



A VOLUNTEER OF OLYMPIC PROPORTIONS

Rodale's Jean-Pierre Caravan serves at the 2004 Olympics 2

INSIDE NBC'S TODAY

Backpacker Executive Editor Jonathan Dorn goes behind the scenes 3

IT TAKES A VILLAGE GREEN

A guided tour of Rodale's intranet 6

WG OH
WHAT'S GOING ON HERE



BOOKS

Anatomy of a Trade Book: Part 1

FROM CONCEPTION TO COMPLETION, A RODALE BOOK DEMONSTRATES A TRUE TEAM EFFORT.

It all begins with a pitch—a proposal from an agent who thinks he has a great author with a great idea for a book. For one of Rodale's newest titles, that agent was Matthew Guma of Richard Pine Associates, who approached various publishers with a proposal for a title about horses. But as the pitch soon revealed, the title had a unique twist—it would be a coffee table book with lush photographs of celebrities and their beloved horses, cowritten by an NBC entertainment correspondent and an equine publicist. To the executives in Rodale Trade Books, that combination of celebrity, imagery, and a subject matter on target with Rodale's mission made for a winning idea.

After meeting with the authors to ensure that the book was viable, Rodale's team submitted a bid for the title. The bid outlined an advance (the amount of money that the author could expect to earn in royalties, to be paid up front as a guarantee of Rodale's interest in the book), royalty rates, an editorial and marketing strategy, and the promise of a special donation from Rodale to an equine charity. As a result, Rodale beat out other prominent publishing houses to win the acquisition. And so begins the life of a trade book at Rodale.

WELL-EDUCATED GUESSES

Rodale Trade Books is an aggressive segment of Rodale's business that continues to expand its reach into new genres while producing bestsellers like *The South Beach Diet* and *The Abs Diet*. Rodale publishes around 120 new books each year, ranging from self-help titles to cookbooks to sports titles and beyond. Behind each book is a group of highly skilled employees who know what it takes to make books that fly off shelves.

"Selecting a book to publish is a lot of guesswork, but you have to know the market well. It's an advanced form of educated guess," says Stephanie Tade, executive editor of Rodale Books and the acquiring editor for the horse book. "Sometimes you have to evaluate your own book-buying practices as a consumer and carry that over to an acquisition."

After an acquisition, the proposal comes to life in the hands of Rodale editors, designers, marketers, and publicists. The team sets an aggressive production schedule, accounting for every step it will take to turn a simple idea into an aesthetically pleasing, worthwhile read.

A BOOK GETS A NAME AND CELEBRITY FACES

After countless meetings between Rodale and the book's authors to hash out a title, the horse book was given the name *People We Know, Horses They Love* rather than the authors' questionable pick, *Mane Attraction*. Early in the process, details like the price and size of the book were determined, and a design concept got under way.



Photo by Christa Neu

(l. to r.): Rodale Trade Books team members Amy Rhodes, vice president and publisher, Cindy Ratzlaff, vice president and associate publisher, and Jessica Titel, subsidiary rights manager, brainstorm during an editorial review meeting. The Trade Book group meets weekly to discuss ongoing and upcoming book projects and proposals.

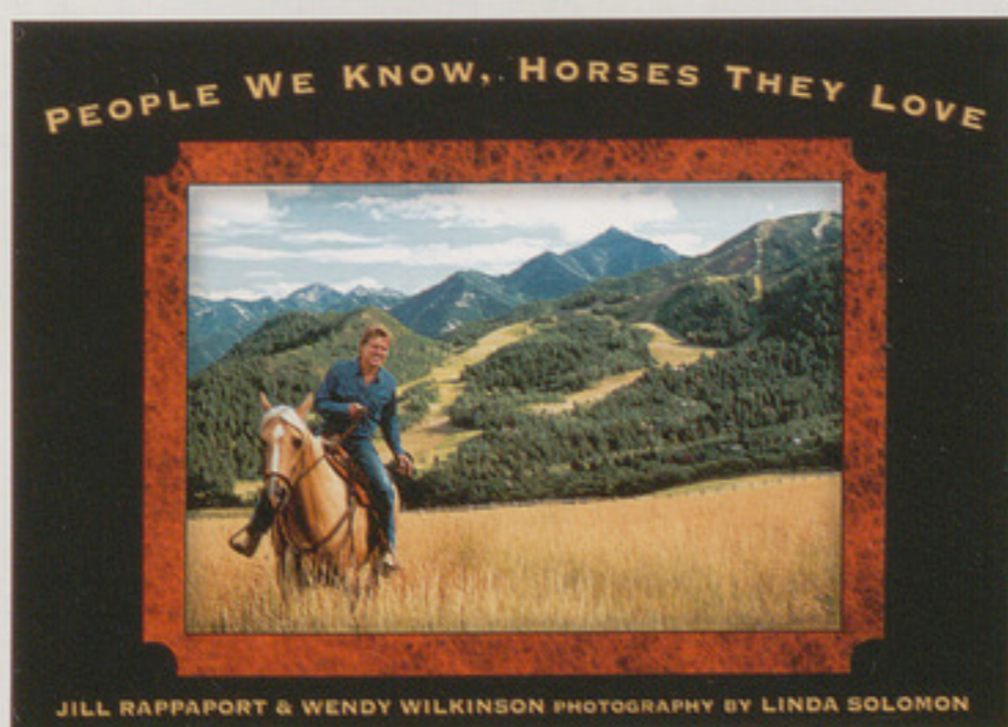
The pitch for *People We Know, Horses They Love* stated that the book would be comprised of photographs by Linda Solomon along with exclusive celebrity interviews woven into first-person narratives by Jill Rappaport, an entertainment correspondent for NBC's *Today* show, and Wendy Wilkinson, an equine publicist. The team at Rodale felt confident that the two well-connected authors could make their concept a reality. According to Stephanie, "Not only should we feel that the proposal promises a selling book; a publisher has to feel secure that the authors can deliver the book they promised." Brainstorming meetings provided a list of ideal celebrities for the book, and soon after, the authors signed on actors Robert Redford, Morgan Freeman, and Hilary Duff, among others. Rodale Books Editor Chris Potash began working closely with Jill and Wendy to perfect their essays, bringing each celebrity's personality and passion to life while meeting their rigorous standards.

