

ON OUR SHORT LIST People of note

That Face!

Some seek modeling, others have modeling thrust upon them.

SPEAKING OF FASHION, Sylvia Cole Mackey epitomizes it.

She's an international runway model who has worn and displayed the clothing of nearly every famous designer in the world. In outfits costing more than some automobiles, she's wooed audiences in France, Italy, the Philippines, and locations all over the United States.

"I like the runway," says Mackey. "I like the audience contact, the eye contact, and the people right there. I like to see what kind of response I can get."

Mackey, a 1963 SU graduate in French and Russian, started runway modeling in Baltimore more than 20 years ago. By chance, a woman in the fashion industry saw Mackey and asked her to be in a show.

Never expecting to make a career out of modeling, Mackey tried it and was an instant hit. After her first show, agents and designers in the audience mobbed her and requested she model for them.

Since then, Mackey has branched into other areas as well. She has done numerous television commercials (for Natural Light Beer and AT&T, for example) and she's worked regularly as a model for print work—magazines and advertising.

Mackey, who has lived in California for 16 years with her husband John (the former pro football great) is also a modeling instructor. She teaches professional runway techniques in work-

shops and seminars in California and Arizona. Effective walking methods, stage and backstage etiquette, ramp formations, and physical fitness are among the trade tips Mackey discusses in her seminars.

The most outrageous outfit she's ever worn? "This beautiful \$8,000 white rhinestone and feather gown with a matching jacket. You could roll this thing up in a ball and it wouldn't wrinkle," she says. Feathers would fall off in different places, and the designer would tell her not to worry, "It leaves a little bit of you, darling, wherever you go."

Although Mackey still models actively, she'd like to try some act-

ing for television and film. "The time is right for me and for my look," she says. "I've got my photos ready."

JOYCE HERGENHAN '63

Corporate Voice

WHEN CORPORATE policy decisions are made at General Electric, it's Joyce Hergenhan's job to make sure they are communicated to the company's internal and external audiences—the public, the media, the financial community,

and G.E. employees.

But getting the message out to the right people is only half her job. As vice president for corporate public relations for all of G.E., Hergenhan also takes an active role in policy-making decisions at the corporation.

At many companies, says Hergenhan, public relations officers are kept in the dark during policy-making sessions. But G.E.'s chairman, she says, is a strong proponent of communications. "He realizes that the more I know what's going on, the more valuable I am to the company and therefore I'm involved with strategy sessions."

When G.E. acquired RCA two years ago, Hergenhan was a key player in the acquisition and integration process. "I was fully aware of what was going on," she says. "Thus my department was able to prepare all of the company's communications programs to our key audiences."

Since G.E. does about \$40 billion in sales annually, has some 300,000 employees worldwide, and consists of 14 key manufacturing and service businesses (ranging from jet engines to plastics), Hergenhan has a lot of communicating to do.

"Every day is different," she says. "One day I might be working with NBC on the acquisition of a television station in Miami, and the next day I might be going with Jack Welch [G.E.'s chairman] to an editorial board meeting at the *Washington Post*. The following day I might work on a project involving defense industry procurement practices."

Hergenhan, who graduated from SU in 1963 with a



Sylvia Mackey hadn't planned on modeling, but she's been doing it for 20 years.

By MARY ELLEN
MENGUCCI, staff editor.



Joyce Hergenhan

degree in political science, is G.E.'s only female corporate officer worldwide. A recent *Businessweek* article named her as one of 50 American businesswomen to watch.

Hergenhan joined the company six years ago, with plenty of background in the field. Prior to G.E., she worked at Consolidated Edison in New York City for 10 years. During her last five years there, she served as the senior vice president for public affairs.

Her job at G.E., she says, covers a much larger range of issues. "At G.E., you're dealing with all of the great macro issues of the day. Sometimes I think that everything that happens any place in the world affects G.E."

DOUGLAS DANFORTH '47

Pirate Captain

IN 1987, THE CHAIRMAN and chief executive officer of Westinghouse, Douglas D. Danforth, made most of his decisions in the confines of an elegant executive suite.

