

You have
all that you need
right around you.

Use it better.

—Bob Rodale

WHAT'S GOING ON HERE



ALL THE NEWS THAT FITS

INSIDE:
"Beyond Exercise"
Worksite Wellness
Takes a Step Up at the
Energy Center.



PRESSLINE

VOICE CHANGE

WGOH is going through a voice change as the company newsletter's managing editor, Ian Tauber, moves out of corporate communications and over to *Bicycling* Advertising/Sales and Support. Tauber is experiencing many new beginnings this spring: he and Michelle (at *Mountain Bike*) are expecting their first baby very soon. Farewell, thank you and good luck, Ian!

WHERE IN THE WORLD IS JOHN VIEHMAN?

Backpacker magazine's John Viehman has completed four new episodes of "Trailside—Make Your Own Adventure" for PBS. Along with a crew of ten people, Viehman has been canoeing in the Everglades, back-country skiing in Idaho, dogsledding in Superior National Forest, and hiking the Milford Track in New Zealand. "Color us green," said one member of the *Backpacker* staff who fielded Viehman's calls while he was off in the wilds.

JETTA ADS A FIRST.

For the first time ever, the June 1994 issue of *Bicycling* will carry advertising by Volkswagen Jetta. Volkswagen will also be advertising in *Men's Health*, *Runner's World* and *Backpacker*.

HOME MATTERS.

This month, the author of 100% PLEASURE, Nancy Baggett, is taping "Home Matters," a talk show on The Discovery Channel.

SKIERS SCORE ON SLOPES.

Rodale Press came in third place overall as a team in the *Good Housekeeping/Advertising Age* Annual Ski Competition held at Hunter Mountain, NY, on March 5, 1994. Facing off against 300 participants—all from agencies or publishing companies—Rodale's winning team included John Fales (*Runner's World*, NY office), Joanne Policelli (*Men's Health*), Bob Cole (*Backpacker*) and Jeff Gropper (*Bicycling*). In individual categories, Policelli came in third in the women's division, while Fales captured fourth place among the men.

READY, SET, HIKE.

National Trails Day is June 4. Look to TGIF for information on an upcoming Rodale Press-sponsored activity to commemorate the event.

BUILD-UP AT AMERICAN WOODWORKER.

Three pieces of AWe-some news:
• *American Woodworker* is up 28% in ad pages and up 45% in net revenues.
• *AW* added a seventh issue to its annual line-up. Due to come out in November is the 1995 *American Woodworker* Tool Buyer's Guide.
• *AW* is test-marketing its first video, which will be displayed and sold at the Home Depot store in Greensboro, North Carolina. It is intended to supplement the cover story of *AW*'s April 1994 issue. The video features Ellis Valentine

Continued on next page

"A World of Sense"

The documentary film about Bob Rodale was three and a half years in the making. "We needed all that time," explains filmmaker Scott Schmidt. "The more we talked to people, the more we uncovered film and photos and other materials, the more information we found." One day, Schmidt and writer Scott Barkman headed out to the Working Tree Center. "We went there to let go of work, and to think about the project—to walk Bob's paths and stand where he used to stand. That's where we conceptualized a story and a script—with no one writer, but a contribution of many stories, many people's voices."

In the second week of April, "A World of Sense: The Life Journey of Bob Rodale" (71 min.) made its world debut in a series of showings at the Lehigh Consistory on Hamilton Street in Allentown. Employ-



and should regain control of what they eat and how they live, through sensitive, systematic, logical care of their environment and through a proactive regard for the interdependency of the earth's resources and her inhabitants. The goal? A biggie: to achieve a "sustainable earth"—a "permanence of the basis of life."

Bob had an idea as to how that could be accomplished: "Our internal resources are sometimes whole, but are more often in pieces," he says in the film. "We have inside ourselves fragments of strengths and assets that can be used only when linked with the missing pieces of resources in others."

Filmmaking is a good demonstration of that philosophy—the resources of many converging to create, even without knowing exactly who all will see it, and be affected by that experience.

"Perhaps the people who will gain the most from this film are Rodale employees who never got the chance to meet or know Bob," says Schmidt. "I know many people who say they wished they had known him, because they believe in his actions and what he stood for."

In some fashion, says Schmidt, they'll be able to get to know him through this documentary. And those who knew him will remember, and reflect.