CREATING THE PERFECT PACKAGE

Words and images work in tandem throughout all of Rodale's books. As the text works its way through the editorial side, the design team is paralleling that effort by creating a high-quality design that will appeal to readers and stay true to the original work. "Our goal is to provide a book that will generate great sales and, along with that, make the trade and editorial groups, the author, and the reader happy," says Darlene Schneck, managing art director for Corporate Book Design.

Initially, *People We Know, Horses They Love* was sent to a freelance designer at the request of the agent. When the team was somewhat underwhelmed with the freelancer's design, the work was brought in-house, where Andy Carpenter, vice president of art and design for Rodale Books, knocked out an early cover and Art Director Patricia Field crafted the interior, melding just the right combination of text and imagery to capture the classic look and feel that everyone was seeking.

"Trish Field did a wonderful job working hand in hand with photographer
(continued on page 2)



"Our corporate mission is that you are in control of yourself and you can use information to enhance that control."

—Bob Rodale, 1982

RODALE PEOPLE

Jean-Pierre Caravan
Assistant Crew Leader
Dog Owner
Olympic Volunteer



By **Caroline M. Brown**

Every minute seemed to creep by as Jean-Pierre Caravan tried to remain focused on his closing duties at Rodale's Iron Run Distribution Center on Friday, July 30. Then finally, as he shut down the computers in the DC's Returns Department, the 3:30 buzzer rang out, announcing the finishing stretch. After a year and a half of planning, Jean-Pierre would soon board a plane bound for the 2004 Summer Olympics in Athens.

An assistant crew leader and 18-year Rodale employee, Jean-Pierre is also a four-time volunteer for the International Olympic Committee (IOC), the nongovernmental, nonprofit association that supervises and organizes the Olympics. This summer, he worked for the IOC's Athletes' Commission (IOCAC)—a position that gave him the chance to work alongside such Olympic luminaries as Prince Albert of Monaco and Sergey Bubka, the world record holder in the pole vault and chairman of the IOCAC.

Jean-Pierre's role with the IOC began in 1996 when he was planning to attend the Olympics in Atlanta as a spectator. Through a chance phone conversation, he was given the opportunity of a lifetime. "I happened to call a friend to see if he had any word on Ingrid O'Neil, a mutual contact, as I heard that she had been named to head the Olympic Museum display in the downtown Atlanta Merchandise Mart," recalls Jean-Pierre. "He told me Ingrid had put him in charge of finding people who wanted to volunteer there." Jean-Pierre—whose

passion for the Olympics even extends to his dog, Couzo, whom he named after the Baron Pierre de Coubertin, founder of the modern Olympics—jumped at the chance.

Once in Atlanta, he immediately started networking with well-connected people to work his way up the Olympic-volunteer ladder. After serving as one of 40 Cultural Olympiad Museum volunteers in Atlanta, he progressed to be one of only a dozen American volunteers in Sydney's Olympic Village in 2000. Two years later, he assisted in Salt Lake City's Olympic Village, and finally, this past summer, he was named one of 16 elite IOCAC volunteers who would help run the Athletes' Commission elections.

"The chance I was afforded in Athens was ideal," says Jean-Pierre, who is bilingual in English and French. "I had the opportunity to see a lot of the country of Greece, but it was in the Village working for the IOC's Athletes' Commission that I really found myself in paradise. On any given day, I was talking with athletes, from an Iraqi football (soccer) player to an Iranian weight lifter to an Australian shooter to a swimmer from Peru. I was surrounded by such incredible people—from just-glad-to-be-there first-time Olympians to those current and former stars with more than five gold medals to their credit."

A year and a half ago, knowing that in Athens he would again be around the healthiest people in the world, Jean-Pierre, who weighed 228 pounds and had elevated blood pressure, decided it was time to get himself in shape. He altered his eating habits and became more active, resulting in a 45-pound weight loss and lowered blood pressure. Jean-Pierre partially credits Rodale for his transformation. "Working for a company like Rodale shows me the importance of leading a healthy life," he says. "Having this knowledge along with my willpower made my weight loss possible. I now feel refreshed both mentally and physically and plan to stay this way."

Back in Emmaus, Jean-Pierre looks forward to returning to his IOCAC duties during both the 2006 Winter Olympics in Turin, Italy, and the 2008 Summer Olympics in Beijing. "I keep volunteering for the IOC because I like having the chance to play my small part in the Olympic movement," he says. Jean-Pierre adds that through volunteering for the Olympics and traveling the world, he has learned that nothing is out of the question. "Nobody can ever tell me that something is impossible," he says. "Many of the things I have accomplished in my life have been difficult and unbelievable, but not impossible."

Caroline M. Brown is an intern in Corporate Communications.



(l. to r.): Jean-Pierre Caravan, a Rodale assistant crew leader and Olympic volunteer, poses with Prince Albert of Monaco, a member of the International Olympic Committee's Athletes' Commission (IOCAC), in the IOCAC Office in Athens.

Anatomy of a Trade Book: Part 1 (continued from page 1)

Linda Solomon," says Darlene. According to Schneck, *People We Know, Horses They Love* started with two to three times as many photos as appear in the final book. "With a book this photo-intense, it's a big job to pick out the best photos and then play with the layout."

