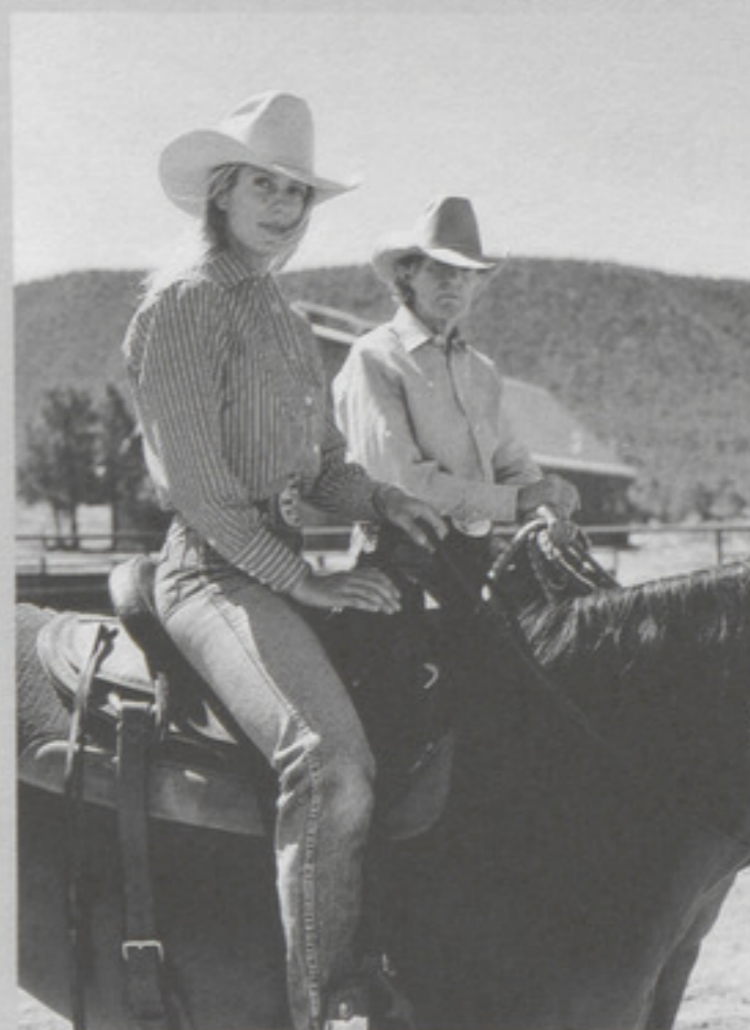


Photo by Ben Fink

Deirdre and Don Imus on the Imus Ranch in New Mexico.

**Why do you serve an organic, vegetarian/vegan menu at the ranch?**

Everything we do at the ranch is environmentally friendly and health-promoting and the vegetarian/vegan menu reflects that. And to me, organic food is just a commonsense approach to eating, because I'm not a doctor or a scientist. Organic food doesn't contain pesticides, hormones, or harmful chemicals—it literally makes no sense to eat food that contains that. When kids come to the ranch, it's not about preaching, it's about setting an example. They see how we grow vegetables and learn about the holistic, organic approach to life. It's easiest to start with food and then expand it into every part of your lifestyle.

**What do the kids think of the food?**

We may have a child who turns up his or her nose at the first meal or two, but once they start working around the Ranch, hunger takes over. Even though the kids are only exposed to the vegetarian/vegan menu for a week, they are very eager to continue eating healthy once they leave. I've seen them asking the chefs for recipes so their parents can fix them these meals back home. And the recipes got into the book because they were kid-tested and approved over five years. If they didn't taste good, we hadn't done our job.

**Your book offers dozens of recipes from the ranch's menu. Do you have favorites?**

The Crabbleless Crab Cakes. First of all, they're absolutely delicious. And they're completely vegetarian but they literally give you the same taste and texture as real ones—and the Lemon-Dill Sauce that goes with it—I'm really proud of that one. Also the Chocolate Bundt Cake; it's amazing how rich and thick and chocolaty it is. And all the salads are wonderful; the Orange-Cashew Spinach is delicious and loaded with nutrients. (*Visit Village Green/Working at Rodale News for these recipes.*)

**Do you envision writing any other books?**

Yes. There's still so much to talk about. The ranch has been an example that creates an awareness of nontoxic living. So many people begin reading this book, and I get so many questions. I could see doing a book to educate people on how to remove toxins from their life. And all the money would go back into the ranch, as does the money I get from the cookbook—the mission is that strong.

