SO'S WHO People and their exploits

Marriage of Styles

The Mayor of Washington, D.C., recently proclaimed March 30, 1987, as Michael and Michelle Singletary Day in recognition of the couple's achievements.

The Singletarys are full-time artists with full-time jobs who juggle art, work, and family commitments simultaneously. Their ability to do so has been noticed by more than just the mayor. Ebony magazine recently spent four pages telling the Singletarys' story, as well.

Michelle often works more than 40 hours a week for IBM in Harrison, New York, where she trains employees to use computer graphics systems. Michael, who rises before the sun most mornings, is a producer for an early-morning CBS radio show in New York City. Together, they raise their 10-year-old daughter, Monique.

But it's the artwork that's making them famous. Together the Mount Vernon, New York, couple has created more paintings than they can count, and they have exhibited around the country and overseas.

Michelle is now working on a series of paintings about women. "It begins with the emergence of Eve, innocence, and the departure from Eden," says Michelle. "It graduates to working women, wearing suits and sneakers, with baby in one hand and briefcase in the other."

Michael is finishing a project for the American Cancer Society, a promotional piece based on a series of paintings he calls Humanimals. "Satire and situation comedy, animal-style" is how he describes those paintings.

Michael and Michelle, who met as art students at SU in the early 1970s, also work collaboratively on their art, blending paint on canvas as harmoniously as they balance marriage, work, and family life. Michelle, whose style is decorative and abstract, may design a project and paint the background. Then Michael, the realist, paints the foreground.

"It's knocking everybody's socks off," says Michael. "Clients get exactly what they want because we can combine the styles of two artists."

By MARY ELLEN MENGUCCI, staff writer and editor

Cars by the Truckful

Getting your own car from here to there isn't a big feat, but imagine having the responsibility for getting every car and truck produced by the Ford Motor Company to millions of customers throughout the world. That's what Richard Haupt does.

As director of Ford's staff in transportation and traffic, purchasing and supply, Haupt makes sure the company's products reach its customers and that supplies reach Ford's manufacturing centers.

Since some of Ford's supply lines are 13,000 miles long, it's not an easy task. But Haupt, a 1950 SU graduate in transportation management, knows what he's doing. He's a one-company employee who's been in charge of his department since 1964.

Although he doesn't claim to be a systems expert, Haupt has a working knowledge of computers and an ability to envision their use in business. Some 20 years ago, Haupt implemented a computerized traffic management information system that allows the company to communicate with carriers and suppliers via computer. The system gave Ford an edge in the international market. Ford is now the third largest automobile seller in Europe and the largest U.S. auto seller outside of the nation.

Haupt was recognized for his innovative use of computers in Ford's transportation system this
past April, when the University awarded him the Salzberg Memorial Medallion; it acknowledges Haupt as one of the country's outstanding individuals in the field.

He's for NOW

When the Syracuse chapter of the National Organization for Women (NOW) meets, Robert Seidenberg—Mr. Robert Seidenberg—calls the group to order.

Hypocrisy? Not according to Seidenberg. Although his election raised some eyebrows outside of the chapter, Seidenberg says it proves that NOW is consistent with the ideas it promotes.

"If NOW excluded men from running for office," Seidenberg says, "women would be accused of the same kind of sexism they accuse men of practicing. NOW has always been in favor of a cooperative spirit between men and women. It's what we want for everybody: equality based on merit and not sex alone."

A practicing psychologist and psychoanalyst at Upstate Medical Center in Syracuse, Seidenberg became interested in the feminist cause when he noticed that the majority of his patients, and those of his colleagues, were women. Obviously, he reasoned, there are special pressures and disadvantages brought to bear on women in this society. And so he became the first male member of NOW, some 20 years ago. Seidenberg also founded the Syracuse chapter and was elected to his second term as president in 1986.

Seidenberg, who received his bachelor's and medical degrees from SU in 1940 and 1943, believes his election to office and his general acceptance among skeptics are a result of his credentials.