The design team then worked closely with the Content Prep Group. In this case, Frank Moninghoff, manager of Content Preparation, scanned and color-corrected each photo, assuring accurate reproduction of Linda's prints and slides. "It's very important that we're faithful to the original work," says Darlene. Finally, throughout each of the three passes, Donna Bellis, senior layout designer, and Kelly Schmidt, copy editor, expertly finessed the layout and text.

A SLOW BOAT FROM CHINA

From start to finish, a Rodale book takes about 9 months to complete. At the end of that cycle, the text and design files are shipped to a printer—in this case, in China. As the finished copies make their way back to the United States on a boat from China, the marketing and publicity teams' plans are well under way, generating early attention for what they hope will be another winning title from Rodale. Read the December issue of *WGOH* to see how *People We Know, Horses They Love* completes its life cycle. ★

NBC's *TODAY*

A BEHIND-THE-SCENES LOOK AT A NETWORK TV MORNING SHOW

By Jonathan Dorn

Katie Couric really is cute—but she's tiny, too, much shorter than she appears on screen. That was my first impression when she flashed her megawatt smile and stepped over to welcome me to Rockefeller Plaza. It was June 30, a bit past 8 a.m., and I was getting miked for what would be a 7-minute appearance on NBC's *Today* to talk about family camping and promote *Backpacker's* August issue—one of my many duties as executive editor.

**7:16 a.m. Green Room**

My kids, Abby (6) and Hadley (8), will be part of the segment, but they're more interested in the buffet table. Bagels, strawberries, cookies, Pop-Tarts—they'll talk about it for weeks. I use the time to memorize prices of the products we brought.

**8:01 a.m. Rockefeller Plaza**

While Al Roker chitchats with the setup crew and a trampoline team warms up for its segment, we check out our first product, a family tent from The North Face. We have only 60-second bursts during commercials to scan our props and prep details with producers.

**8:38 a.m. The Segment**

Invisible to TV viewers, the crew works frenetically to capture every angle and stay one step ahead of Matt. From the corner of my eye, I see the set director gesturing—move this way, keep talking, 10 seconds left.

Next up is Matt Lauer, who in the space of 45 seconds walks me through our segment, chats up a church group from Ohio, scans his notes for another interview, adjusts his tie, and waves to some cheerleaders from Wisconsin—all while listening to a producer run through camera positions in his earpiece. And then—bright lights, cheers from the crowd, five-four-three-two-one (yes, they really do that), and we're live. Here's a peek at what it takes to get here.

**7:47 a.m. Hair and Makeup**

Ain't nothing like this on local TV, where you may be asked to do your own touch-ups. After a quick style and blow-dry—oops, there goes actor Willem Dafoe (he's tiny, too)—we walk next door for makeup; without it, our cheeks and foreheads will shine in the camera lights.

**8:29 a.m. Gear Check**

Rodale public-relations consultant Alissa Neil, who landed the *Today* spot for *Backpacker*, adjusts the mini-microphone clipped to Hadley's pack strap. The kids have done live TV, but never in front of a crowd of hundreds and a crew of 30. They're excited and nervous.

**9:06 a.m. Basking in the Glow**

Ruby takes a breather after her network TV debut. Among many other last-minute requests, the producers insisted on including a dog in our segment, so Liz Reap, *Backpacker* photo editor, brought her chocolate Lab. By now, the crowd—once five deep—has thinned considerably.



Photos by Liz Reap

Shepherding the Disabled

GOOD SHEPHERD WORK SERVICES EMPOWERS CLIENTS, EXECUTES TASKS FOR RODALE

By Michele Horon

"We're in the dignity business. We help people realize their usefulness and fulfill their potential," says Gregory Cunningham of Good Shepherd Work Services (GSWS), a Rodale business partner of more than 40 years.

Cunningham is director of production operations for Good Shepherd, an organization in Allentown, Pennsylvania, that provides services for people with or at risk for disabilities. Since 1958, GSWS has been a place where the local business community's needs and the needs of area citizens with disabilities come together in a productive partnership. For disabled clients, GSWS provides training and placement services to assist them in finding and maintaining gainful employment. At the same time, it offers business-flexible, reliable, and cost-competitive manufacturing services as well as the referral of qualified candidates to meet labor and employment needs.

RODALE RESPONSIBILITIES

The day I toured the GSWS facility, approximately 100 people were performing tasks for several Allentown-area companies, including Binney & Smith, Allen Organ Company, and Rodale—just a few of the more than 700 business customers that contract with GSWS.

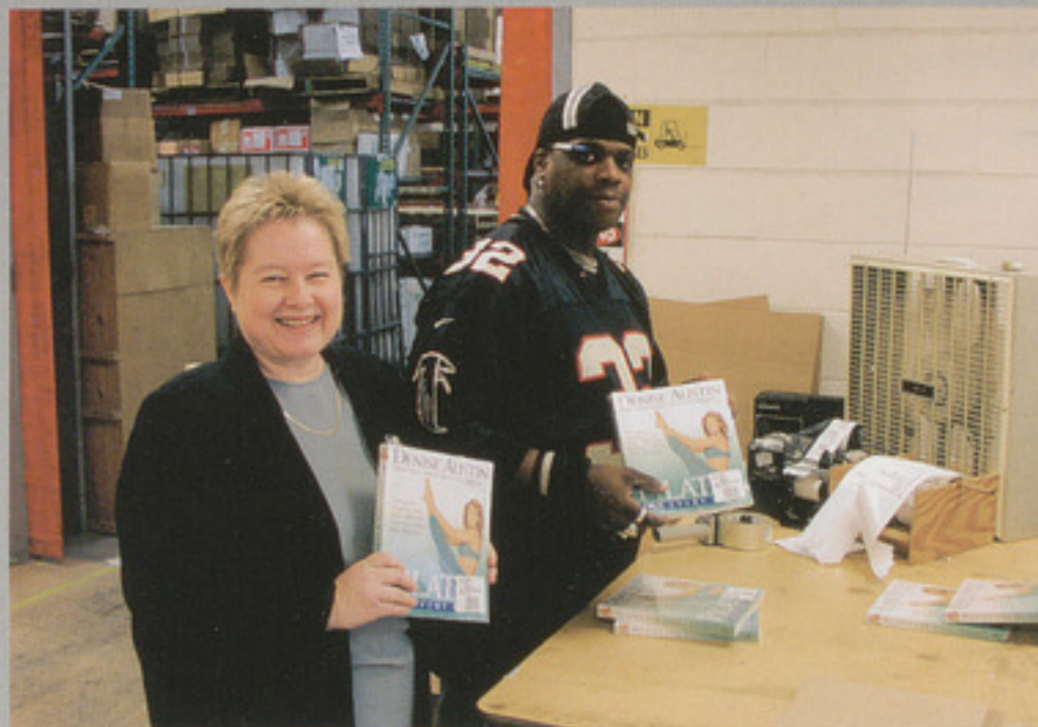
"We always find a way to get the job done, and Rodale has supported our efforts from the beginning."—Gregory Cunningham of Good Shepherd Work Services

