

"Trees have a way of making people feel good. We like to see and be near them. Why? Because they show us how large, lasting and fruitful life can be."

—Bob Rodale, *Organic Gardening*, 1987

WHAT'S GOING ON HERE



ALL THE NEWS THAT FITS

INSIDE:
An Update on Customer Satisfaction



PRESSLINE

Prevention Performs Best in Health Magazine Delivery Test

Prevention won a recent fulfillment test hands down against two of its competitors, *American Health* and *Health* magazine. Subscription cards were mailed from each magazine on August 2. From the day the customer mailed the order, it took 4 1/2 weeks for the first issue of *Prevention* to arrive, 7 weeks for *Health* and 8 weeks for *American Health* to arrive. Rodale Press is working with all parts of the publishing industry to try to improve these delivery times.

Multiple-Award-Winning Woman

Healthy Woman grabbed two awards in the first annual National Health Information Awards Program. "Why Can't I Get Pregnant?" (Winter 1993) by Claire Kowalchik and Maureen Sangiorgio and "It's Not All In Your Head" (Winter 1993) by Denise Foley and Eileen Nechas won a gold and a silver, respectively, in the Health Care Information for Women Consumers category. Both stories were judged the most accurate, timely and well presented of those entered—including several from *Shape* magazine.

CD Specs

Bicycling magazine and its marketing partner, Bike'alog of Goleta, California, have announced the release of *Bicycling's* Super Specs on CD-ROM. The new CD-ROM was available for sale to dealers at the Interbike Expo in Anaheim, California, in mid-September. The *Bicycling* Super Specs Database of bikes includes 28 specifications for virtually every enthusiast-quality bicycle (1,043 in 1994) sold in North America.

Bob Rodale Enters Hall of Fame

Bob Rodale was inducted into the Direct Marketing Association Hall of Fame during its annual conference held last month in San Francisco. The DMA awards this honor to those who they hold to be both "outstanding leaders of the direct marketing industry" and "pioneers in direct marketing achievement." Ardie Rodale attended the conference and accepted the award on Bob's behalf.

Corporate Champs

Three Rodalians teamed up against the rest of the corporate world and won the Chemical Bank International Championships. The 3.5-mile race was held Saturday, October 8, on Park Avenue in New York City. The winning team of Megan Othersen (20.36), Kate Delhagen (22.08) and Jane Serues (22.22) qualified for this championship event by winning Race II in New York in June.

Sizzling Summer for Prevention

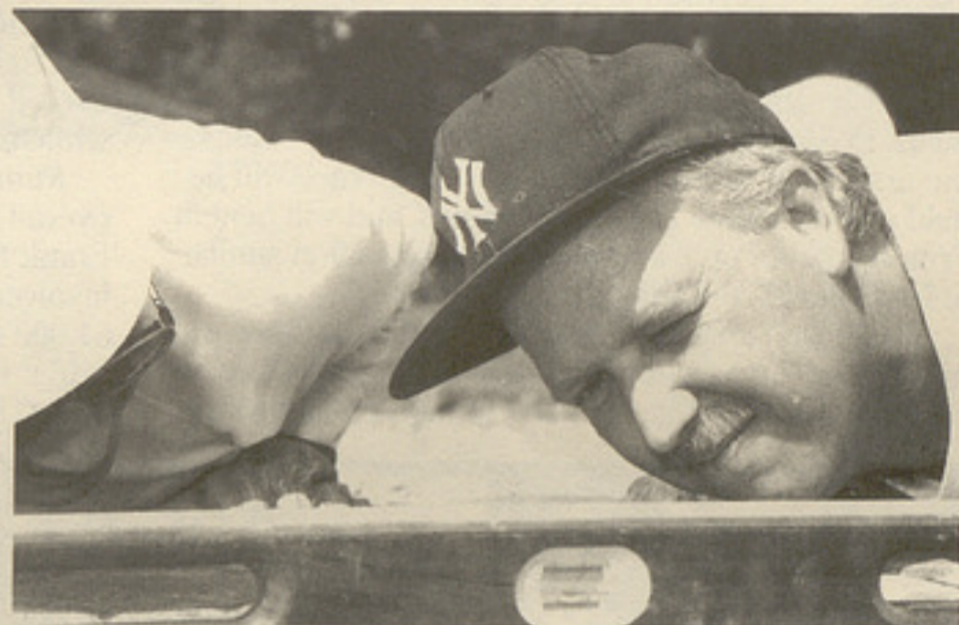
Single copy sales were hot for the second half of 1994; the August issue will break records with over 850,000 copies sold on the newsstand. Since 1990, single copy sales doubled, making *Prevention* the leader for the five-year trend in newsstand growth. *Prevention* will also hike its rate base 3.4 percent in January 1995 to 3.25 million paid readers, elevating *Prevention* to the 14th largest consumer magazine in the country. Over the last five years, *Prevention* trails only *People* magazine in circulation growth.

Day of Caring

Rodale Employees Lend a Helping Hand

On September 13, 56 Rodale employees stepped out of their offices and into the community to lend a helping hand. Sponsored by the United Way, this "Day of Caring" gave employees the opportunity to take the day off from work and volunteer at a social service agency. Over 400 employees from across the Greater Lehigh Valley took to the challenge and volunteered their time and talent. Rodale contributed more volunteers than any other organization!