WGOH would like to share your reactions—children's reactions, too—to the film in an upcoming issue. Send to "WGOH Editor, Kauffman House." Channel WLVT-TV 39 will air the film on June 15, at 9 p.m. and on June 21 at 12 noon.



Scott Schmidt with cinematographer Brad Shapiro, during the filming of "A World of Sense".

ees were encouraged to bus or carpool to the premiere, and hundreds attended, along with members of the general public.

"From the start, this was film," says Schmidt, who served as producer/director. "And knowing it was film—not video—gave the project a very special feeling." Schmidt and executive producer Tom Stoneback asked family members, friends and colleagues to speak candidly about Bob Rodale, striving for an intimate portrait of the quiet-mannered visionary whose life, writings and accomplishments touched so many.

Over and over, the interviewees paint a portrait of a man of mission, simplicity, humor, passionate vision and clear, positive energy. Original footage of Bob verifies their words. At one point, Bob smiles as he describes himself: "I'm an optimist. I've always been an optimist." John Patrick Jordan, of the USDA, remembers Bob as a student of the universe: "His dress, his attitude, his mannerisms all said, 'I really want to learn. And I want to share what I think I know.'"

Home movies, film clips, photographs and quotes illuminate the stories that follow the flow of Bob's energy: from Emmaus to Mexico, to Washington, D.C., to Africa, China, and on to Russia. From family life with Ardie and his children, to walking the Tanzanian countryside discussing best ways to compost.

Writer/producer Scott Barkman corrals the film's segments into a theme that is perhaps Bob Rodale's greatest legacy—the notion that human beings can

Rodalian Reactions

Ellen Pahl, Book Division:

"It was a nice tribute. It must have been hard to decide what to include, and what not to—there was so much." *Favorite image*: "The part where he talks about his first day at work, when J.I. just handed him a set of galleys. I felt like I was right in his office, hearing that story again."

Cindy Dries, *Body Bulletin*/Newsletters:

"Three of us went together, and I thought it was real, real good. For the employees it helped verify the foundation of the company, what it's all about." *Favorite image*: "He was so cute as a little boy, clowning around."

Laura Stevens, *Specials*:

"When I started here, it was one month after Bob passed away. I had heard a lot about him, so it was nice to see this film, especially where he was talking—it made him more real. And seeing J.I., that was nice too. You know, I always shared the Rodale philosophy—my parents and I recycled long before it was cool." *Favorite image*: "The tree."

How Are We Doing? The Profit Sharing Progress Report

Winter is over, we seem to have caught up on all the delays caused by the bad weather, and we're still ahead of budget! It's too soon to relax, but so far so good! Keep watching this space.

Pressline

Continued from page 1

demonstrating the use of the router jig. AW has already received 200 orders.

OUTDOOR REC SUMMIT IN D.C.

Peter Spiers and John Viehman attended the Outdoor Recreation Coalition of America's first-ever National Summit on Outdoor Recreation in Washington, D.C., April 5-7. Spiers and Viehman attended as ambassadors from the industry.

PONTIAC TO SPONSOR ROAD RUNNERS.

Pontiac Division of General Motors has agreed with *Runner's World* to be the presenting sponsor for the Road Runners' Club of America Women's Distance Festival, a series of 50 races held throughout the United States.

Editorial assistance and sources for this issue's PRESSLINE include: Adrienne Stumpf, Kate Delhagen, John Fales, Judy Goldman, Mike Greehan, Jeff Gropper, Mary Karp, Jane Klegarth, Joanne Policelli, Don Schroeder, David Sloan. Sincere thanks from the Interim Editor. MW



(L-R) Thomas Dybdahl, Prevention Research Director; U.S. Surgeon General Joycelyn Elders; Ardath H. Rodale, Chairman, CEO, Rodale Press; Ken Wallace, Publisher, Prevention; at the release of the 1994 Prevention Index held March 8, 1994, in the National Press Club, Washington, D.C. The 1994 Prevention Index is Prevention magazine's eleventh annual report on the nation's health.