Throughout its long-standing relationship with Rodale, GSWS has completed tasks for Rodale Books (shrink-wrapping, dust jacketing, packaging, UPC labeling, and collating and assembling book sets); for magazines and direct marketing (collating, assembling, and envelope-stuffing magazine surveys and direct-marketing mailings—at an average of 4.5 million pieces per year for Rodale and other businesses); and for special promotional or sport-sponsorship events (stuffing and shipping 30,000 goodie bags for *Backpacker's* "Get Out More" program last year).

Don Shanton, Rodale's corporate purchasing agent, has served as the company's main liaison to GSWS for many years. "It's always a pleasure to work with Good Shepherd," he says. "They do excellent work, they're efficient, and they're always ready to take on any task we give them."

HOW WORK SERVICES WORKS

County or state agencies refer clients with disabilities—permanent or temporary—to GSWS, where they are evaluated on individual needs and goals, trained and employed based on those unique criteria, and assigned



Michele Horon, executive assistant to the Rodale shareholders, and GSWS client Tyrone show off copies of Denise Austin's *Pilates for Every Body*, which Tyrone shrink-wrapped.

a regular work routine. Simultaneously, GSWS assesses the production and cost-savings needs of its business customers and assigns each job a "piece rate" based on the local community's average wage and the average time to complete a given amount of work. GSWS workers are then paid that rate for each piece they complete—the most equitable way to compensate for differences in clients' ability levels.

"We create a win-win situation in the communities we serve," says Cunningham, "and we're always doing something new. The challenge is to match the job with the client's abilities."

Cunningham tells a story about a contract from Mack Trucks Inc., whose world headquarters is in Allentown. Mack gives each visitor to its offices a lapel pin in the shape of its emblem bulldog. GSWS sought the packaging contract for the pins but had to devise a way to assure that clients could count exactly 100 pins for each package. Cunningham and other GSWS staff brainstormed a solution: a "butterfly wing" board, hinged in the middle and marked with 100 small circles. Clients would place a pin on each circle, and when all the circles were filled, they folded the "wings" up and funneled the pins into a bag on their laps—a perfect package every time.

"We always find a way to get the job done," Cunningham says with satisfaction. "And Rodale has supported our efforts from the beginning. Bob and Ardie Rodale and Dr. Conrad Raker [late Administrator Emeritus and son of a founder of Good Shepherd] were good friends."

Pride and joy is evident in every worker's face at GSWS. Concentration on the task at hand and camaraderie with coworkers seems equally important to everyone employed at Work Services. GSWS client Tyrone was busy running the shrink-wrapping machine on the paperback version of the Rodale book *Pilates for Every Body*, by Denise Austin, when I complimented him on his work. He gave me a big grin, shrugged, and said, "That's my job!"

At Good Shepherd Work Services, it's a job well done. 🦋

SERVICE AWARDS



5 YEARS (l. to r.): Front row: Kathy Keck, Denise Champion, Jennifer Kushnier. Back row: Kristine Petre, Nancy Bailey, Lisa Jones, Ellen Kanz, Kristin Needham. Not pictured: Robyn Brown, Diana Erney, William Lisowski, Dinore Metolli.



10 YEARS (l. to r.): William Lahouchak, Marlene Ozark, Michael Babcock, Katrina Cwitkowitz, Barbara Nentwig, Janet Phifer. Not pictured: Tina Abel, Mark Sterner, John Wykosky.



15, 20, and 25 YEARS (l. to r.): Duane Elsasser (20), Diane Walton (15), Tom Ney (25), Jessie Maurer (15). Not pictured: Louis Cinquino (15), Gregory Oswald (15), Henry Wilt (15), Sarah Danish (20), Linette Buss (25), Glenn Swavely (25).

Photos by Bob Gerheart

QA with . . . Andy Carpenter

It's hard to miss the red 1952 Schwinn bicycle leaning against the wall in Andy Carpenter's Emmaus office. Shortly after arriving at Rodale two years ago, Andy, vice president of art and design for Rodale Books, bought the bike at a tiny shop on Main Street in Emmaus—the perfect specimen to photograph for the cover of the forthcoming Rodale title *The Noblest Invention: An Illustrated History of the Bicycle*. It's that kind of devotion to detail that led Rodale President and Chief Executive Officer Steve Murphy to call Andy "the ideal choice to ensure the perfect marriage of words and music for all of our titles."

An award-winning art director, Andy is responsible for the overall art and design of Rodale's trade and direct-response books, including their jackets, covers, interior design, photography, and illustration, as well as Rodale's book catalogs, counter and floor book displays, and more. He and his team of 11 employees plus freelancers design more than 120 titles annually, working closely with the editorial and marketing staffs of the Women's Group and the Men's Health & Sports Group to ensure that Rodale Books put their best face forward. *WGOH* caught up with Andy in late September.