While working with the agencies, volunteers received a close-up look at United Way contributions at work. Projects ranged from working with small children at the Jewish Community Center in Bethlehem, to building a walkway for Family YMCA of Easton. "Day of Caring gets you into the community," said Susan Petrilla, who spent the day at LARC,



Paul Ivankevich levels patio blocks at the Family Guidance Center in Warren, NJ.

an organization that provides a full range of services for the mentally handicapped. "It's an opportunity to give back to the community in a 'hands-on' way. I want to participate every year."

Day of Caring gave volunteers the chance to meet and interact with some of the hundreds of people that these United Way agencies reach out to year after year. Larry Brown spent his day traveling through Bethlehem and Northampton, delivering prepared lunches and dinners for Meals on Wheels. "The people that they serve seem to have lost all hope," said Brown. "Through the efforts of an agency like Meals on Wheels, that lost hope can be restored and these people can improve their lives."

Another organization, Abilities of Northwestern Jersey, Inc., also hosted several Rodale volunteers. This agency evaluates the vocational skills of the mentally and physically handicapped and offers them training and job placement. Paul Mescher helped



Kate Delhagen with a fellow gardener at LARC.



Susan Heckman, volunteer painter.



Rob Yoder helping pack soup cans at LARC.



Mitch Mandel planting trees at Abilities of Northwestern Jersey.

Abilities clients landscape the facility. "Volunteering makes you realize how much you have and how little things can be so important to others and make them feel good about themselves," he said.

Several organizations throughout the Lehigh Valley benefited from Rodale's volunteer efforts, including Bethlehem Senior Citizen Council; Visiting Nurses Association of Bethlehem; Big Brothers/Big Sisters, Warren County; Family Guidance Center of Warren County; and Third Street Alliance, Easton.

Thank you to everyone who participated in this special day. Because of the overwhelming response from our employees, Rodale helped make Day of Caring a tremendous success.

—Kris Kern

First Annual "Race to Deliver" a Huge Success

Celebrity Benefit Auction and 5K race help raise money for AIDS



One lap down, one to go...

Not even the rain could keep over 2,000 people from turning out for the "Race to Deliver," a five-kilometer run sponsored by *Men's Health* and Polo Sport on October 1 in New York's Central Park. Proceeds from the race benefited God's Love We Deliver, a New York organization that prepares and delivers hot meals to homebound people with AIDS. The race is the first in a two-race series. The second race will be held on November 13 in Los Angeles, and will benefit Project Angel Food, a west-coast organization similar to God's Love We Deliver.

The "Race to Deliver" fundraising efforts were highlighted by a celebrity auction held at Madison Square Garden's "Play-by-Play" lounge Tuesday night.

The festivities were hosted by New York socialites Robert and Blaine Trump and also by actor Matthew Modine and his wife Cari. Some of the luminaries that went on the auction block were *Men's Health* editor Mike Lafavore (\$2,500), former-Mets first baseman Keith Hernandez (a steal at \$1,000), New York Knicks coach Pat Riley (\$3,000), and Blaine Trump, whose \$10,000 was the night's highest bid. The Donald also made a guest appearance with Marla to help celebrate the event.

Other notables in the eclectic audience included: novelist David Halberstam, actor Randy Quaid, designer Isaac Mizrahi and model Bridget Hall. Southeby's auctioneer and event emcee Robert Woolley presided over the affair. In all, the night brought in a handsome \$30,000 for God's Love We Deliver.

Saturday's 5K in Central Park featured a slew of participants, including about three dozen of the Rodale faithful. Although WPIX-Channel 11's weatherman "Mr. G" was at the race, he could not stop the rain that fell throughout the morning. But the inclement weather did not seem to deter the runners and walkers as they took to the course. In fact, the overall men's winner finished in at a blistering 14:40 while the first female clocked in at 17:40.

Runner's World's Claudia Porfilio captured second overall female with a personal record of 17:45. Also, Frank Dragotta received a handsome payoff for his involvement, as his race number garnered him the \$1,000 Bloomingdale's gift certificate in the post-race raffle. (Frank, the holidays are coming up and I'm a size 41R). Among the other great prize drawings were:

a year's subscription to *Men's Health*, a one-year membership at the Equinox Fitness Center and a grand prize Windjammer 6-day Caribbean Cruise for two.

All Rodalians enjoyed the race and being able to help the cause. "I felt really good," said *Runner's World* executive editor and former Boston Marathon champ Amby Burfoot. "It actually was a beautiful day to run." If the Los Angeles "Race to Deliver" brings out the same enthusiasm and community support as the New York event, it will surely be a big hit.

"Race to Deliver is our first cause-related marketing event and it was a tremendous success," said *Men's Health* publisher Jeff Morgan. "The race is important to *Men's Health* because it provided us with the opportunity to take a leadership role in the fight against AIDS and to help a very worthy cause."

— Michael Marchand



Jeff Morgan; Claudia Porfilio (second place!); race winner Beate Huste; Kathy Spahn, director of God's Love We Deliver; and Jack Wiswall, senior Vice President of Ralph Lauren Fragrances.