*A percentage of Rodale sales of the cookbook will also be given to the ranch.* ➤

## Editor Tested, Magazine Approved

It's a tough job, but someone has to help Rodale's readers decide what to buy, what to wear, what to eat and what to grow. Editors at *Men's Health* and *Organic Gardening*—two distinct magazines, with two distinct audiences—recently gave *WGOH* a sneak peek at how they “test” the products they advise readers about each month.

*Men's Health* Associate Editor Matt Bean doesn't just want readers to know that a Lowe Alpine Ice Lite shell jacket will keep them dry as they walk from the car to the office. He wants readers to feel assured that by purchasing this \$400 extreme-rated jacket, they'll stay dry in a torrential downpour. To test the jacket and several others, Matt recently enlisted the help of the Allentown (Pennsylvania) Fire Department, which hosed him down with 500 gallons of water per minute streaming from a fire truck. The result: five jackets that deliver the goods, a *Men's Health* article, and one dry editor.



The *Organic Gardening* “office” on each Wednesday morning from April through September is a large garden plot located at Rodale's Working Tree Center near Emmaus. *Organic Gardening* gets the first peek at what's to come from seed companies and raises their crops following organic gardening methods. Some plants grow beautifully, while others don't make the grade. Testing them helps *Organic Gardening* choose which “items” will be featured in issues for the year ahead. This season, the garden offers a colorful bouquet of red greens, cutting flowers, and a variety of vegetables, including tomatoes, eggplants, beets, and hot peppers. Here Pamela Ruch, Test Garden Manager, tends to her garden under the June sun.

## NEW EMPLOYEES

**Chris Baskin**, Marketing Manager Music, Horizon Two Music  
**Personal:** This is my second tour of duty at Rodale (previously was a Marketing Manager for *Men's Health*), and I'm very excited to be back. When not working, I can usually be found scavenging for used CDs, watching the latest in reality TV with SportsCenter on picture-in-picture, dreaming about playing golf and softball, or searching for the perfect chocolate milkshake, bowl of cereal, and bbq pulled pork sandwich.

**Joe Berkowitz**, Director, Online Marketing and Premium Content, Men's Health and Sports Group Online  
**Personal:** Husband and father of two beautiful girls (I know, I'm biased) ages 3 and 1½. I'm an outdoorsperson with a big interest in technology and sports.



**Sunny Bosco**, Assistant Editor, International Editorial  
**Personal:** I'm single, have no pets, and recently moved back to the States after eight years in Moscow. When I left Russia, most of my worldly belongings were sacrificed to airline weight limits, and I now live in an empty but cozy flat in downtown Allentown. I like cycling, reading, road trips, loud music, and anything pink.

**Jody Boteler**, Sales Assistant, Marketing Trade  
**Personal:** A graduate of Ithaca College, I enjoy reading, writing, running, hiking, dancing, dreaming, and visiting galleries.

**Christopher Carbone**, Associate Copy Editor, *Organic Style*  
**Personal:** What can I say? I love language.



**Carmen De Jesus**, Customer Service Associate, Customer Service  
**Personal:** I like to write, play pool, and camp, and I enjoy watching movies and helping people. I am also married for 11 years with three great kids who I enjoy spending time with.



**Christopher Farrell**, Associate Creative Director, Corporate Creative

**Personal:** I have five kids ages 6 through 14. My wife and I serve on the board of Bajalia Trading Company, a mission organization that brings economic opportunity to poor communities overseas. I also ride motorcycles.

**Meg Frisbee**, Marketing Assistant, *Backpacker*

**Personal:** I swam competitively for 10 years, am an avid runner, and attended Boston College in Chestnut Hill, Massachusetts.



**Rob Gerth**, Online Editor, Men's Health and Sports Group Online  
**Personal:** My wife and I like to travel and collect used books. I have a Hardy Boys collection that can't be beat.

**Jon Hammond**, Associate Director of Public Relations, Corporate Communications

**Personal:** Avid golfer and mountain biker.

**David Harkness**, Director of Customer Acquisition Analytics, Database Services

**Personal:** Avid reader, golfer, and bowler. Married and have a dog.

**Michelle Harmon-Madsen**, Corporate Sales and Marketing Director, Corporate Sales and Marketing

**Personal:** Love to travel, golf, ski and spend time with my little girl, Julia (21 months), and husband, Ken.

## About Face

Do you remember the wonderful story of *Gulliver's Travels*? Jonathan Swift wrote this amazing story in 1726. It was a political and social satire exposing the ways that man sinned against the clear sight of nature and goodness.

