

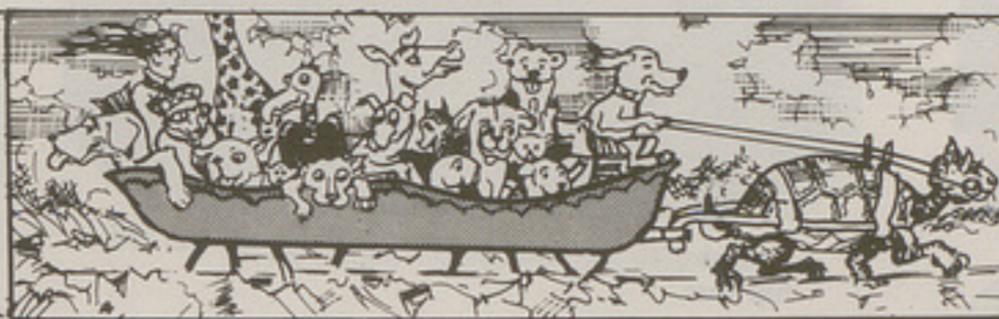


all the news that fits

# What's Going On Here?

AUGUST 1977

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ASSOC. EDITORS: Lucie B. Martin  
Hy Sirota  
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PUBLISHER: Bob Teufel



*First the grain, and then the blade  
The one destroyed, the other made;  
Then stalk and blossom, and again  
The gold of newly minted grain.*  
*Tabb*

## "TRELLETTOWN EXPRESS" Coaching Cyclists

In addition to individual racing honors here and abroad, the "Trellettown Express" has the distinction of being the first U.S. privately-subsidized bicycle team. The bikers, who live in the house next to the upper parking lot, are involved in an 8-week bicycle development program, sponsored by Rodale Press and Air Products. During those two months, they'll coach area cyclists, age 12 and older, in improving their skills, learning to ride the Velodrome and in bicycle racing. With the Junior World Championships scheduled for the Velodrome next summer, perhaps someone from the area could compete in the event, or even win it -- thanks to their help.



Members of the team are (from left in back) BOB VEHE, JERRY ASH and LEIGH BARCZEWSKI and (front) GIBBY HATTON and NELSON "Rabbit" SALDANA.

## TIME CARD TEST SCHEDULED

Beginning August 3rd, the Fulfillment Department will test a new method of recording time worked by hourly employees. Instead of punching time clocks, individual employees will be responsible for signing in the number of hours worked each day.

Meant primarily as an expression of trust in employees' integrity, the new procedure also means that greater emphasis will be placed on employees' goals and achievements. Just as each section has its specific objectives, each employee should have personal goals -- and fulfillment management wants all employees to feel that they are being paid for what they accomplish instead of for how long they are here. Personal signing of time cards will also eliminate waiting at time clocks which will result in greater convenience and time savings for both the company and employees.

Details of the new system will be announced prior to the test; and at the end of a three-month period, results will be evaluated to determine if the method should be adopted on a permanent basis.

## things Here and There

GINNY MILLER'S daughter ALICE has been inducted into the Phi Kappa Phi honor society of Southern Illinois University. She is currently working towards her doctorate in health science. She recently spent three weekends teaching a health program to naval officers at Camp Lejeune. Alice worked for RP in files during the summer while attending East Stroudsburg State College. Ginny is employed in our Input/Output Department.

JULIE RUHE, who left the company on July 12th, was given a farewell picnic by her co-workers. Julie was married on July 13th to JERE MC KINNEY and departed the US for Costa Rica on July 16th. She and her husband plan to live there.

## Employees Honor Bob Rodale



Genuinely surprised and deeply moved, Bob Rodale accepted a handsome stained glass window presented to him by veteran RP employee Mildred Frederick at the Annual Clambake, July 20th. Made possible by the contributions of all employees, the semi-circular window set in a cherry frame was handcrafted by editor Ray Wolf and artist Bob Ayers who chose a sunburst pattern because of Bob Rodale's interest in solar heat. The front of the frame bears a brass plaque with the inscription: "Presented to Robert Rodale by the Employees of Rodale Press, July 1977." The multicolored window will serve as a constant reminder of all employees' gratitude for his thoughtfulness and many kindnesses.

## FAMILY BIKE RIDE

Members of the fledgling Rodale Press Cycling Team, not yet a force to be feared on the Velodrome, are organizing a family ride for employees on August 7th.