"I am a father and a grandfather with a mainstream profession," says Seidenberg. "I do not live up to the stereotype many people have about men involved in a women's organization. I am not a sissy."

Two Hundred Miles From Madison Ave.

It's no wonder advertising billings are rapidly multiplying for Eric Mower, owner, president, and chairman of Eric Mower and Associates, a full-service ad agency located in Syracuse.

Or is it? The firm's central New York location, roughly 250 miles from New York City, the advertising mecca of the nation, seemingly would squelch its chances for landing major accounts. But Mower's clients include some pretty big companies—Hathaway Shirts, Agway, Endicott Johnson, Pepsi-Cola, Apple Computer, Lord West Formalwear, and the F.X. Matt Brewing Company, to name a few. Since he joined the agency in 1968, billings have risen from less than $1 million to almost $50 million today.

Mower does it by first getting his agency's foot in the client's door, handling a small part of a big campaign. After impressing the client, his firm usually wins over the account. By that point, his company's location is all but irrelevant.

The agency received national attention when it won Warnco's Hathaway shirt account from a larger New York City firm. The ad campaign, which represents young men of achievement, features two SU alumni: Robert Jarvis, inventor of the artificial heart, and sportscaster Bob Costas.

Mower had absolutely no plans to make advertising his career. After graduating from SU in 1968, he took a job with the Silverman agency in Syracuse simply to delay a return to his hometown, New York City; he was the firm's fourth employee. Through "persistence coupled with some ability and a little good luck," he transformed the primarily local company into a full-service ad agency. The employee ranks have risen from 4 to nearly 120 people.

Now, fittingly, Mower has opened a branch office in New York City because, he says, "We've got a long way to grow, a lot of growing clients, and clients with whom we'd like to do business."

"New York City is an unlimited marketplace, in terms of potential," Mower says. "It's another pond in which to fish, or maybe another ocean."
Bargain Time on the Tube

PEDDLING ELECTRONIC gadgets, porcelain statuettes, and a multitude of other nonessentials may sound more like a garage sale than big business, but Lowell Paxson's Home Shopping Network (HSN) is making it a multimillion-dollar enterprise.

The 24-hour home shopping service that Paxson cofounded attracts the nation's most bargain-hungry shoppers. From their studios in Clearwater, Florida, HSN hosts display assorted merchandise and invite viewers to purchase by phone.

More than a few have. HSN sales have grown from less than $1 million in 1982 to a whopping $65.3 million during the second quarter of 1987—more than HSN's total sales for all of 1986. Some 10,000 new sales are made each day, adding to a list of more than 1.7 million customers. Paxson predicts that by year's end, HSN will have more than five million customers.

Paxson, a 1956 SU graduate in speech and dramatic arts, and his partner Roy Speer promote their program as interactive television and a new way to shop. "All America loves a bargain, and none of us likes to pay retail," says Paxson.

Although many analysts consider HSN and its imitators a fad soon to lose popularity, Paxson and Speer are determined to prove otherwise. Over the past year, HSN, which was already broadcasting to more than 40 million U.S. homes, began airing in Canada as well. It acquired several UHF broadcast television stations, increased its cable audience by adding dozens of operators around the country, launched a five-day-a-week game show, and started work on new studios worth $30 million.

The staggering growth of Paxson's televised retail idea is bringing him more than just national attention. Overwhelming HSN profits placed him in the 1986 Forbes 400 list of the country's wealthiest individuals.

Live, From China

NBC'S GENERAL manager of foreign news, Jeremy Lamprecht, has his work cut out for him. He and nearly 100 staff members will travel to China this fall to air NBC's Nightly News and Today programs live for one week beginning September 25. The project, part of an agreement with the People's Republic of China, is something Lamprecht was instrumental in arranging.