The Great Cricket Escape



Along with the pet toads came the crickets—lots of them—hopping all over the floor of the Rodale Press Childcare Center. "We're doing our

best to corral the crickets," reported the Center's director Judy Goldman. The insects are food for the toads, and, naturally, they try to escape every chance they get. The Childcare Center inadvertently created its own version of WIND IN THE WILLOWS with help from Mike McGrath of *Organic Gardening*. It seems that OG needed a retirement home for some out-of-work toads after a successful presentation with toads at the 1994 annual Philadelphia



Flower Show. The children like their new pets, and have been enjoying the Center's focus on spring themes, gardening, and insects.

EAR-TO-THE-GROUND EXTRA: Rumor has it that McGrath has some unique plans in mind for the children's garden this spring—like creating a beanpole teepee. Check it out.

Velodrome Preview



The 1994 season at the Lehigh County Velodrome is just weeks away, and over the past nine months the staff has been busy planning and coordinating to make this the most exciting one to date. The 14 weeks of Friday night racing will be full of the sport's brightest stars and spectacular action.

Our season officially opens with our Tuesday Night Race Series on May 17. While these riders may not be as fast as the Friday night racers, they can be just as fun to watch. Tuesday racing gives you the opportunity to see some of tomorrow's stars today, and admission is only a buck.

The Fuji Bicycle U.S. Women's Open kicks off the Friday Night International Race Series on May 27. This annual event is the largest women's track cycling competition in the U.S. A combination of power and distance events will decide the best overall woman track cyclist. Some of the world's best are expected to compete, including defending champion and U.S. National Champion Lucy Vinnicombe, World Medalist Jane Eickhoff, and World Medalist Jessica Greico.

June gets off to a very fast start with the Hampton Inn-Allentown American Sprints. The format will consist of three-up sprints to make the action unpredictable and fast. The event will also be the U.S. Regional Cup event for senior men and women, and will help determine who gets to ride at the U.S. National Championships.

The stars of tomorrow will also be featured as the Lehigh Valley Bank Bicycle Racing League finals take place. Racing will consist of those riders from the 12-17 year-old program who have excelled during the five-week developmental program.

The following week, we sling into our first Madi-

sons of the season at the International Madison. The many international riders who base themselves at T-Town for the summer will consider this event a warm-up for the biggest Madison event of the year—the *Bicycling Magazine* Madison Cup.

The tandems will take center stage on June 17 at the T-Town/Genesis Cycles Tandem Challenge. On the bicycles built for two, the fastest and scariest form of velodrome racing, speeds can approach 50 miles per hour. World silver medalists Stephen Pate and Danny Day will be returning to defend their title. Another top-billing team will consist of 1993 U.S. silver medalists Marty Nothstein and Nick Chenoweth.

We round out June with East Penn Bank's Fastest Man on Wheels competition. Riders will compete in a variety of events from long distance to the short/power events such as the Keirin.

The fast-pace, bumping action of the Keirin, always a crowd favorite, is the focus at the Nestor's Keirin Cup on July 1. Marty Nothstein is expected to defend his title against the likes of Argentine Keirin Champion Marcello Alexandre, New Zealand Champion Jon Andrews, and former World Champion in the Keirin, Stephen Pate.

July 8 will be Community Foundation Night at the Velodrome. In addition to a variety of fantastic Pro-Am racing, this event will also feature some of the top Tuesday-night racers, and popular cartoon characters. Being billed "Cartoons Alive," characters will be milling about taking pictures with the kids (adults!). It should be fun for the whole family.

The finals of the longest running and most successful community cycling program in the country will take place July 22. The Air Products Developmental Finals will feature the top performers from the five-

week program.

Then, July 28-29, we host the fourth annual John E. duPont International Grand Prix. This event will be used by many athletes as their final preparation before the World Championships and Commonwealth Games. In fact, the U.S. coaching staff is using the event as the final selection race for the U.S. team.

The August 5th Chili's World Championship Preview will be just that—a look at many of the top cyclists going off to Italy to compete at the Worlds. At the end of the night, the new *Morning Call* Riders of the Year will be crowned. We will also be handing out limited edition "rider cards." If you're lucky, you may be able to score an autograph.

The Bike Line Team Championships will take place on August 12. Six to eight teams, comprised of Junior and Senior men, will compete in a variety of events that test skill, speed and teamwork. Team sprints, Italian pursuits, mini-Madisons, and the exciting team Keirin event will be part of this thrilling program.