I picked up a video to reacquaint myself with one part of the story and discovered that the message is still very pertinent to life today. It was a story about love, fear of the unknown, power struggles, and the senselessness of war between two countries.

Gulliver was shipwrecked on an island and dragged himself with all his strength onto the beach where, exhausted, he fell asleep. Tiny people—the Lilliputians—inhabited the island, and their fearful town crier discovered Gulliver and hysterically alarmed everyone in the town that a giant on the beach was a spy. They tied Gulliver up while he slept.

Meanwhile, King Little and King Bombo were busy signing the marriage contract for their two children, Princess Glory and Prince David, who were deeply in love. Each king insisted on his own wedding song. Finally David's father, Bombo the warrior, declared war, and the two lovers were brokenhearted. Havoc took place.

Gulliver won the hearts of the Lilliputians with his kindness, but King Bombo's spies were ordered to kill Gulliver with his own gun. David intervened by jumping on the gun, and both David and the gun fell to the bottom of a ravine.

Gulliver picked up David and said to the sad, distraught kings: Look what you have done, King Little, by being thoughtless and selfish. King Bombo, you were too busy being the mighty warrior. What did you gain? We can settle this peacefully by turning malice into a melody and combining the two wedding songs:

"Faithful forever . . . we may be apart now and then, but I'll hold you in my heart 'til you're in my arms again."



Have we changed throughout the ages? It is time in our lives that we grow beyond the barbaric concept of war and find alternative ways to deal with conflict—not only with other nations but within our own hearts.

May we look at our lives with peace and an understanding of our differences as we find ways to appreciate each person's uniqueness through sharing, caring, loving, and forgiving. Look up! The sun is shining in your heart. You can make a difference to help heal our ailing world and each other!

"Many are the ways to share  
The mystery that is me,  
And the greatest of these is Love."  
(*Esene Book of Days 1996*, by Danaan Parry)



**Susan Hebelka**, Customer Service Associate, Customer Service  
**Personal:** Hobbies: Gardening, walking the dog. Community Service: Executive Committee and Treasurer, Emmaus Community Garden; Emmaus Emergency Disaster Team; President, Knauss Homestead Preservation Society; Board Member, Emmaus Commemorative Garden. Family: Married to husband, Larry, 20 years this September.

**Karen Jacob**, Assistant Research Editor, *Prevention*  
**Personal:** I live in Emmaus with my husband and son, who will be home for the summer upon completion of his first year at PSU/University Park. I enjoy volunteering, writing poems, and relaxing on the beach or at poolside.

**Pat Miller**, Executive Assistant, Human Resources  
**Personal:** I have a son, Matt, who is an assistant superintendent for a construction management company; and a daughter, Kristin, who is a legal administrative assistant. Interests include tennis, reading, walking, wine as a hobby, fitness, and community service.

**Kenyon Phillips**, Marketing Manager, *Men's Health* Advertising  
**Personal:** I am the co-lead singer and keyboard player in an NYC-based New Wave rock band, Unisex Salon. More info at <http://www.unisexsalonband.com>.

**Jeanie Pyun**, Editorial Creative Director, *Organic Style*  
**Personal:** Spare-time stuff: Writing, travel, scuba (a newer pursuit), and the usual . . . when I have the spare time, that is!

**Damean M. Ritter**, Farm and Working Tree Center Supervisor  
**Personal:** I am married to my beautiful wife Erin C. Ritter. Together we are avid outdoorspeople and enjoy all sorts of athletics and fitness.



**Kisha Sanders**, Customer Service Associate, Customer Service  
**Personal:** I'm a vegetarian and have been one for over 12 years. I *love* to shop, dance, and research customer service with a variety of companies. Most of all I *love* going out with my husband and three girls.

**Kelly Scheirer**, Marketing Analyst, Men's Health and Sports Group Online  
**Personal:** Working out, from weight lifting to cardio. Love spinning!



**Hitesh Shah**, Computer Support Engineer, IT Department, London  
**Personal:** Photography, music, gadgets and technology, world culture, and traveling.

**Penni Tsavaris**, Marketing Coordinator, Women's Group  
**Personal:** I enjoy photography and decorating cookies. I am currently launching a beauty program for the MS Society's Long Island chapter called the Fountain of Youth, which distributes cosmetics and salon certificates to those with MS.