The ride will leave from the New Farm in Maxatawny, Sunday, August 7 at 10 AM. The course will be marked on the road as it winds throughout the countryside and maps are available. The main route covers 21 miles and is over very gentle terrain offering some of the most enjoyable countryside this area has to offer.

The pace will be as slow as you need it and we will have a truck drive over the course to pick up mechanical and physical breakdowns. All it will cost you is a little sweat and your own picnic lunch and beverages. Meet at the first barn on the right, after passing the schoolhouse at the farm.

Please be on time as we want to beat the afternoon heat. For those who wish, swimming at the farm pond will be available after the ride -- don't forget your suit.

For those interested, contact SHIRLEY DE ESCH at Ext. 313 for further details.

Congratulations to SHERRI HARRIS and her husband, JERRY, who celebrated their first wedding anniversary on July 31st.

Congratulations are also extended to BETH MILLER and her husband, ROBERT, who will be celebrating their 4th wedding anniversary on August 25th. The Miller's recently spent their vacation at Whipporwill Campground near Ocean City, NJ.

ASPASIA WILLIAMS of Input/Output visited her family and friends for two weeks in Newport News, Va.

BOB, ARDIE, MARIA and ANTHONY RODALE spent ten days in Vienna, Austria and London. Trip to Vienna was to see how the Europeans run and manage the Junior World Cycling Championships which the Trellettown Velodrome will be hosting next year. Stopped off in Berkhamsted, our English office, for a visit.

MARY ANN MUMBAUER accompanied her husband, BOB, for a week at the International Lions Convention in New Orleans. She found it a fascinating city and recommends it highly -- highlights of her visit included seeing Al Hirt, Peter Fountain, Super Dome and Bourbon Street.

BETTY STERNER'S daughter, BRENDA, received her Gold Wings for five years with American Airlines. She is a stewardess flying out of Boston, Mass. Betty, another

## R.P. Takes Honors



Two mailings received awards again this year at the Philadelphia Direct Mail Club's Annual Awards Banquet. Taking 1st Place in the Consumer category was our OGF New Subscriber test mailing produced by our Marketing Art Department under the direction of Ron Bortz. Our PREVENTION Christmas mailing took 2nd Place in the Consumer category also. Credits for this package: Copy - JIM PUNKRE and GEOFF GOODNOW; Art Design, MIKE SINCAVAGE; Art Direction, RON BORTZ.

daughter, Sandy and two granddaughters, visited Brenda for the occasion and toured Boston and the area.

NADINE CONAWAY and her family recently returned from vacationing in the Nashville, Tennessee area where they enjoyed "The Grand Ole Opry." The remainder of their trip was spent in the Smokey Mountains where the Smokeys are VERY friendly. They visited their campsite at least once a day!

JUDY NEW served as tour guide for her parents and 17-year-old nephew on a recent trip driving from Tijuana, Mexico to Reno, Nevada, to Salt Lake City and northern route East. Their itinerary: San Juan Capistrano beach, Disneyland, Sea World, Hearst Castle, Pebble Beach, San Francisco -- and stopped off at Squaw Valley for a tram ride.

Book Division welcomes GAIL DONSCHIETZ. Gail formerly worked at the Distribution Center and will be helping to fill some of the vacancies in that department.

Two new faces have been added to the Book Division Editorial wing. DOROTHY SMICKLEY who was RAY LAUER's secretary has transferred, and along with IRENE SOMISHKA will be doing secretarial work for the Book editors. ANNA CARR, a newcomer to the company, has also joined the editorial staff as an editorial assistant.

THE ANNUAL OPEN DATE FOR ENROLLING NEW SUBSCRIBERS FOR BLUE CROSS & BLUE SHIELD IS SEPTEMBER 1ST. ANYONE WHO IS NOT ENROLLED AND WOULD LIKE TO BE SHOULD STOP IN THE PERSONNEL OFFICE TO SIGN UP BEFORE AUGUST 8TH.



I usually only feel this tired after the Christmas promotions are in.



Then I grabbed her right arm and started the old hip toss.



George, are you sure this is how Farrah got her start?



They think this motor oil is butter.



Where did you tell me to put this ear?



Are you sure this is the line for the Ladies Room?

# RODALE CLAMBAKE 1977



Don't YOU touch my beer!



I know she looks like my wife.



Shall I help her with the camera?



Charlie, I think of him only as a son.



Since you're the new boy you have to go through the initiation.



The olde evil eye always stops 'em cold.



A lady has to protect her virtue against those young bucks.



Honest, Connie, I was wearing a bathing suit.



To the winners belong the spoils.



No way will you guys get me to have another beer.