Ed Lachowski

Apple Season at Rodale Institute

The Versatile Liberty Apple

As apple season peaked in early October, Rodale Institute harvested its crop of Liberty apples from its four-year-old orchard. Liberty apples are specially bred to be resistant to scab fungus, a predatory disease that frequently attacks apple orchards. By collecting field data

about their scab resistance, Rodale Institute hopes to communicate the value of Liberty apples to orchard owners and reduce the use of harmful fungicides.

But the institute has found other uses for these tasty and versatile apples. Ed Lachowski, left, makes apple cider in a traditional cider press for a group of children. The cider-making was part of an apple harvesting seminar in the institute's Wednesday Workshops Series, weekly public classes that focus on growing techniques. And Sarah Wolfgang, right, packaged two boxes of the apples to send to Rodale's magazine fulfillment partner, CDS, in Des Moines, Iowa.



Sarah Wolfgang

A Message from Ardie

Our Customer Satisfaction Center puts out a monthly newsletter called *FIRST THURSDAY*. I was particularly impressed by the October issue where they reported what efforts the employees were putting forth so that our customers get the very best treatment possible. Words like "careful listening," "sensitivity," "respect," "courtesy," "understanding," "problem solving," and "accuracy" have become a large part of their day-to-day interaction with their customers over the telephone and in the office among each other. **THEY** are **DOING** it! The Customer Satisfaction people are examples for us all to follow.

One of the biggest frustrations many of us face is the treatment we get when we call someone in-house. The telephone rings, and the person is not there. Sometimes the caller can get bumped around to at least four people and then back to the original person with the original message, "I'm sorry. I can't answer the phone right now." Sometimes we feel abused and really angry because we haven't been able to satisfy our need at that time.

I would like to see it become common practice that a person in each department is available to answer the phone at all times including over the lunch hour. This used to be our way of doing business before Voice Mail. Can you imagine someone from the outside calling in long distance who gets that bouncing around? Think about how you would feel if you were that person.

One Saturday, Bob Rodale was alone at work. The phone rang at the switchboard, and he decided to answer it. The woman had a deep problem with her subscription, and he answered to her satisfaction. She said, "My goodness, you are knowledgeable. To whom am I speaking?" He answered, "I'm the janitor." Her reply was, "I'll just have to write a letter to the company to tell them they train their people well." Bob wanted to be sure that our customers were treated with care like we all want to be treated.

I believe it is time to re-evaluate what we are doing and make it a practice to be more sensitive to other people's feelings and time. Realize that we are not islands but part of a large company which cares about the welfare of all people. Let's go that extra mile so that everyone is treated with respect. After all, the satisfaction of our customers and our fellow workers is our livelihood.

There is a sculpture at the Main Building reception desk which speaks to this message. As visitors pass by each day, this wonderful creature gives out the message, "I give you a part of me—my heart!"

Ardie



From Hood to Coast

In September, *Runner's World* sent a 15-person team to Oregon for the Hood to Coast Relay, a 2-day, 191-mile relay race. Starting from snowcapped Mount Hood, the runners alternated in five-mile legs, working their way towards a small resort town on the Pacific coast. By race's end, the *Runner's World* team finished 28th out of 250 teams.

"There was an incredible sense of camaraderie among participants, more than I'd ever experienced in 15 years of road racing," said *Runner's World* associate editor Adam Bean. "Almost every person you passed or who passed you would wave or yell a word of encouragement."

Congratulations go to the *Runner's World* team members. Front row, l-r: Jane Millsbaugh-Serues, Claudia Porfilio (NY office), Vern Walther, Mark Will-Weber, Helene Hutchinson (LA office), Eileen Portz-Shovlin, Liz Spurr (SF office) and Shay Hirsch.

Back row, l-r: Adam Bean, George Hirsch, Mike Grollman (Chicago Office), Bart Yasso, Mike Greehan, Dave Madden and Budd Coates.



CUSTOMER SATISFACTION YEAR IN REVIEW

As Rodale's direct link to its book customers, Customer Satisfaction plays a major role in the public's perception of Rodale's goods and services. To do their job well, the division strives to constantly improve upon the way they do business and better meet the needs of their customers. Here's a sample of some of the big changes and accomplishments of 1994.

The Call Center and Customer Data Services Department are Rodale's most visible links to its customers. Over the phone or in the mail, they have already answered over 1,500,000 customer queries during the first eight months of the year. But the availability of Rodale's 800 number is now shifting their workload. Since the number started appearing on invoices and correspondence late last year, incoming calls per month have jumped from 25,000 per month to 60,000. But their staff is prepared to meet these changing demands. Over the past year, they have been rigorously cross-trained to handle both phone calls and mail messages, and have the flexibility to meet the changing times.

The introduction of Rodale's Spanish publications, *THE DOCTORS BOOK OF HOME REMEDIES* and *THE HEALING HERBS*, also created major changes in these departments. Our new Spanish customers need service, Spanish speakers on the phone and Spanish correspondence going out in the mail. To meet this demand, Rodale hired a small bilingual staff to translate outgoing mail into Spanish, answer incoming calls



Craig Sebring, Shipping & Returns

and open mail. Since January, six employees have been hired. Their first job was to translate the entire Customer Satisfaction guidebook into Spanish. Now, they're on the front lines, answering about 400 Spanish calls and processing over 1,000 letters per week.