Photo by Christa Neu

Andy Carpenter, vice president of art and design for Rodale Books

So, how does someone with degrees in painting and English literature get into book design?

In college, my paintings hung in my dorm room. A friend's sister who was an art director saw them, was interested, and told me if I ever wanted a job in New York to give her a call. After graduation I did, and a six-week assignment at St. Martin's turned into 14 years.

Prior to joining Rodale, you were art director of Random House's Trade Division for nearly a decade. What brought you to Rodale?

It was a good lifestyle change. I have two young kids, and family was becoming important. The Rodale job was a timely and perfect one for me—and one that's encouraged me to take up gardening.

How has Rodale book design evolved in the two years since you arrived here?

When I came to Rodale, Steve [Murphy, President & CEO] told me my job was to create "best-in-class" book design, so Rodale could compete with—or be better than—any other trade publisher in the world. When I got here, I found that I had a good staff. But they were second-guessing their instincts to try to please everybody and their mother-in-law. So I said, "Stop designing for what *they* want. Factor it in, but *you* are the new *they*. What do you want?" I think their answers to that question are beginning to speak for themselves.

Rodale is known for books on health, gardening, and fitness, but we're now offering titles in categories like biography, such as *Pete Rose, My Prison Without Bars*, and current affairs, such as *Taking Back Islam*. Tell us about designing for different genres.

With diet or gardening books, it can be difficult to do them service or present what makes them better than the next. We have to fight to remain fresh. So rather than make them generic and cast a wide net, we spend more time with them to understand their tone and who they will appeal to. Then we try our best to create a design that appeals to that group of readers and hope the rest will come. With Rodale's newer genres, that gives us a whole other view of design. Right now we're working on books on NASCAR and travel. We're getting much more diverse. It's exciting.

We're seeing more Rodale book covers designed with words only. How do you choose whether a cover will incorporate art or just copy?

With some books—particularly in the service-oriented kind of publishing we do—the promise is right there in the title, such as with *The Abs Diet*, so you don't necessarily need images. In that case, our job is to make it look fun and give it that "Wow! What is that?" feel. In the case of *Win Her with Dinner* [another words-only cover], there wasn't any image we came up with that didn't offend someone; the tone of that book serves better than any image. So we went with a phrase from the book for the cover. As far as covers with images, some books just lend themselves to art, such as the soon-to-be-released

Unattended Sorrow, with an image of an empty park bench, or the upcoming *100 Promises to My Baby*, with an image of a too-much-loved bunny.

What's hot in book design, and how is Rodale running with today's trends?

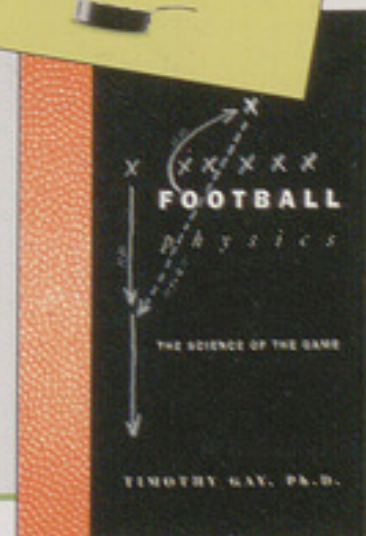
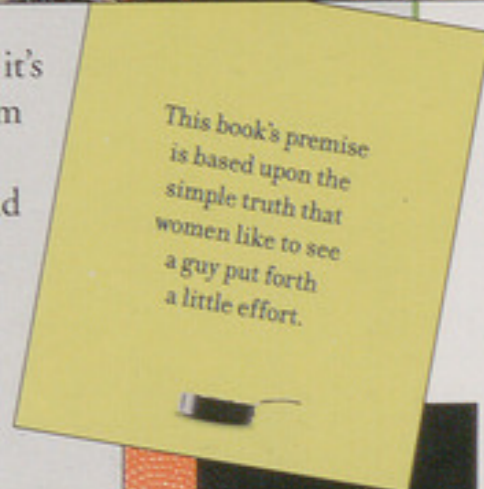
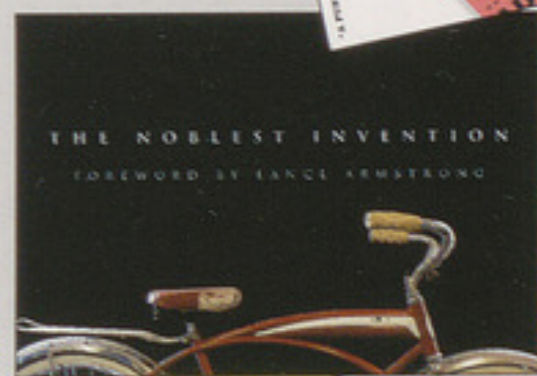
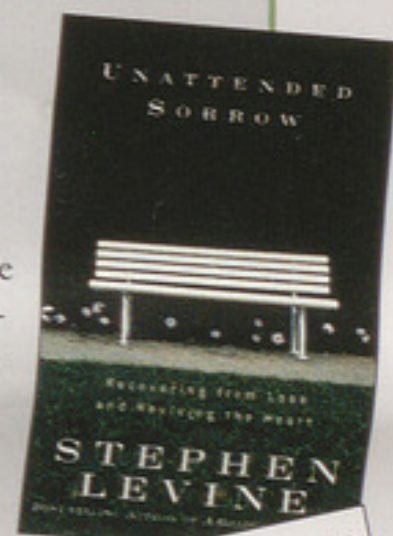
Book covers that ask a question of the reader, that do more than just present the title. And covers that stop the reader in the bookstore, where there's so much competition. I think *Men Fake Foreplay* does a good job of that with its somewhat old-fashioned title designed as a ticket leading to a picture of a bashful author presenting roses. Bright color is also definitely key for us. We're also seeing a livelier display of books with different trim sizes—small, square, horizontal. There's playfulness in those, which we tapped for the Tales for Dogs series, which are smaller board books with literally a bite out of the corner. I think books are more tactile now, too. Chris Rhoads [senior book designer] just designed *Football Physics*, which could easily have been presented in a generic way. But he gave it a blackboard-looking cover with a raised spine that looks and feels like football skin.