In his new job, he makes some of his biggest decisions standing in muddy fields, watching baseball games. He's chairman and chief executive of the Pittsburgh Pirates.

Danforth, a 1947 graduate of SU's College of Engineering, joined the ball club in a roundabout way. "We were about to lose our major league franchise here in Pittsburgh about three years ago," he says. "The prior owners had been losing money and they were thinking of selling the franchise to a non-Pittsburgh group. Those of us who are residents of Pittsburgh and active in the community felt this would be a serious loss."

So the mayor of Pittsburgh asked

Danforth, still with Westinghouse at the time, to spearhead a committee to keep the Pirates in Pittsburgh. The committee pulled together 13 private owners, including Westinghouse, to buy the club.

It wasn't until January of this year, however, that Danforth joined the Pirates. He announced plans to retire from Westinghouse at about the same time the Pirate's chairmanship became vacant. Danforth's colleagues suggested he take over the club. "My first thought was 'Why would I want to do that?' But I thought about it more and said 'Why not?'"

Running a ball club is not all that different from running a corporation, says Danforth. Finances, human relations, and recruiting outstanding people are priorities in both fields.

But in baseball, there are less individuals involved; the Pirates employ less than 1,000 people, whereas 20,000 work at Westinghouse's corporate headquarters alone. And in baseball, Danforth says, "you're dealing with sports personalities, which can always be interesting."

Danforth's transition has obviously gone well. The Pirate's ticket sales are up almost 30 percent over last season and the franchise expects attendance to reach nearly 1.7 million this year—more than double the total three years ago.

MAUD EASTER '73

Femicrats

MAUD PILKINGTON Easter is empowering women, for the sake of women, all over New York state.

Easter coordinates a legislative fellowship program on women and public policy at the Center for Women in Government—a program, based at SUNY Albany, that helps women make their first step into policy-making roles.

Each year, Easter places 10 graduate students in appropriate state agencies and legislative offices



Maud Pilkington Easter

to work on women's issues and receive hands-on experience in state government. She says the program is designed to help state government identify ways to best meet the needs

of women in New York.

Networking, according to Easter, is the most important and time-consuming part of her job, although she admits it is difficult to quantify. "Part of my role is staying in touch with the students, staying in touch with the offices where students have been placed, getting them in touch with each other, and encouraging them to continue to help one another and bring about changes for women in general."

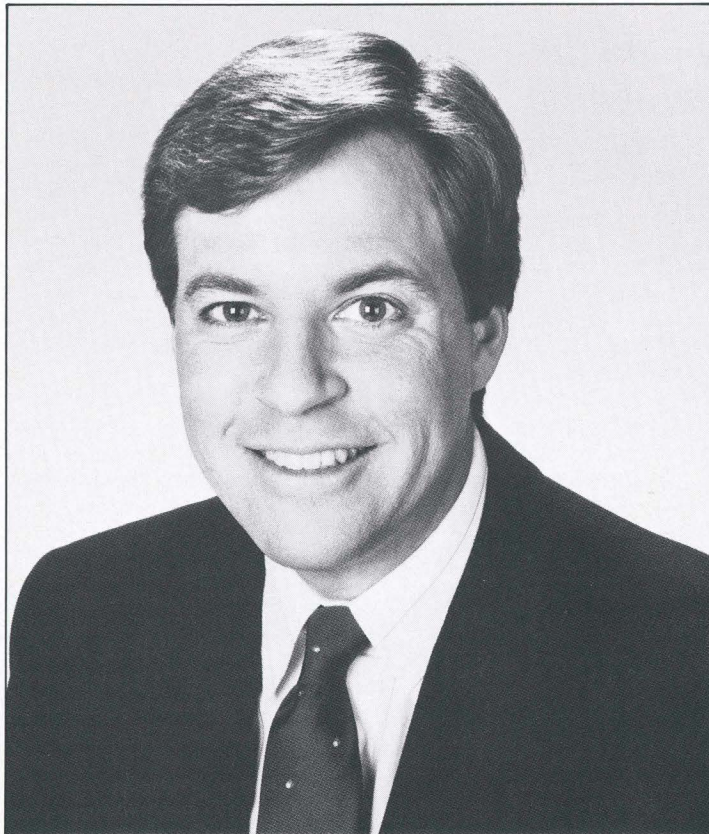
Easter says the seven-month, credit-bearing fellowship attracts students from campuses all over the state. Participants represent various academic disciplines, races, ages, and interests. "I think it particularly appeals to graduate students who want, in their careers, to work on the improvement of the system," she says.