The Distribution Center is a vital link in the book division: by getting products to their customers quickly and reliably, the Distribution Center enhances the perceived value of Rodale products. And this year, they have increased their ability to deliver through the Mail Manifests Enhancement Project. Actually three projects in one, the Distribution Center has increased

its capacity to ship books by 40%, can process some orders much more quickly, and will save more money in one year than the entire cost of the project.

How? First, the Pick 'N Pack area of the operation has been automated. An enhanced pick system helps employees locate books for an order, books are picked from the shelf and invoiced simultaneously, and a conveyor belt has been installed to carry books from the box to the packaging area. These changes have reduced the amount of time it takes to package a new-customer order from five days to one. Now *that's* customer satisfaction.

A new book sorter has also been installed. Running alongside the distribution center's famous tilt-tray sorter is a new shoe sorter. Although it runs at just over half the speed of the larger tilt-tray sorter, it has added 40% more capacity to the Distribution Center's operation. This extra capacity has enabled the Distribution Center to enact its biggest cost-saving venture of the year. With the installation of some special software, they can now drop-ship packages to 20 of the highest volume locations in Canada. By taking advantage of drop-shipment to these cities, Rodale will save about 20 cents per package on 90% of our Canadian-bound sales. These savings are expected to amount to about \$250,000 per year—more than the cost of the entire project.

"It definitely puts us in a position to handle the future growth of the company, and we're giving the customers the quality that they deserve," said Bruce Schwartz, Director of Distribution Services. "This equipment gives Rodale a competitive advantage."

While the Call Center, Customer Data Services and Distribution Center are on the front lines of customer satisfaction, the people in the computer departments are behind the scenes to help everything run efficiently. Several major projects from 1994 promise to change Rodale's business in the coming years.

The most widely felt project has been the expanded implementation of Rodale's computer network.

Launched just four years ago, the network now supports over 700 computers company-wide. With the increasing use of CC:mail and Calendar network applications, the Customer Satisfaction computer departments are helping Rodale employees



Mike Hower, Book Returns

exchange information in new ways.

To take full advantage of the potential of the new network, Customer Satisfaction has a team of computer programmers to custom design new applications for it. One such project has been the design and implementation of RIPS, the Rodale Integrated Purchasing System. By linking the purchasing department and other departments via a computer application, RIPS will speed up the processing time for new orders, automatically notify users of the progress of orders, and provide an easy and efficient way for managers to track the purchasing patterns in their department.

But the application that will probably most affect Customer Satisfaction's day-to-day business is the recent implementation of MACS, the Mail Order and Catalogue System. Until this year, fulfillment for book continuities, clubs and annuals have been performed by NeoData, an outside service agency. The MACS system promises to change that and bring all book fulfillment back in-house within the next few years. To implement MACS, Customer Satisfaction purchased a powerful Hewlett Packard 3000 computer, and Rodale employees can process orders at their desktop over the network. Already, the fulfillment for the *CLASSIC QUILTS* continuity has been successfully implemented by Rodale employees using MACS, and the book division's new catalog is currently being processed.

1994 has been a great year for Customer Satisfaction, and much more is yet to come. By constantly improving their operations, they have achieved the goal of the division: "To provide service that exceeds the customer's expectations."

Customer Letters... The Good, The Bad and The Just Plain Weird

Customer mail arrives at the Customer Satisfaction Center by the tens of thousands each week. There are thousands of payments, thousands of orders and thousands of letters that must be read for possible adjustment to a customer's account. Among all that mail, there are more than a few letters and cards from writers that may be one taco

short of a combo platter...

"Dear Rodale Press: I could not find a tip on how to use a spray can when it didn't spray. Is the pressure gone and is it safe to drill a hole into it, so the liquid could be salvaged?" Drill a hole in an aerosol can???

A customer wrote this week... "I received the advertisement for 100% PLEASURE and I was looking at the pictures of food, and the lemon meringue pie caught my eye. As I checked the pie crust I couldn't believe my eyes! I even got a magnifying glass." (Remember, she is looking at a promotional piece photo.) "Yes, there it was, a curly hair, right in the pie!" She went on to say that the sight of the hair made her sick. She enclosed a copy of the promotion and alleged offending hair circled, so we can locate it on our original.

Earlier this summer, a customer wrote that he had tried to reach *Men's Health* magazine. The recording said to give your name and press pound. He said he spoke his name clearly and pressed his weight of 181 but it didn't work. He thought maybe we had a problem with our phone system.



Beth Hallman, Call Center

Then we had a woman who thought that one of our remedies in *DOCTORS BOOK OF HOME REMEDIES* has caused the skin on the soles of her feet to thicken. She was convinced that her earlier letter about the problem caused us to remove the television commercial from the airwaves. As evidence of her problem, she sent along a sample of the skin in a small baggie. No future samples required, thank you very much!

But many customers have some great things to say! This letter came from Stephanie Horne. "I would like to take a minute to let you know that I love the way you do business. Since I've seen your advertisement on TV, I wanted to take advantage of the 21-day free inspection of *HOME REMEDIES*. I was really impressed with the book and customer information booklet which gave me every detail I needed from billing to writing you. Keep up the good

work, I enjoy doing business with you."