A Rodale book often has different covers for trade and direct sales. Why?

Historically, it was thought that direct book covers needed to be different—to carry their message on their sleeve so there were no surprises when ordering them. They were usually very copy-heavy. We're trying to get away from that. We like to think that people are smarter than that—that when they order a book they know what it's going to be about. And trade sales benefit from the direct mailings that go out, so it pays to have the same, recognizable cover for trade and direct. The bottom line is, when a book in someone's house says "Rodale," I want it to look good no matter how they bought it.

What's next for Rodale book design?

I think it's within our capability to continue to make things look cooler. We have a better-focused idea of who we're trying to reach than many publishers, and we're more willing to take chances. I ultimately want people to go from picking up a book and saying, "It looks good. Oh, and it's from Rodale," to, "It looks good. It must be from Rodale."



It Takes a Village

INTRANET BRINGS EMPLOYEES ALL THE RODALE NEWS THAT'S FIT TO PRINT—ONLINE

The Village Green, Rodale's intranet, is named to reflect the site's role as a gathering place for employees from around the company to get the news and information they need for working at Rodale. It's the fastest and easiest way to find out what's going on inside the company and industry and to manage all aspects of employee life at Rodale.

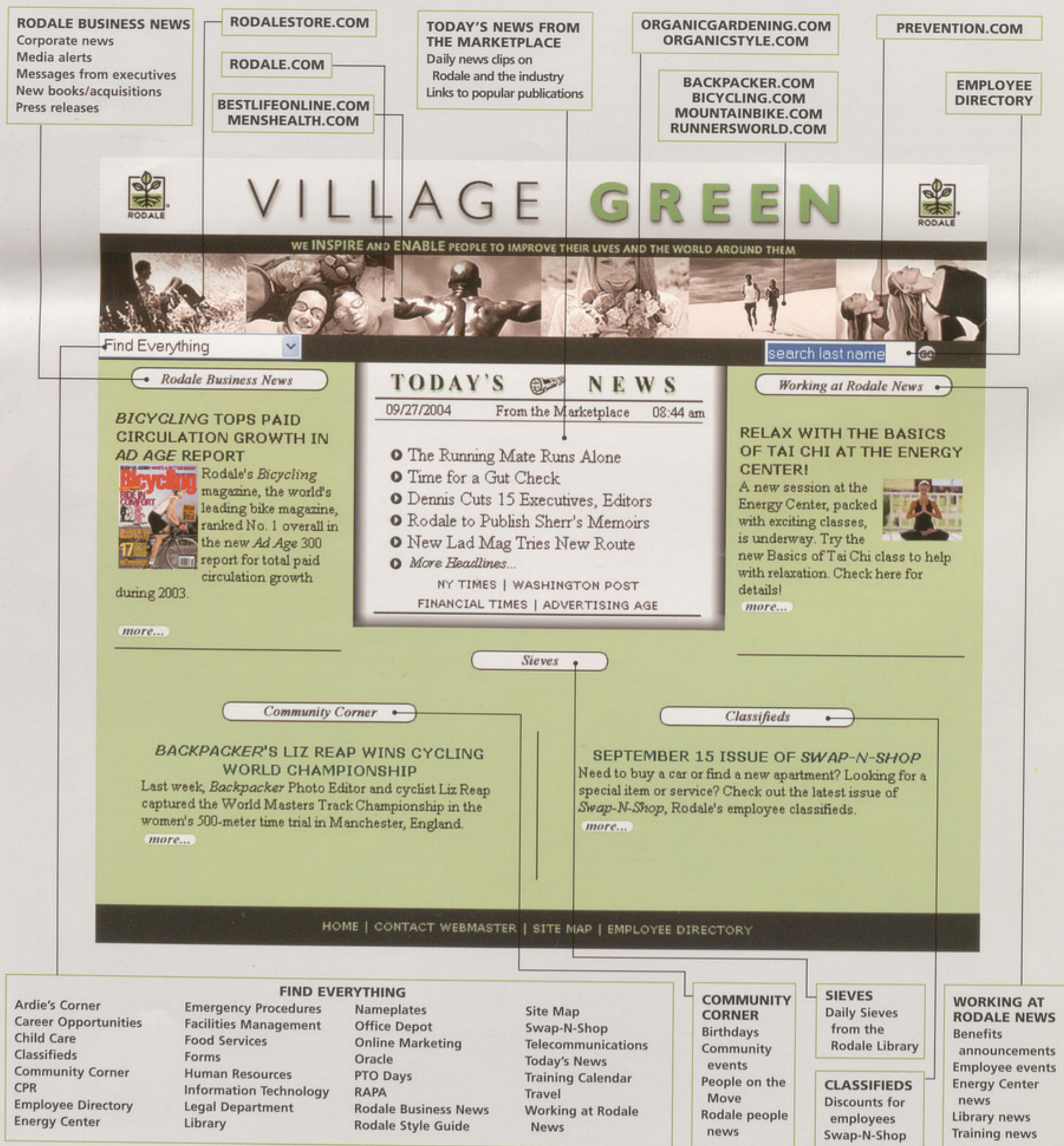
When you log on to your computer, the Village Green will automatically appear as your home page. From there, you can easily navigate the site using the **Find Everything** drop-down menu located on the left side of the page. Links to information on employee policies, benefits, and programs; business and benefits forms; Rodale Café menus; and information on almost every facet of working at Rodale reside permanently under Find Everything.