Easter, who received a master's degree in adult education from SU in 1973, has been coordinating the fellowship program for nearly four years. Prior to joining the Center for Women in Government, she worked for the National Organization for Women (NOW) as New York state's only full-time lobbyist covering women's issues.

While working for NOW, she says, "I got to know a number of legislators and their staff members and I know which people are really committed to passing legislation to improve women's lives."



After he left Westinghouse, Douglas Danforth became the front-office man for the Pittsburgh Pirates.



Bob Costas has entered the land of Johnny Carson and David Letterman.

BOB COSTAS '74

Later With Bob

NBC SPORTSCASTER Bob Costas is talking a lot more than sports lately.

The 36-year-old broadcaster is now hosting a Monday through Thursday talk show that airs on NBC for a half hour at 1:30 a.m. (EST). The show, which debuted August 22, is called *Later With Bob Costas*.

Later features one guest per show, although an extraordinary personality may rate a few nights in a row, according to Costas. Only 20 percent of the guests are related to the sports industry.

Costas has said he didn't have any great desire to get out of sports. He just feels a talented broadcaster can do a variety of jobs. "I like to think I have a healthy curiosity about people and subjects beyond sports." He has proved his versatility as a guest host on NBC's *Today* show this season.

Costas, who was a broadcasting major while attending SU during the early 1970s, will continue hosting *NFL Live*; baseball's *Game*

of the Week; and his weekly radio show, *Costas Coast to Coast*. He'll also host NBC's coverage of the World Series and Seoul Olympics. But, *Later With Bob Costas* lets him explore other areas while keeping his base in sports.

NBC has a 26-week commitment to *Later*, which follows David Letterman's *Late Night*. Costas, who turned down the network's first offer, went for the deal when NBC agreed to tailor it to his complex schedule and geographical requirements.

"My first love is baseball," Costas has said. "I'd never give that up."

DAVID ESSEL '79

The Beach Workout

THE WHITE SANDY beaches of Sanibel Island, Florida, are paradise. For a vacationer, and for David Essel.

Essel used Sanibel Island as the setting for his recent 45-minute exercise video, "The Beach Workout." "People need and want to stay

motivated with exercise videos," he says. "... They need a setting that's attractive to look at. That's why we filmed it on the beach."

Essel, who produced and starred in the video, is a full-time fitness consultant who'd like his name to be associated with fitness in the same way Bruce Springsteen's name is associated with music. And he's on his way.

His Essel Fitness Associates is a Florida-based consulting firm that provides instructor training programs, staff development techniques, and promotion plans to established fitness centers. To date, Essel's firm has also produced five nationally distributed videos.

The lean and muscular 32-year old fitness expert—who is also the national spokesperson for Reebok International—has an extensive background in health and fitness. He received a bachelor's degree in health science and health education from SU in 1979, and a master's degree in fitness management from the United States Sports Academy in Mobile, Alabama, in 1986. His six-page resume includes an extensive list of professional fitness workshops he's presented, including a class for President Reagan's administrative staff at the White House Athletic Center.

Right now, though, it's Essel's videos that are bringing him notoriety. Since he and his

marketing firm, Academy Entertainment, released "The Beach Workout" in February, it's received rave reviews. *Shape* magazine has twice rated it as one of the country's top 10 exercise videos.