An unsolicited testimonial came from a reader in Shorewood, Wisconsin. She purchased *STOP DIETING*

AND LOSE WEIGHT. She called to say she lost five pounds the first week using the recipes and was thrilled with the results. Another thrilled reader wrote about Debbie Mumm's book *MORE QUICK COUNTRY QUILTS* and the video that came with it. "I love this purchase! The video is like a private lesson. Please offer more of this type of thing. It's better by far than going to a class. It was beautifully done."

Our newer Spanish-speaking customers like us too! A Spanish reader from Texas wrote, "I want to congratulate you on your production of *DOCTORS BOOK OF HOME REMEDIES* (in Spanish). It has been very useful and effective. I would like additional information on new or existing publications and appreciate the attention demonstrated in the Spanish-speaking community."

—Jeanne Dorney

An Awesome Training Program

In December 1993, all Customer Satisfaction Center employees attended a training session designed to help them gain a better understanding of CSC activities and the importance of performing everyday tasks. At the session, employees took most interest in a presentation of the wide variety of jobs in the CSC operation, and the extensive interdependence between them. In response, the CSC Training Team (Joanne Billman, Jeanne Dorney, Bob Keppel, Rosemary Miles, Bruce Schwartz and Juanita Wall) formulated the idea of the Job Knowledge Exchange Program.

Twice each month, a group of six employees from 10th Street spend a day at Iron Run learning exactly what jobs are done in the Distribution Center. They see acknowledgements, invoices, and statements being printed and burst; books delivered from the warehouse to the book packing area; the maintenance staff keeping the heavily used machinery up and running; and the always impressive Mail Manifest System dropping book packages into cartons for the "postal ride" to customer mailboxes. They also perform hands-on work inserting magazine premiums, acknowledgements and statements; processing returns; and staging books on the packing line and in the pick-n-pack area.

In return, Iron Run employees travel to 10th Street to see what a day's work consists of in each area of the Customer Satisfaction Center. A guided tour teaches them about many of the diverse activities performed at 10th Street: building customer files (Marketing Database); creating computer programs to process customer activity; selecting names for in-house and outside mailing lists; creating and mailing

promotion packages; and determining the cost of processing an order. They also survey the computer operation where customer records are updated, and the LAN (Local Area Network) technology which allows us to communicate with each other. Hands-on work includes opening mail, entering customer data into the computer system, adding and encoding checks for deposit and listening to "live" customer telephone calls.

The work done at each building is very different,



Iron Run employees Donna Oswald (left), Terri Schueck (right) and Roger White (sitting) learn how to load a letter opening machine from Customer Satisfaction's Flossy Reiss.



Barb Adamcik left her desk in Customer Satisfaction to load a book packing machine with Iron Run's Leonard Schweitzer.

but our common thread is service to the customer. By trading places, employees can understand the entire Customer Satisfaction Center operation and see how their jobs fit into the big picture. They also realize how their job performance can impact and affect other areas of the operation and service to the customer.

This program started in July. Although less than half of CSC employees have participated, the Job Knowledge Exchange has already proven to be successful. We've gotten many good ideas and suggestions for changes and improvements from "new" people doing the job with a different perspective. Employees comment they find the program to be wonderful, fantastic, awesome, interesting, informative and fun! What more would you want from a training program?

—Juanita Wall

WGOH Profile:

Paul Mescher

Vice President, Customer Satisfaction



How old are you? Forty-seven.

How long have you been at Rodale? Two years.

Where do you live? I was born in Algona, Iowa, and now I live in Coopersburg.

Nickname? Rick.

Family? I am married to Linda, and have two children—Aaron in college and Nicole in high school.

First job ever? I grew up on a farm and so a local creamery had an

opening for a summer job driving a milk truck. I had to be there at five o'clock in the morning, and drive in all kinds of weather up and down country roads.

Worst job ever? That was another summer job. I went to work for a plant that rebuilt parts for Ford cars, and they wanted me to be a lathe operator for gears. All you had to do was put the gear in barrel A or barrel B, depending on how it worked on this machine, for nine hours a day. I quit at the end of day; I figured there had to be something better for me to do with my summer.

What are your hobbies? Golf and fishing. I play golf just about every opportunity that I get. I find it to be a very relaxing sport and it's one of the things that my son and I do together.

How would you describe yourself? A caring people person.

What are your pet peeves? Missed schedules. Don't commit to something you can't deliver.

What is your biggest fear? Being late. I don't want people to think that I don't care or don't respect their position. I think it's something that we take too lightly.

People would be surprised to know that... I do laundry. That was my job in the house, to do all the laundry.

What is your worst childhood experience? Getting glasses. Can you imagine the third graders when you're the only one wearing glasses when you're out playing baseball? It was a very traumatic experience.

Who would you trade places with for a day? The Pope. I think he is a person who can really make a difference in the world and he makes it in other than economic ways.

What is your favorite book? "One Minute Manager"

What is the most distinctive item in your office? A wooden apple.

What would the title of your autobiography be? "Driven."

Any last words, words of wisdom? Don't take anything for granted.