Although NBC has produced several week-long international projects, this may be the most exciting yet, according to Lamprecht. While NBC is in China, the Party Congress may make fundamental decisions about leadership and reform in the country. And on October 1, the Chinese will celebrate the anniversary of the founding of the republic. NBC will broadcast from Shanghai and Beijing primarily, airing from such locations as the Great Wall and the Forbidden City.

"Although Chinese equipment is quite sophisticated," says Lamprecht, "the Chinese will be using it to cover the events happening at that time."

Lamprecht, a 1966 SU graduate in speech and dramatic arts, and Gordon Manning, vice president of news planning at NBC, began arranging the project more than a year ago. Through an exchange of letters, they made initial contacts with officials in China, New York City, and Washington, D.C., before traveling to China last January.

"We laid out everything we hoped to do," says Lamprecht, "and they were very receptive."
Calculated Risks

SUSAN PENNY LIKES risks; mostly she likes evaluating them. And as managing director of a corporate investment portfolio valued at four billion dollars, Penny gets to do a lot of what she likes.

Penny works for the Equitable Capital Management Corp., she directs a group that buys high-yield and long-term fixed income investments in U.S. corporations.

Recently she negotiated the purchase of a $250 million high-yield investment in a $2-billion leveraged buyout of a major corporation—the epitome of balancing risks and rewards.

"Credit risks are not always apparent on the surface," says Penny. "You really have to understand an industry in its political and economic surroundings and the dynamics of a company and its management team to see a risk," she says.

Penny, who received a bachelor's degree in economics from SU in 1970, also evaluates seemingly obvious risks to determine how great or how little the risks really are.

"The most interesting and challenging part of my job," she says, "is also the most difficult.”

Penny has specialized in energy investments during her 14 years with the Equitable Capital Management Corp., a subsidiary and corporate finance arm of the Equitable Life Assurance Society of America (ELAS). Equitable Capital in total manages approximately $31 billion in investments, about a third of ELAS’s $100-billion-plus assets.

Judy Freudberg and brainchild Fievel

"The whole corporate finance department [at Equitable] is relatively small," says Penny. About $11 billion in private investments is managed by a mere 25 professionals. Four billion dollars of that is managed by the group Penny heads, which totals seven people, including her.

It's the way Penny likes it. Despite the long hours that the job requires, she says, "I'd still rather have it that way than be part of a large department where my contribution would be less important.”

Tell of Tales

WHEN STEVEN Spielberg decided to create An American Tale, his first animated movie, he knew where to turn for help. Who more ideal than Judy Freudberg, a two-time Emmy-winning writer for television's Sesame Street?

With more than 10 years experience writing scripts for Big Bird and Oscar and one screenplay already under her belt, only Freudberg, with partner Tony Geiss, could create a character like Fievel, the mouse.

The story, about a family of mice emigrating to America in search of streets without cats, took Freudberg and Geiss five months to complete. It follows Fievel Mousekewitz, the family son who is washed overboard on his way to America. Before finding his family, Fievel runs into a crooked politician, a liberated female mouse, and a villain cat who becomes a rat, among a host of other characters.

Despite her previous writing successes, Freudberg says being selected to write Spielberg’s film was an unexpected delight.

"It felt great! It was a surprise and very, very exciting," she says. Spielberg contacted her and Geiss to write An American Tale after reading Sesame Street Presents: Follow That Bird, the first screenplay Freudberg and Geiss collaborated on.

A 1971 SU graduate in speech and dramatic arts, Freudberg began her career at the Children’s Television Workshop in New York City as a gofer in the music department. She moved up to production assistant on Sesame Street before trying her hand at writing. Today she is writing more screenplays than television scripts, although she hasn’t completely stopped writing for Sesame Street.

"I like doing them both. But [writing screenplays] is good for something different,” she says. "I didn’t know I was going to write at all, much less for children, but I like it very much. It’s fun. There are always certain things you can do for both children and adults, and I really like that—to appeal to both.”