August 19 is pay-back time to our fans as we hold our annual Fan Appreciation Night. We plan on a great variety of races, including a special race chosen by the fans. The audience will also be treated to exciting race prize giveaways, including Fuji bicycles and a Fling Vacation for two to the Bahamas in the winter of '95—just when you'll need it.

August 26 is Revenge Night, a final night of racing filled with action and surprises. The top men and women will be back from the World Championships, so showdowns between top riders will be featured, along with record-breaking attempts. A special awards ceremony will take place to honor these riders for their accomplishments.

It's going to be one great season. —Andrew Stanten

Conquering Money Myths

"Even before my paycheck is in my hands, it's practically all gone." That's a common complaint—heard all the time. But is it just a tough economy? Or is it how you relate to money? Drs. Ron and Mary Hulnick, authors of the new Rodale book **FINANCIAL FREEDOM IN 8 MINUTES A DAY**, say you can attract and manage all the money you'll ever need—by creating positive financial habits.

"There are two basic styles people use in relating to money," they write. "Some spend 90 percent of their income and then look for a way to save the remaining 10 percent. Others save 10 percent of their income and then go about spending the remaining 90 percent."

In chapter 4, "Money Myths That Steal Your Wealth," the Hulnicks put forth five basic

myths about money, which, when replaced with accurate beliefs, can help you turn your situation around. (The following is excerpted and adapted from pages 41-47.)

Myth#1. Everything in my life would be wonderful if only I had more money coming in!

Reality: More money coming in is usually accompanied by more money going out.

Myth#2. Financial well-being is defined by either how much money I have or how much I earn.

Reality: Financial well-being has to do with how much you keep of what you earn, how well you manage what you have and how soundly you sleep at night.

Myth#3. In an inflationary economy, using credit to cre-

ate debt is healthy. It allows you to buy what you want now and pay it off later, when money will be worth less.

Reality: In most cases, debt is bondage and is best avoided like the plague.

Myth#4. Once I'm in debt, it's next to impossible to get out and become wealthy.

Reality: Debt is like many other situations. It can be learned from and reversed.

Myth#5. Financial success is an economic event. It has to do with what you know, who you know and how lucky you are.

Reality: Financial success is largely the result of several related psychological processes.

For details on those processes, check out this promising new title.

A Message from Ardie

Now that spring is here, there has been a strong call inside of me to get out in the garden. For the past month or so, I dreamed of what might be under the leaves and the old weeds. Would the garden look different from last year? On one of those warm, beautiful, sunny days I took my rake to the soil to find out.

After uprooting several plants with too much gusto, I remembered that the spring shoots are very fragile and so I changed my style to one of quiet, thoughtful raking. I pretended that each green sprout was a very small child. As I uncovered the blanket of leaves, I imagined their joy at being able to feel the warm sun on their heads. The rich brown earth would give them strength and stability. The moisture from the heavens would wash them clean.

Could we be like these early shoots? As spring enters our hearts we grow new thoughts and ideas that will need nourishment and care. Our roots, like the plants, have felt the effect of the elements over the winter when we faced obstacles and problems and sometimes heartbreak. But we have survived and we enter the days ahead with new hope and vision as we too reach for the sun.

A new book by Jamie Sams, called **13 ORIGINAL CLAN MOTHERS** presents a perfect correlation between the earth and ourselves. She writes that if we transpose the "h" at the end of earth to the beginning of the word, it spells heart. We are really unified into one beautiful circle called life and love!

How will you grow this season?

Ardie

More Than Just Fitness Programs

The Energy Center offers a broad spectrum of services—everything from injury prevention and rehabilitation programs to health and wellness seminars.

"I was lying in the grass outside the Energy Center when Budd (Coates, director of the Energy Center) walked by," says Larry "Bad Back" Brown. "His shadow fell over me and I was healed!"

Brown (only reluctantly) admitted that he was kidding, but he's dead serious about his renewed belief in exercise and the respect he has for Coates and the rest of the Energy Center staff. "In the Army, I ran seven miles a day, but I had gotten away from regular exercise after being hit by a car in 1977. That caused some back problems. The back pain led to inactivity which led to muscle atrophy and more back pain. Finally, at the suggestion of John Griffin, I went to see Budd. I was impressed with the amount of personal attention he gave me. He showed me some stretches that I told him there was no way I could do. He told me he knew it would be 'uncomfortable,' but to gradually work through it. As my back started to feel better, I had Budd put me on a fitness program. After a few months of Budd's help, I was able to run a 5K race and finish in 31 minutes."