All we need is an art director who can really sing and dance.



Come on, Peggy, do I gotta sing?

THE SHIMERSVILLE SHIEKS did an excellent job of livening things up at this year's clam bake. DAVE FREY & COMPANY provided some soothing tunes for those who chose to lie in the shade and sip their drinks, then they turned things around with a hoe-down. Despite the heat, everyone had a grand time dancing in the grass.

In addition to the Shieks, attendees of the clam bake were treated to an unscheduled performance by our resident yodeling expert, DOROTHY FEGLEY. If you didn't hear Dorothy this year, keep an ear open at this year's Christmas party.

### WINNERS OF "ANYTHING GOES" COMPETITION

TEAM NO. 1 - BOB REINHART, GEORGE NASE, JOE SCHNABEL, FAYE GREENE, ROBIN KOHL and HOLLY QUINN.

SECOND PLACE TIE Team No. 3, NEVIN DE LONG, JEFF STAUFFER, BRIAN STAUFFER, EILEEN BAUDER, KATHY BINDER, JOANNE STAUFFER.  
Team No. 4, DAVE FEGLEY, DAVE KELLER, MARTY GASPER, ANN WINKLER, CAROL LYONS, LINDA KINGSBERRY.

Other teams competing: Team 5 - DAN MC NULTY, JOE BEILY, DICK SHAAK, SUE AUSTIN, SUE PE ZOLDT, MARGARET SMITH.

Team 2 - LARRY CAMARDA, RON BORTZ, MIKE SINCAVAGE, JUDI DAVENPORT, DENISE ANDREWS, BARB FIELD.

Team No. 1 got off to a good start in the "ALMOST ANYTHING GOES" games by out-balancing the other four teams and winning the first game - HUNKER HAWSER. In this victory, BOB REINHART was the star. Bob out-manuevered and out-lasted a total of 24 people to give his team an uncontested victory. Team 3 finished second and team 2 was third.

In the second event, the SCHMERLTZ TOSS, team 1 snatched a total of 24 Schmerltzes and again took first place for their efforts. Team 2 lodged a mild protest that Team 1 had stolen one of Team 2's Schmerltzes. This resulted in a penalty against Team 1 - Team 2 being awarded 10 extra points - but it didn't affect the final standings.

Going into the final event, all teams buckled down and got very serious. Object of this event, HAGOD, was to make members of the other teams laugh without cracking up yourself. Any show of emotion resulted in a one point penalty against total team score. After the final event - Team 1 was able to break loose all the smiles they had been holding back . . . they had good reason. They had won the Rodale Press 1977 ALMOST ANYTHING GOES competition.



If we had played before I drank the beer I could have jumped the net.



Relax, boys, it's hot breath Schoemaker.



Boys don't make passes at girls who wear glasses.

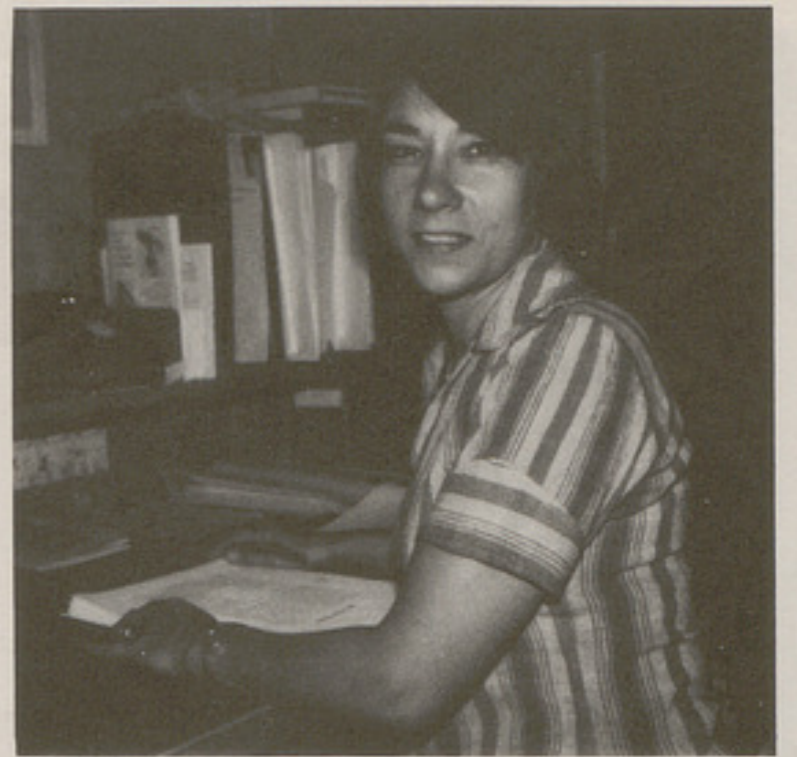


We may not be able to walk a straight line, but we can draw one.