The Village Green home page also features internal announcements from across the company, found under **Rodale Business News (RBN)**

and **Working at Rodale News (WRN)**, as well as current news clips on Rodale and the industry, found under **Today's News**. While the home page displays teasers for just one RBN and one WRN announcement at a time, by clicking on those sections' oval header buttons, you can access an entire page of links to other announcements hidden behind the home page. Likewise, click on the home page's Today's News header to reach an entire page of links to industry news clips.

Finally, the Village Green home page offers access to **Community Corner**, or announcements on Rodale employees and community events; **Classifieds**, containing Swap-N-Shop and news on employee discounts; and the **Sieves**, summaries of articles compiled by the Rodale Library staff on new trends in categories relevant to Rodale's business. Updated daily, all of these home page news items can be viewed by clicking on the links sent directly to you through the Village Green Headlines & Sieves e-mail.

Using the guide below, take a stroll through the Village Green and discover the wealth of information available to you. If you have any questions, click on "Contact Webmaster" at the bottom of the home page. 🍷



MESSAGE FROM ARDIE

Save Our Planet

What a tremendous, sacred gift we have been given to live in this beautiful world! Do we hold it dear to our hearts, or do we take it for granted?

Aristotle said, "In all things of nature there is something marvelous."

What has happened in our world? I am dismayed when I read in the newspapers that, for many, ethics have been put aside in favor of greed and financial gain.

The Very Reverend Dean James Morton, retired head of St. John the Divine Cathedral in New York City, has said that our earth was formed as a sacred space, a cloak that protects us with a life-giving atmosphere, a cloak that protects a vast myriad of plants and animals that depend on each other for survival. He believes that we have abused its sacredness and are ruining our soil and water with chemicals, garbage, and pollutants. Forests have been razed around the world, and cities have been built too close to the floodplains. If we don't mend our environmental cloak around the world, Rev. Morton asks, how will we live? How will we survive? What do we hold dear? How can we change our consciousness to become better stewards for the future? Can we envision our earth without boundaries that divide us? How can we love our neighbors who have different cultures from ours? He says each one of us needs to take up our needle to mend those deepened holes!

Experience teaches us that if we try to dominate our environment, we will never win. We need positive changes in human attitudes, and each of us needs to speak out. We have to turn a battle against nature into appreciation and partnership with nature. We need to let our lawmakers know how we feel.

Hope is a new magazine (Hope Publishing; 800-273-7447; www.hopemag.com) that tells personal stories about people who are changing the world. You can make a difference, too, by raising your voice against the practices that cause environmental damage, needless wars, and large-scale suffering throughout the world.



Recently, I looked out to see our magnificent red beech tree. I saw the trunk as the body with a sad face. The branches were like arms—some weak, some strong—reaching out in all directions. It reminded me of the plight of our earth. My heart breaks when I see suffering here and abroad. Peace is cheaper than war.

Never forget that in preserving the environment and fostering peace and love in the world, we protect our most precious resource—our children, grandchildren, and all generations to come. As we make efforts to heal the earth, let's remember also to reach out to heal each other, one by one, forming a strong chain for peace.

Take a stand! Speak out with love and understanding to your families, communities, and the world. Get involved! 🌍

MEN'S HEALTH AND SPORTS

Backpacker Relaunches

MAG HAS NEW MISSION, REGIONAL VERSIONS

"The Outdoors At Your Doorstep." That's the new tagline for *Backpacker*, which unveiled a major redesign with its September issue. The magazine's goal? To make the outdoors more accessible to more people, a mission achieved through several editorial initiatives, the most important of which is the launch of regional editions—a first for Rodale.

"The tagline best reflects our current positioning and point of differentiation as the only magazine offering outdoor enthusiasts close-to-home getaways and adventures," says Publisher Eric Zinzchenko. *Backpacker* started with two regional editions—California and the Northwest—and will add four more—Northeast, Southeast, Midwest, and Mountain West—with its February 2005 issue. Each edition features a set of hikes located within 100 miles of the region's hubs.

In addition, the title has debuted a handful of fresh features, including 60-Minute Fixes, which offers detailed plans for three attainable adventures in one big city; Hollywood Hikes, which takes readers where a movie was filmed or set; and Waypoints, *Backpacker's* patented, tear-out maps to instant escapes near the cities where readers work, live, and travel. Like other destination stories and many of the photos in the magazine, these map cards are GPS-enabled: Specific coordinates printed on them lead readers to the exact location of a trailhead, must-see viewpoint, or can't-miss campsite.

"Our research told us readers wanted quick getaways, more dayhikes, and lots of practical camping tips," says Jonathan Dorn, executive editor. "So we've introduced a number of innovative service franchises, like Waypoints and our new 5-Minute Meals, which simplifies complicated recipes—such as chocolate fondue—so they're easy to prepare in camp. But we also saw an opportunity to attract readers who participate more vicariously in the outdoors. These people want



The first spread in *Backpacker's* new Adventures section presents a wealth of daylong adventures, a nod to pop culture (Hollywood Hikes), and a design that invites readers back for multiple visits.

riveting adventure tales, breathtaking photography, and meaningful, well-reported stories—so we're adding writers and photographers to our mix who can deliver that."

Backpacker's September issue features a blend of stories by new authors and longtime contributors, including a profile of one of the world's most accomplished wildlife watchers, a celebration of tree climbing, and a multilayered map revealing a side of Death Valley most hikers never see. The magazine will continue to test gear and trails with the rigor that's made its reviews the most trusted in the business. And it will also retain cornerstone editorial elements like its annual Editors' Choice Awards, a gold-standard outdoors-industry honor that recognizes best-in-class product design. The compelling combination of old and new has advertisers showing early support. "Our advertisers," says Eric, "understand that our new formula of delivering innovation to match our authenticity will attract a broader set of readers—and make all of them more engaged."