Essel's newest video, called "Pumping Rubber," was released in August. In it, he demonstrates how exercise bands and tubing can be used in a workout session. SPRI Products, the company that sells the rubber tubing and bands Essel uses, appointed him the company's national fitness director last year.

Although he isn't yet a household name, Essel, like Springsteen, does tour the country regularly. He's on the road 18 weekends a year for SPRI alone, not to mention his other fitness presentations. But if by chance you miss him when he's in your hometown, you can always catch him on television. Essel makes regular appearances on ABC's *Health Show* and ESPN's *Getting Fit with Denise Austin*.

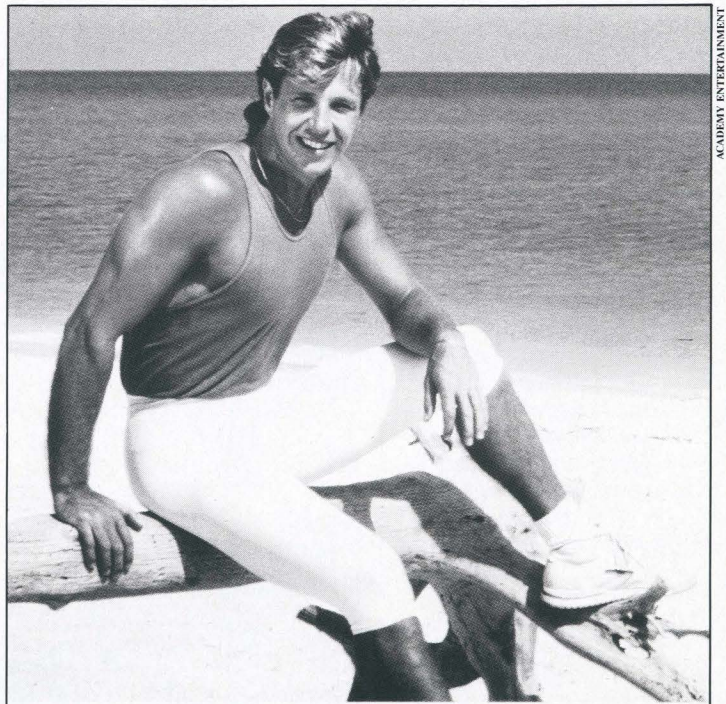
ROBERT BEST '78

The Best Design

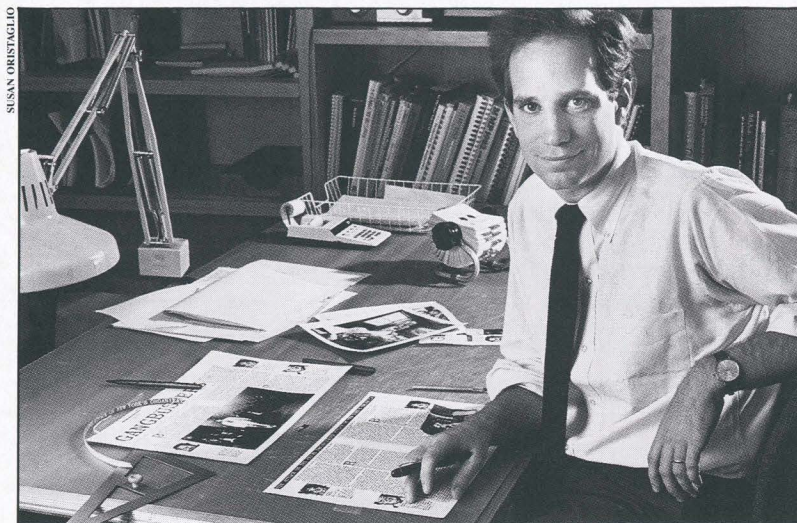
ROBERT BEST DESIGNS New York. *New York* magazine, that is.

Best, who has been with *New York* since 1978, has been in charge of its overall design since 1981.

The magazine, designed to re-



David Essel pumps 'em up with his nationally distributed fitness videos.