"And then the travelling salesman said . . ."

Sunday	Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6
ORGANIC HOT AIR	John Keck Elizabeth Miller Mike Clark	Jean Schoemaker	Emma Gasper Jane Gartner Ann Runquist	Rosemarie Urland	Jeffrey Moyer	REMITTANCE MAN
7	Josephine Nichter	9	Linda Carter Ruth Lazor	11	Robin Kohl	13
14	Laura VanHorn	15	Mike Schnabel Janet Rohnbach	17	Pat Flexer Lucie Martin Claine Kelsh Stella Weider	19
21	22	23	Brian Stauffer	Lori Breslow	25	26
28	Holly Quinn	29	Adele Boyer	24	Janice Jacobs	27
			30	31		
			Rena Rzonca			



**JACKIE LOGUE** . . . recently joined Rodale Press as proof-reader for our OGF editorial department. Comes to us from Lancaster, Pa. where she was born and raised. A graduate of Millersville State College with a B.S. degree in Secondary Education, she taught high school for several years in public and private schools in Elizabethtown and Red Lion, Pa. Jackie has also lived and travelled throughout England and her background also includes serving as a VISTA volunteer for a year in Georgia. She enjoys doing crewel, camping and refinishing furniture.



**MARY JURINKO** . . . recently began working for Lee Goldman, Managing Editor of OGF after an 8-month stint in our Advertising Department. Her duties are to "assist in facilitating circulation of manuscripts in their preparation for publication in addition to functioning as secretary." She moved into the Allentown area four years ago -- heard about Rodale Press while living near Pittsburgh. She thinks the magazine is great is is delighted to be a part of it. Recently bought a home in Allentown which she is fixing up -- it is shared with two cats; "Squirrel" and "to be named." Likes baking and cooking (meatlessly).

## PEOPLE at Rodale Press



**KATHLEEN PFENNIG** . . . Secretarial Assistant at the New Farm in Maxatawny since April and says she "loves working there." She attended Allentown Business School and her first employment was with Carpenter Technology for a five year stint. She also attended and worked for Kutztown College for four years. An accomplished pianist and organist, Kathleen's main activities center around her four children; Michael, Marjory, Teresa and Timothy. Together they swim, hike and cycle -- but she does manage to find time for gardening, reading, and sewing.



**DAVE MATZ** . . . is our "Jack-of-all-Trades" at the New Farm. Talents include carpentry, stone masonry, brick laying and machinery maintenance, -- helping anyone with a problem. Dave hails from the Boyertown area and was self-employed working as a framer before joining Rodale in 1974. He lists tennis, hunting and fishing as his hobbies and is also interested in coin collecting. Dave and his wife Eileen reside in the Alburts area and have two children; Stephanie, 7 and Garrett, 4.



**CAROL MATTHEWS** . . . hails from Coaldale, Pa. She is a newcomer to our Prevention Readers' Service staff where thousands of inquiries are handled each month by the capable staff of three. She received a B.S. degree in Nutrition and Food from Drexel University. She was involved in work study programs at Aime Bakery and Presbyterian Hospital in Philadelphia and formerly dietician at Holy Family Manor in Bethlehem. Carol's favorite pasttimes are jogging, swimming, skiing, and Dance Orientale. She and her husband reside in Emmaus.



**SHARON FAELTEN** . . . newcomer to our PREVENTION Reader's Service where her duties will include responding to readers' inquiries, selecting letters for "Mailbag" column, adding new articles and information to the files. A graduate of Grove City College, her background includes a variety of jobs, including restaurant cook and health agency worker. She and her husband share a home near Bangor with a retriever named "Fudge" and a cat named "Rodent Patrol." Sharon who loves to travel is also interested in classical music, sewing new clothes, reading and entertaining her friends at home.

FIND THE WORDS BY LOOKING FORWARD, BACKWARD, UP, DOWN, AND DIAGONALLY.

-- submitted by VELDA HENRY

R U D I M E N T A R Y Y Y  
E E G R E M E L N A L P E  
S L M E R G I N G E U A A  
I A F A N A I N C C L R S  
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NEON  
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EMERGE

WAFER  
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WARY  
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OCCUPY

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