NEW EMPLOYEES



Pamela Adler, Associate Cookbook Editor, Women's Health
Personal: I am a competitive rower who also knits, enjoys cooking, and loves to travel.



Joe Bilman, Senior Director, Product Development
Personal: Hobbies include yoga, video games, filmmaking.



Jenna Bond-Louden, Sales Assistant, *Best Life*
Personal: I love watching Bollywood films and playing spades.



Chris Brienza, Executive Director of Publicity, Sports Group
Personal: A former mediocre soccer player, now an avid (and still mediocre) runner and cross-trainer. My wife Janet and I, married 10 years this October, happily reside in Hoboken, NJ.



Jane Cormier, Junior Designer, *Men's Health* Advertising
Personal: Over the last several years I have explored various areas of the creative world, acting as both a designer and an account manager. My hobbies include dancing, seeing live bands, traveling, learning about holistic healing, and taking cooking classes.



Burt Duren, Senior Director, Tax & Treasury, General Accounting
Personal: My wife, Donna, and I are relocating from the Carolinas to Upper Milford Township with Elsie, our 7-year-old beagle. Chris, our 19-year-old son, is entering Georgia Tech this fall, so we're adjusting to the freedom of being "empty nesters." We enjoy the outdoors, the arts, travel, reading, and going to the movies. We're big sports fans, as well, pulling for the Panthers, the UNC Tar Heels, and the Yankees and Cubs.



Jeremy Gerard, Features Editor, *Men's Health*
Personal: Met my wife, writer Leslie Bennetts, when we were both reporters at *The New York Times*. We live with our kids, Emily, 15, and Nicholas, 12, on the Upper West Side of Manhattan.



Wendy J. Goldman, Executive Assistant, I/S Administration
Personal: Happily married to my husband, Alex, for 5 years. We have an 18-month-old daughter, Megan, and a yellow lab, Bailey. I am originally from Allentown and persuaded my husband to relocate here from White Plains, NY. We are building a house in Lower Macungie and looking forward to getting settled in our new home.



Kim Horvath, Accounts Payable Lead, General Accounting
Personal: Husband, Scott (if it's sports, he follows it!); 2-year-old daughter, Sierra Rose (our Energizer bunny!). I love camping, road trips, reading, music, chick flicks, *CSI* and *Law and Order*, Sierra kisses/hugs, and laughter.



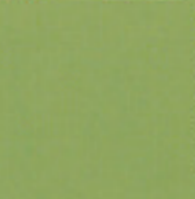
Rachel Nance, Publisher's Assistant, *Best Life* Advertising
Personal: Originally from Boston, I went to undergrad at Wellesley College and then moved to New York to get my master's in journalism at NYU. I live downtown, right next to the World Trade Center site, and want to buy an apartment in the city as soon as I can afford it! Only child... mom and I are like sisters!



Kari Nestor, Advertising Sales Assistant, *Organic Style*
Personal: I grew up in Trumbull, CT, and I am currently living there with my parents until I find an apartment in NYC. I recently graduated from Franklin Pierce College in New Hampshire with a degree in marketing. I am the youngest of three—I have an older brother and sister who both live and work in Boston. I enjoy traveling, playing lacrosse, boating, being in the sun, and participating in the Appalachian Service Project by repairing homes for the poor.



Cristina Salami, Marketing Coordinator, Rodale International
Personal: I live in Milan with my husband, Gianluca. During the weekend I like to stay with my family and go skiing in winter and diving in summer. I also enjoy reading and going to see movies.



Marisa Sian Sturm, Advertising Sales Assistant, Cycling Group
Personal: I live in Long Beach, CA, with my husband, our three alley cats, and our french bulldog, Thor. My passions are outrigger canoe paddling, photography, and poetry.



Vikram V. Tank, Assistant Photo Editor, *Men's Health*
Personal: 22 years old, just graduated from Rutgers University (visual arts major, English minor). I enjoy reading, photography, watching serious and cheesy movies, taking road trips, finding cool food, motorcycles, and having good times with my friends.

Photos by Cathy Facchiano and Nicole Diamant

RODALE RESONATES



"THE BEST SHAPE OF MY LIFE"

Dear *Men's Health*,
 Recently, I found myself matched to a local woman who needed a kidney transplant. I decided to make the donation and, because it's major surgery, to be in the best shape of my life going in. I dug through 5 years of old *Men's Health* issues and figured out a program that would include every aspect of fitness. The surgery and my recovery were accelerated by my good presurgical condition. When I woke up, I knew beyond any doubt that I'd done at least one thing of value in my life.

—Rodale Customer (Name withheld upon request)

"YOU SAVED MY RIDE"

Dear *Bicycling*,
 I just wanted to thank you for your commitment to the sport of cycling. Today I had my first flat tire on the road. I'm a 46-year-old female and was cycling alone more than 10 miles from anything. The temperature was in the 90s. Thanks to the things I've learned from *Bicycling* magazine, I had everything with me that I needed to fix my flat, and I knew exactly what to do. I was on the road spinning again in no time. I appreciate you providing much-needed information. You saved my ride, and could have saved my life as well!

—Reba, Rodale Customer

MEN'S HEALTH AND SPORTS

Tastes Like Chicken

Backpacker's Dennis Lewon has just bitten off half of this hairy tarantula. The senior editor also sampled crickets, rattlesnake, and scorpion recently at New York City's Explorers' Club, where he was researching wild-game dinners for the magazine's Here & Now section. "Chewy legs," he reports, "but gooey in the middle."



WHAT'S GOING ON HERE

Editor Colleen Whitby
 Assistant Editor Tricia Long
 Art Director Dale Mack
 Copy Editor Nancy Rutman
 Content Prep Specialist Russ Owen

We welcome your comments. Contact Corporate Communications at extension 7814 or Colleen.Whitby@Rodale.com
 Printed on Recycled Paper, 10% Postconsumer Waste