**Eudora Weaver**, Editorial Rights Coordinator, Legal Department  
**Personal:** I live in the northern Lehigh Valley area and recently graduated from Lehigh University. I enjoy music (playing and listening), movies, reading, and yoga.

# Food for Thought

A POVERTY-STRICKEN ELEMENTARY SCHOOL OFFERS A FOOD BANK, WITH HELP FROM RODALE.

By Michele Horon

Stepping through the front doors of Central Elementary School (CES) in downtown Allentown, Pennsylvania, is like crossing the threshold into 1950s America. From the outside, the building looks like a brick fortress. Inside, the air is laden with the scent of lemon oil polish, pine detergent, art paste, poster paints, and bubblegum. Floors of tiny, geometric ceramic tiles pave a labyrinth of halls, divided at strategic points by doors made of dark, highly polished wood and paneled glass. I follow my host, Sandy Beldon, through one set of these doors and down a long flight of stairs to the basement. It's here, in a small, renovated room that was once a boys' locker room and shower area, that we find the CES Neighborhood Food Pantry—an innovative resource launched last June, in conjunction with the Second Harvest Food Bank, through a \$10,000 grant from Rodale Inc.

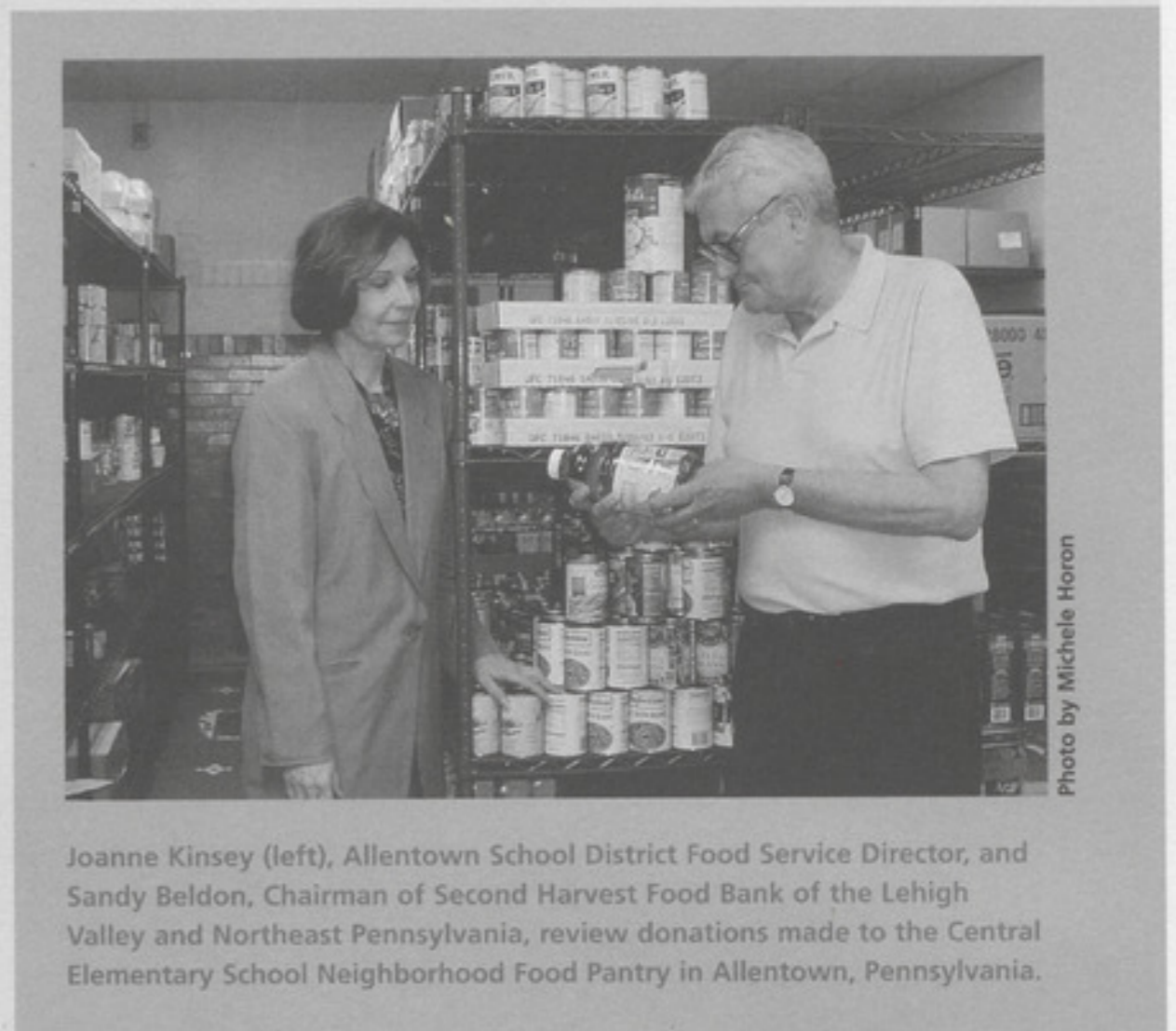
According to Sandy, Chairman of Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania, of the 16,000-plus schoolchildren in Allentown, 11,000 have been identified as being from families that are below the poverty line established by the state of Pennsylvania. These 11,000 children participate in subsidized school-lunch programs, but when school isn't in session, many experience real hunger. "The adequate nutrition of these children is highly questionable," Sandy said. "There is a wealth of credible research indicating that poor nutrition leads to poor academic performance and behavioral problems in and out of school."