"It really is amazing," says Brown. "I was seeing a chiropractor and getting painkiller shots for my back, but until I added Budd's program, the pain never went away. It just continued to get worse."

A Terrific Time to Visit the Energy Center

The moral of the story? Exercise isn't just for the healthy. In fact, if you have a sore shoulder, bad back or hurting hip, now is a terrific time to visit the Energy Center. Coates and fitness programmer Tammy Strunk will gladly meet with you and offer their advice on what to do about your injuries, aches and

pains. If it's not too serious, they'll give you a program of stretches and exercises to get you feeling better. Then they provide fitness programs to supplement staying healthy and prevent future injuries.

If your problem is more serious than Coates and Strunk can handle, they will gladly refer you to the correct specialist, helping you negotiate the maze of different doctors.

The New Health Educator

This year, the Energy Center is taking another step beyond simply providing fitness programs, even beyond injury prevention and rehabilitation. Michele



Michele Faust, the new Health Educator at the Energy Center

Faust, the new Health Educator at the Energy Center, will help Rodale tie together all of the fitness programs at the Energy Center, the nutrition programs at the Food Center and the self-improvement work-

shops offered by the Personnel Department. Faust has a bachelor's degree in nursing and a master's degree in public health, as well as 14 years of experience in healthcare. "I don't know of any other company that offers such a broad, comprehensive range of employee health and wellness programs," says Faust.

Faust has many ideas, but her first initiative is to conduct a voluntary "health appraisal" of Rodale's employees. Employees will first be asked to fill out a questionnaire about their lifestyle (fitness, nutrition, safety, habits, etc.), then the Energy Center will oversee the physical measurements (blood pressure, cholesterol, body fat, height and weight).

All of this information will be processed and each employee will receive individual feedback, along with a "prescription" for better health. "The idea is that I will be able to direct each employee to the right programs here at Rodale," says Faust.

The employee data will also be tallied and Rodale will receive a "corporate health analysis," which will help Faust develop the most needed programs.

Other projects Faust sees herself becoming involved in are an employee health fair, (single-session) health education seminars, (multi-session) self-enhancement programs, health education pamphlets and workplace safety reviews.

Here for You

The Energy Center isn't just a facility that houses Rodale's exercise equipment. Budd Coates, Tammy Strunk and Michele Faust are here to help you improve the quality of your life. They'll help you meet all of your health and wellness goals from raising your fitness level or rehabilitating your bum knee to reducing stress or lowering your blood pressure. Don't waste any more time—head on over to the Energy Center.

Rodale Food and Recipe Policy

The Corporate Lowdown on Fat, Sugar and Salt



"First of all, we really believe in healthy food. It's a core corporate value."



Nobody gets docked a week's pay for eating the lion's share of a 10-inch chocolate Easter bunny. That's a privacy issue. (P.S. We know who you are and where you live.) But if you eat in Rodale Press cafeterias, and if your work involves publishing recipes, food news, and/or nutrition tips for the public audience, the following policy statement is a document you'll want to keep handy. Even if you don't eat in onsite cafeterias or deal with recipes in your day-to-day work, the food guidelines are a valuable tool for more healthful eating. Says Ardie Rodale, "By publishing these guidelines in WGOH, we hope to boost awareness and support for them throughout the entire company."

The Rodale Food and Recipe Policy clarifies the corporation's stance on such substances as sugar, salt, fat, chocolate and alcohol. A recent meeting of corporate officers endorsed the implementation of these guidelines as standard practice and policy in all Rodale cafeterias.

RODALE FOOD AND RECIPE POLICY

Rodale Press is more than the aggregate sum of our parts. We stand for certain values—including very specific ones, like excellence in nutrition. We are, in fact, perceived as the leader in nutrition, because we've been "out there" longer—and further—than anyone else. This is a key part of our credibility—why people turn to us, and trust us, more than any other health publisher.

As others continually attempt to

encroach on our franchise, we need to be mindful that we're always perceived as the leader.