Who Are These Customers, Anyway???

The things customers inquire about can be routine, troublesome, thoughtful and interesting. But service reps sometimes have trouble keeping a straight face after they ask some callers for their names... "And can I have your name, please?" "Bob Bushyhead." What!!! "Tutwiler Flammajibbit." Come on!! And there are many more where those come from.

Among our California readers we have Lawless Williams, Hang-Soon Lee (maybe he won't be around much longer), Rocky Mann, and Fred Farnabarpar (say that three times fast.) Ohio also has its share of offbeat monikers, such as Mrs. A. M. Huckabyogle, Ballard Bowling, Carol I. Love, and Isabelle Burkepile. Miss Nosey lives in Washington, so you may want to stay away from there. Csaba Szabo would make a great spelling bee challenge. Can you picture Bud Plopper taking Alka-Seltzer?

We even have the names that, when strung together, tell a weird story:

Todd Said
David Will Jump (on a)
Misty Mourn (and)
B. Proud.

Some pretty weird cities are found in New Foundland, Canada: Goobies, Come-Chance and Dildo. We have customers on Mudlick Flipper Road in Kentucky and Johnny Cake Hill Road in Connecticut. In California, we send items to Screwtower Circle and West Popover.

Other readers with unusual names are Sundrippy Hutch, Joe Boring, Sweetie Pie Kuntz and

This summer, all employees in Customer Satisfaction were invited to take part in the "What Does Customer Satisfaction Mean to Me Contest." After much deliberation (so many of the entries were excellent), Susan Heckman took the \$200 prize with this winning entry:

Customer Satisfaction

Respect your Customers, they're always right,
Whether they call day or night.

On the phone or in the mail,
Appreciation will prevail.

Don't snap, scream or be uptight,
Always Smile, be Polite,

Lend them a hand, help them Understand,

Empowering lives at Rodale Press,
Is what we do the very best.

Customer Service Index

Total woodworking buyers in Wisconsin - 36,292

Woodworking buyers in Wood, WI - 4

Copies of ENCYCLOPEDIA OF ORGANIC GARDENING shipped to Garden, MI - 4

Customers who have made payments in 1994 - 8,967,463

Flower book buyers in Azalea, NC - 81

Payers who live in Money, Missouri - 8

The number of customers who purchased INSECT AND DISEASE CONTROL living in Roach, Maine - 18

Incoming phone calls at Rodale so far in 1994 - 1,688,940

Outgoing calls so far in 1994 - 3,109,940

Copies of CUT YOUR SPENDING IN HALF ordered during the week of 9/5 - 1,252

Phone lines at Rodale Press - 2,684

Lines in John Holliday's office - 6

Customers who requested the book at half price that week - 27

Employees, on average, that park at the CSC building - 100

Number of returns handled, per week - 13,000

Percentage parked illegally October 5, 1994 - 18%

Returns processed that are not published by Rodale, per week - 525

Number of calls in the call center Monday, September 12 - 3,338

Books shipped during the week ending September 30 - 148,031

Number of callers asking about the community book sale - 7

Number that went to Kuwait - 2

Percentage of those callers from out of state - 100%

It's Open!

Rodale Celebrates the Opening of the Bob Rodale Cycling and Fitness Park

On October 22, over 300 people donned their sneakers and walking shoes to attend the opening of the Bob Rodale Cycling and Fitness Park. It could not have been a more perfect day. Beneath a bright blue sky, the first visitors to the park gathered at the entrance way and looked out across the rolling green meadow and rich brown woodland that now is part of the country's first community fitness park of its kind.

Tom Stoneback, who headed the Fitness Park Development Committee, led the opening ceremony. "Today, parks are much more than just the landscaped areas of open space," he said. "They are common areas where people come together to experience the spirit of their place and to know a dimension of life not possible elsewhere."

Jane Baker, Lehigh County Executive, also attended the ceremony. "Today marks an important mile-

stone for the people of Lehigh County. We have proven once again that public-private partnerships do work with creative and effective results," she said. "The Bob Rodale Cycling and Fitness Park is living proof and a living testimony to Bob and Ardie." As a community park, the fitness park will be owned and managed by Lehigh County.

When Ardie Rodale cut the blue ribbon that stretched across the entrance way to the park, four years of planning finally became a reality. Mounting a fleet of bikes that were provided by *Bicycling* magazine, the first official guests rode into the park and cruised the one-mile bike loop. Visitors poured into the park, some heading for the bike loop on bicycles or inline skates, others tromping into the forest along the wood chip walking trail.

Although the park is now open, there is still more

to come. Before the end of this year, construction will begin on a boardwalk that will run through the wetlands area of the park. And next spring, Rodale will host a Health and Fitness Festival at the park, where the donors who made the fitness park possible will be honored. A permanent marker is being made for all donors who contributed \$25 or more. If you would like your name to appear on the marker, send your contribution to Jackie Hurley before December 31.



Ardie Rodale (center) takes a ride around the cycling track with representatives from Semmel Excavating, who helped build the park.



The "Tot Lot" has lots of rocks to climb on and is surrounded by a tricycling track specially built for young cyclists.