As a result, the Allentown School District and Second Harvest embarked last year on unique pilot program to provide food to families of students through a food bank located at CES and operated by parent volunteers. In addition to financing the program, Rodale provides multiple copies of books, in both Spanish and English, on health, nutrition, and food preparation to stock a lending library for those using the facility. One year later, the CES Neighborhood Food Pantry provides free food to about 45 needy inner-city Allentown families. When a family visits the pantry, they are given a two-week supply of food, already bagged and based on nutritional needs and the size of the family. Since CES is a year-round school, the pantry distributes food two afternoons each month all year long as well as in emergencies.

**"This small food pantry makes a big difference to a hungry child." —Sandy Beldon of Second Harvest Food Bank**

According to Joanne Kinsey, Allentown School District Food Service Director, "This is a mobile community, so often these families arrive and find themselves in dire circumstances. The school is right here in the neighborhood. It's familiar. They feel safe coming here for help, and we've established an inconspicuous but secure entry area to give them some privacy."

The pantry receives its canned and frozen supplies mostly from the federal government and Second Harvest, which serves 190 member agencies throughout eastern Pennsylvania. Other large food contributors include



Joanne Kinsey (left), Allentown School District Food Service Director, and Sandy Beldon, Chairman of Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania, review donations made to the Central Elementary School Neighborhood Food Pantry in Allentown, Pennsylvania.

Photo by Michele Horon

area supermarkets, food-industry warehousing companies, and corporate donors, such as Rodale. Local food drives by Boy Scouts, U.S. Postal Letter Carriers, schools, and churches help stock the pantry as well, and individual donations of food are accepted by Second Harvest. Fresh vegetables are donated to Second Harvest through a gardening program that was initiated by Rodale in 1995 and is now operated by Lehigh County's Juvenile Probation Office. Through the program, which has been emulated in counties across Pennsylvania, juvenile offenders are trained as gardeners providing community service.

Sandy, a retired Rodale Inc. executive who spearheaded gardens for the homeless in New York City, New Jersey, and Washington, D.C., while he was with Rodale, was instrumental in launching the CES Neighborhood Food Pantry. Knowing Rodale's history as a concerned corporate citizen, he asked company executives to help with the program right from the start.

Chairman Ardie Rodale feels a special connection to the project. "I was very proud to attend junior high school in what is now the Central Elementary School when I was a girl, and am very proud now to support the Neighborhood Food Pantry set up there," she said. "It helps so many people, especially children, who would otherwise go hungry and lets them know that people in the community are reaching out with care when they need it most."

According to Sandy, the success of the CES Neighborhood Food Pantry has helped secure funding for a new food pantry to launch in September at a second Allentown school—a growth pattern he hopes continues. "In this country, it's almost unthinkable that anyone could go hungry, but it happens all around us. This small food pantry makes a big difference to a hungry child."

*If you would like to donate food or start a food drive for this or another Allentown-area food pantry, contact Second Harvest Food Bank at 610-434-0875.*

*Michele Horon is Executive Assistant to the Shareholders.*

## CORPORATE



Photo by Paul Brissman

Gianni Crespi (left), President of Rodale International, and Duncan Edwards, Managing Director of the National Magazine Company, shake hands on our companies' newly formed U.K. joint venture, NatMag Rodale Limited, in London in May.

## WHAT'S GOING ON HERE

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