Robert Best sets the style for the magazine that is New York.

flect the lively atmosphere of the Big Apple, must have personality, he says. "Generally, I want it to be clean and elegant, but timely and organized." While there is an overall format for *New York*, there is also room for change and creativity, he says.

Since *New York* is a weekly magazine, it must be produced quickly and efficiently. Except for a rare special issue, no story, says Best, is laid out any earlier than a week ahead of time. On the average, the art directors (there are four including himself) have a two-day turnaround time from the moment a story is completed until the time it is designed and laid out.

"On any given Friday," he says, "we have one issue back from the press, one we're laying out for the next week, and one on the newsstand." It sounds frantic, Best says, but "this is a place that's been around for a while. It's like a well-oiled machine. It's quite a good machine and it's geared to go quickly."

Last January, though, Best threw a wrench into that machine. The 1978 graduate of SU's school of Visual and Performing Arts became the design director of *Premiere* magazine as well. Murdoch Magazines, the publisher of *New York*, also publishes *Premiere*, a large format monthly publication about the film industry.

Best, who still splits his time between the two publications (he starts at *Premiere* in the morning, then goes to *New York* until lunch, returns to *Premiere* for a few hours, and ends his day at *New York*), says

it was very difficult in the beginning.

"Since it was a start-up and redesign, everything was being done for the first time, which I had never done. Sometimes I'd have trouble sorting out which magazine I was working on, but I have very, very competent people working with me. It's getting a lot easier. Now it's quite manageable."

Premiere, says Best, is an ambitious, but fun magazine. "The copy is not heavy, but it's quite serious movie information. It's not a fan magazine. So we really lighten it up with the design—get surrounded with the atmosphere of each movie."

And it shows. This year, *Premiere* won the gold medal for overall design from the Society of Publications Designers.

MERIDITH SNADER '88

Horse Sense

WHEN MERIDITH Lecks Snader goes to work, she brings plenty of pins and needles with her. She's not a seamstress, though. She's one of a small number of licensed veterinarians in this country who practices the ancient Chinese art of acupuncture. Mostly she treats horses.

"People are a little taken aback at times when they learn what I do," she says. "They often conjure up images of people lying on a surgery table, with hundreds of needles sticking in them." Snader says she does her best to put people at ease

by showing them exactly how helpful and painless animal acupuncture treatments can be.

By gently pressing on specific points (there are 360 in the human body and a few less on a horse), Snader can discover if a horse is having any number of problems, including respiratory trouble or discomfort in a leg or joint.

Snader prefers to diagnose a horse without knowing what the trainer thinks the problem may be. "I really enjoy doing the diagnostic part. It makes me feel good to be able to pick up on problems

so that trainers can work to improve the condition of their horses."

When she discovers a problem, Snader most often employs a technique called acupuncture. She uses thin hypodermic needles to inject vitamin B-12 into the animal she is treating. "The B-12 helps," she says, "but I think it's more the pressure of a substance being injected at a particular point that is most effective. It stimulates the body to release its own pain killers, and the immune system to fight off infection."

Although she does treat other

animals, Snader says horses seem to respond best. "Most horses I see are less than seven years old, so their problems are simply wear and tear, related to competition and racing." Meanwhile, the small animals Snader treats are usually quite old. Pet owners don't usually turn to acupuncture until conventional methods of medicine cease to work, says Snader. By that time, it's often too late for acupuncture to be highly effective.

Snader, a 1968 graduate of the College of Arts and Sciences, operated her general practice for seven years before she became interested in acupuncture. "I got some information in the mail about a very short course being given on veterinarian acupuncture," she says. "I thought it would be an interesting specialty."

Specialize she did. Snader not only joined the International Veterinary Acupuncture Society (IVAS)—a continuing education organization with some 500 veterinary practitioner members—she began to incorporate acupuncture techniques into her treatments.

Today she serves as executive director of IVAS and she treats some 90 percent of her patients with acupuncture.



Meredith Snader uses acupuncture to cure her very different patients.