Ardie's Fitness Park Opening Comments

The sky was aglow with the most beautiful sunset. The many shades of pinks and oranges set the whole sky aflame. A sense of tremendous wonder filled my heart. It was at this time in the beginning of this last week that I saw the Robert Rodale Fitness Park.

Yesterday morning I took an early walk over our farm. The moon was full and bright. I imagined what it would be like to walk or ride the bicycle over the wide open paths at the park. I was filled with peace.

Can you imagine the refreshment of walking through the forest area on a stifling hot day? You hear the music of the birds and the crunch of earth under your feet. Hear now the glee of children as they play in the sand and climb on the rocks. You can renew your tiredness at the end of the day by quietly collecting your thoughts in the seclusion of the meditation garden.

Among all of this I can see through glistening eyes, the spirit and joy that Bob feels as he looks down from Heaven to see a dream come true more beautiful than he ever imagined.

This park is for you and your family to enjoy—to discover new wonders of nature as the seasons unfold, each season no less beautiful than the one before. Open your arms to stretch and be free. Receive the gifts of our beautiful world, and treat it with love and care.

The Name Game

List Services Department is Rodale's Link to the Mailing List Market

Each year, Rodale uses direct mail to send books and promotions to millions of homes throughout the country. To support this vast enterprise, thousands of mailing lists and millions of names are rented each year to and from other companies. Mailing lists are a big business, and the people of List Services are the ones that make it all happen.

At least four months before a mailing, product and circulation managers decide which lists they want to rent from other companies in order to reach their target audience. That information is then passed to List Services' acquisitions team—Debbie Frack, Becky Swavely and Pat Hagenbuch—who must organize the order, consult with outside list brokers, and stay on the lookout for special cost-saving deals.

Sound easy? It's not when you consider the volume of orders that they have to place and keep track of. This year, List Services has rented and tracked over 150 million names. After lists are ordered, they must be organized, checked with a gender program and formatted by an outside service bureau to be compatible with Rodale usage. Then they are delivered to Rodale's List Processing department, and printed onto promotions to be ready for mailing. List Services has to track each of these functions and make sure everything happens on time. "We are the middle people," said Marijke Bekaert, manager of the department. "We are the people behind the scenes that make things go smoothly."

Despite the heavy workload, List Services has increased their efficiency by over 400 percent. While

it used to take 2 1/2 days to process each order for new mailing lists, now it only takes about 5 hours. To achieve this, the department standardized the format which managers use to request mailing lists and transferred much of the redundant buyer-supplier phone interaction to their list brokers. Rodale's computer network also helped. Now their staff can collectively process orders that are commonly accessible via file sharing.

List Services also coordinates the renting of names from Rodale's enormous marketing database to other companies. When a company requests to rent names from Rodale, they are carefully evaluated and the company's mailing package is reviewed. And when a rental agreement is made, numerous decoy ("seed") names are inserted into the mailing list. These phony names ensure that when a company uses our lists, some of their mail packages will get mailed back to Rodale. That way we can make sure that our names are not used on an unauthorized package or resold to other companies. "We only get about half a dozen misused mailings a year," said Ann Frey, who is part of the department's list management team. "I guess



The List Services Department: Pat Hagenbuch, Debra Frack, Becky Swavely, Kerry Schmeltzle, Marijke Bekaert, Ann Frey and Johanna Banks.

they just don't believe that we really check this stuff." Kerry Schmeltzle, also on the team, can show you the stacks of mail samples and decoys that often seem to take over her office.

List Service's coordinator, Johanna Banks, is a vital link in the department's operation. To keep costs down, she keeps track of which companies rent Rodale mailing lists and which ones Rodale may want to rent names from. That way she can arrange special deals to encourage list sales, or arrange cost-free exchanges of lists with other companies.

Service Awards



15 & 20 years (l-r):
Chuck McCullagh (20), Linette Buss (15), Tom Ney (15), Sue Stear (20) and Kim Evetushick (15).



5 years (l-r): Annemarie Olvany, Patrick Taylor, Sandra Roberts, Janice Laub, Diane Walton, David Sellers, Mike Greehan, Kortney Wright and Scott Nagy.



10 years (l-r): Marge Stefke, Peter Spiers, Maggie Spilner, Beth Buck, Christine Dreisbach and Carol Wagner.



5 years (l-r): Kelly Gardner, Laura Fox, Barbara Lukow, Fern Bradley, Jessie Maurer, Tania Tishin and Lou Cinquino.

New Employees



Thomas J. McCarthy
Manager of Distributed Computing Equipment Services
CS—End User Computer Support

Interests: I like sports very much, walking and playing softball.
Personal: I have been in management for over 30 years, primarily in the service industry.



Stacy Busa
Copy Editor
American Woodworker
Interests: Coaching gymnastics, photography, dance and poetry.

Personal: Graduated from Bloomsburg University in 1990 with a B.A. in Mass Communications.



Bob Amelio, Jr.
Technical Coordinator—Premiums
Creative—Art
Interests: Wheelchair basketball, tennis and racing (depending on the season).

Personal: I have three beautiful daughters and a wife for 13 years. I am very active and busy with them all.

Kim Miller
Office Services Support Specialist
Office Services
Interests: Snorkeling and scuba diving, volunteering for cub scouts and school, and rubber stamp art.
Personal: "Married with children"—two boys. I previously worked at Rodale, 1980-1985 B.C. (Before Children). It feels good to be back.