Recipes can be problematic if we feel we *must* do a certain kind of cuisine—the rich holiday dessert, a German classic, "Yankee" favorites, etc., and sometimes we may feel: This isn't *Prevention*, this is "Christmas in Vermont," "Easter in Dublin," or the "New Year's Day Post-Ultramarathon Feast." And the result is recipes with large amounts of fat and sugar.

This is not appropriate for recipes stemming from any branch of Rodale. First of all, we really believe in healthy food. It's a core corporate value. Second, when people see such recipes coming from Rodale, they can easily assume that our advocacy of healthful eating is only tactical. If we really believed it, we wouldn't publish contradictory recipes.

After consultation with our food and health editors, there is consensus on the following points:

1. Recipes should be less than 30 percent calories from fat. If your recipe looks good but is higher, send it to JoAnn Brader in the Test Kitchen. She's expert at improving the nutrition in recipes. Exceptions: olive oil and other salad dressings. These aren't whole meals, or even dishes.

2. Salt should be used only in certain recipes like breads where it may really be needed. JoAnn can guide you here, so the salt is minimal. Added salt should probably never exceed about 300 mg./serving.

3. Sugar, also, should be reserved

for rare uses. Sugar is widely viewed as unhealthy. Its presence in a recipe can easily trigger the impression that the recipe is not really a healthy one. Large amounts of sugar should never be used. (*Prevention* uses no sugar.)

4. Chocolate: again, very rare and special use—with fat still under 30 percent, even in a dessert.

5. Alcohol is ordinarily not appropriate. A big pot of *Men's Health* chili with a bottle of porter in it is one thing. But hard liquor or brandy should never be used, and in general, it's best to have no alcohol.

6. *Prevention* magazine uses no sugar or salt. The maximum fat content is 25 percent and averages about 17 percent or so. Cookbooks that bear the *Prevention* name may use the more permissive approach, as spelled out above, with occasional and light use of salt or sugar when there is no realistic substitute.

Remember, our readers don't turn to us for rich, gourmet foods. They can get those recipes from many other sources. Though we may sometimes think we're doing them "a favor" with such foods, in fact all we're doing is obliterating the line that separates us from the pack, and giving up the leadership edge that we've spent 50 years developing.

A few helpful tips from our editors:

When you feel it's necessary to give a recipe somewhat higher in fat than 30 percent, you can mention that our version has half (or whatever) of the fat in the usual version.

In a book with many recipes and a

People On The Move

Daniel Bachman from utility clerk to mail manifest system operator, Distribution Center.

Karen Cicero-Fournier from assistant editor to associate editor, Rodale Institute.

Lisa Duchala from production coordinator, *OG*, to classified advertising manager, *OG*.

Cathie Foster from senior office service administrative support to word processing supervisor trainee, WP.

Mark Golin from senior writer to managing editor, *Prevention*.

Michele Hancharik from call center assistant, CS—Call Center, to assistant fulfillment account manager, Marketing—Circulation.

Beth Higbee from research associate to special projects researcher, *Prevention*.

Bernard Hosier from utility clerk to mail manifest machine operator, Distribution Center.

Jonathon Landeck from associate director, international division coordinator RARC, to team leader, International RARC Team, Rodale Institute.

Christopher Shirley from associate editor to senior editor, Rodale Institute.

Andrew Stanten from sales marketing manager, G&A Velodrome, to marketing coordinator—*OG*, Advertising Sales & Support.

Ian Tauber from corporate communications editor to special events manager, *Bicycling* Advertising/Sales & Support.

few "outliers" in fat content, a prominent note at the beginning of the book may say something like: "The recipes in this book average just 23 percent of calories from fat, well under the American Heart Association's recommendation for 30 percent. They've also been designed to maximize vitamins, minerals, fiber, and other protective food constituents."

Use smaller portions of rich foods, and more grains and vegetables. This isn't "cheating"—it's the modern way to eat.

New Employees



Kathy Stewart
Network Administrator
Technical Services

Interests: Equestrian sports, walking, reading, needlecrafts.
Personal: Married with no children, one dog, and one horse. Looking forward to moving closer to Emmaus.



Yun Lee (pron. "Yon")
Reader's Service/*Prevention*
Interests: Obsessive reader and collector of books (two favorites: LABYRINTHS and ZEN AND THE ART OF MOTORCYCLE MAINTENANCE). Equally avid traveler (dying to visit the Hunza Valley).