Daniel McIlhaney
Mail Manifest Machine Operator
CS—Shipping and Returns
Interests: Fixing cars, shooting pool, hiking and spending time with my

girlfriend.
Personal: Graduated from Catasauqua High School in 1993. I took Vo-tech for three years in printing.



John Herr
Book Designer
Book Division—Editorial
Interests: Jeez, could we skip this one? My agent has specifically told me to avoid it. (It's just *not* a

pretty list...)
Personal: Gosh, I'm sorry, but I just don't think I'm ready to "share" like this. I'm at ext. 7748. Maybe, ya know, one-on-one *might* work...



Mark Sterner
Machine Operator
CS—Lettershop
Interests: Sports, horror movies and anything outdoors.

Personal: No wife, no kids.

Harry McCue
Maintenance Utility Person
Facilities Management

Michael "Injun" Babcock
Output Specialist—Prepress Services
Interests: Car audio, drumming, hunting, fishing, computer illustration, bestiality—oops... I mean, uh... wrestling with my sister's Rottweiler "Tonka."
Personal: Indians fan since 1988 when they stank to Royal Hell, then finally the Dream Season, WAHOOO!, oops... @^#~! damn strike!



Elizabeth Youngblood
Book Designer
Book Division—Editorial
Interests: Lots of reading and music listening. Some gardening, much weaving and some ceramics.

Personal: Am a U of M (Meechigan) alumnus and always root for the Wolverines (any others out there?). Am most recently from Philadelphia and am interested to see what non-urban living is all about.



BettyAnn Bowes
Database Administrator
CS—Operations & Support
Interests: Coaching cheerleaders—currently on 6th year with Kutztown University where our team is

ranked fourth in nation (see us on ESPN2). I also enjoy art, gardening and the beach.

Personal: I graduated from Muhlenberg College, am married with a son and a daughter, have three granddaughters, and am a resident of Alburtis.

Neil Wertheimer
Senior Editor
Book Division—Editorial
Interests: Jazz, international cuisines, old houses, the pursuit of wisdom. Once I was a hiker, camper and bicyclist; now I mostly tell stories about doing those.
Personal: Newly arrived with wife Gwen and 11-week-old son from southern California. Previously was business editor at the *Orange County Register*.

Shannon Maier
Fulfillment Assistant
Book Division—Marketing

Ronald Reitnauer
Document Processor I
CS—Customer Data Services

William J. Lahouchak, Jr.
Digital Imaging Associate
Prepress Services
Interests: Watching the Phillies in the summer, the Eagles in the winter... Also fishing, guitars and the Rolling Stones all year 'round.
Personal: Moving from Nazareth to Emmaus this month. Looking forward to the new job, people, apartment and life without American Color, Inc.!

marriages
births

F.Y.I.

engagements
etc.

BIRTHS

On August 26, Chris and **Cheryl Dorschutz** (Senior Designer, Creative—Art) had twins!
Sierra Bliss Dorschutz
Weight: 5 lbs. 7 1/2 oz.
Length: 19 inches
Wyatt Alexander Dorschutz
Weight: 7 lbs. 2 1/2 oz.
Length: 21 inches

Lindsay Sarah Bray
Born: October 4
Weight: 6 lbs. 4 oz.
Length: 20 1/2 inches
Parents: Brian and **Andrea Bray** (Executive Assistant, Rodale Cooperative Research)

Jack Magnelli van Hekken
Born: October 6
Weight: 7 lbs. 8 oz.
Length: 20 inches
Parents: Henk and **Maria van Hekken** (Director US Programs, Rodale Cooperative Research)

MARRIAGES

Susan Kelly (Senior Copywriter, Creative—Copy) married Stephen Supina on October 22.

MISCELLANEOUS

Golden Rodalian Jenny Miller celebrated her 50th wedding anniversary on October 7.

People On The Move

Aimee Silvoy from Customer Satisfaction Representative Trainee to Customer Satisfaction Representative, CS—Call Center.
Leonard Schweitzer from Utility Clerk to Machine Operator, CS—Shipping and Returns.
Carrie Silberman from Intern to Research Associate Trainee, *Men's Health*.
Sarah Danish from Office Coordinator/Business Coordinator to Business Manager/Office Coordinator, Foodservices.
Geoffrey Drake from Senior Managing Editor, West Coast Office, to Editor, *Bicycling*.
Marjorie Kemmerer from Foodservice Manager to Foodservice & Purchasing Manager, Foodservices.
Ronald Reitnauer from Document Processor I to Scanner Operator, CS—Data Services.

Sandra Bearrows
Office Services Support Specialist
Office Services

Anne Birch
Office Assistant/Receptionist
Los Angeles Office

WHAT'S GOING ON HERE

Managing EditorPeter Spillman
Design & LayoutBernie Siegle
Copy EditorBeth Gehman
EditorHeidi Rodale
PhotographyBob Gerheart,
Ed Landrock
ProductionKaren Bleiker,
Maureen Gallagher

We welcome your comments. Contact
Corporate Communications, ext. 8881

Printed on Recycled Paper, 10% Post-Consumer Waste