Jess Whited
Graphic Designer
Creative Art

Interests: Songwriting and writing background music for CD-ROM projects.
Personal: My wife Laura and I are expecting our first baby this June!



Nancy Lesko
Technical Coordinator
Creative

Interests: Biking, running, reading, travel.



John Waldron
Researcher/Books—Editorial
Interests: Cycling, skiing, rollerblading and eating mass quantities of pasta!
Personal: I recently moved back to PA from Colorado, where I attended college. I'd forgotten how nice it is to have lots of air.



Barbara Gordon
Assistant Art Director
Backpacker

Interests: Outrageous, tacky, bizarre objects, usually made of plastic.
Personal: Will never have enough space to store aforementioned objects.



Susan C. Smith
Research Associate Trainee
Prevention

Interests: Singing, running, walking, writing, reading (especially Victorian literature), and photography.
Personal: I'm happy to join the other Susan Smiths on staff. And yes, that is my real name!



Stan Zukowski
Assistant Editor/*Bicycling*
Interests: Cycling, juggling, and playing on the computer. I'm working on a way to do all three at once. Ideas, anyone?
Personal: I used to be the editor of *Jack and Jill* magazine. What do you call a boomerang that won't come back? A stick. I got a million of 'em, folks.



Carol Svec
Research Associate
Health & Fitness Books
Interests: Writing fiction, gardening, snorkeling, giving unwanted advice to people who didn't ask for it.
Personal: My husband and I are slaves to two cats and a 100-year-old Victorian house.



Pam Ziegler
Production Coordinator
Creative Department
Interests: Antiques, weightlifting/training, Italian cooking.
Personal: Married, have 16-month-old son named Matthew, and cat named "Curley." Live in Trexlertown and just moved to Allentown area approximately one year ago.



Awilda Clark
Customer Service Representative/Call Center
Interests: In my spare time I enjoy reading and listening to music.
Personal: I am married and the mother of three children, ages two to ten. I am currently enrolled in the paralegalism course at Star Technical Institute from which I graduate in December. I am also a Jafra Beauty Consultant and a Stanley Home Care Dealer.



Ernie Schubert
Programmer/Analyst
CS Applications Development
Interests: Gardening, backpacking, camping, music.
Personal: Married to Susan, two children (Emma, age three, and Chase, five months). After commuting to NJ for the last eight years, I'm very happy to be living and working in PA. I'm a longtime Rodale customer, and the people over at *Backpacker* can call on me for field assignments, anytime!



Dave Hamilton
Maintenance Utility
Person/Facilities Management
Interests: Archery, fishing, and the outdoors.
Personal: Married to Linda with a 16-year-old son Nate, and 14-year-old daughter Carrie, 2 Bassett hounds, 1 Maine Coon cat, 1 domestic shorthair.



Ken Roth
Programmer/Analyst
Special Technologies
Interests: Photography (formerly wedding & portrait photography, now just "for the fun of it"); classical and jazz music.
Personal: I'm glad to be at Rodale—looking forward to a long career here with the other former Mack people.



Diane M. Drach
Associate System Programmer/Technical Serv. Dept.
Interests: Crafts, sewing, interior design, gardening, swimming and sometimes relaxing!
Personal: Live in National Park, NJ, married, and I have three children (two girls, one boy).



Krista Bender
Customer Service Representative
Interests: Like to play volleyball and tennis, and also like to exercise.
Personal: Dance and gymnastics teacher; getting married May, 1995.

Service Awards



(l-r) 25 Year Service Award: Peggy Dilliplaine.
20 Years: Pat Fegley, Betty Sterner.



15 Year Service Awards (l-r): Gerry O'Brien, Kim Dreher, Tom Dybdahl.



10 Year Service Awards (l-r): Cathy Reed, Debbie Frack, Pat Ritter, Tammy Walbert, Cathie Foster, Milly Lalik, Susan Hartman, Claire Kowalchik, Karen Neely.



5 Year Service Awards (l-r): Heidi Stonehill, Mary Jo Simmons, Tammy Rice, Debbie Buhosky, Helen Clogston, Lynn Gano, Tim Wehr.

WHAT'S GOING ON HERE

Managing Editor.....Marian Wolbers
Design & Layout.....Bernie Siegle
Copy Editor.....Beth Gehman
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