



*Take a few minutes now...
for all your tomorrows.*



**Allentown
Breast
Diagnostic
Center**

A Service of The Allentown Hospital

Allentown Medical Center
401 North 17th Street, Suite 108
Allentown, PA 18102
(215) 778-2790

Allentown Breast Diagnostic Center Opens

Marsha Weiss, a 38-year-old mother of two, visited her gynecologist yearly for a check-up. As part of the routine exam, a lump was found in her right breast. Although there was no history of breast cancer in her family, Mrs. Weiss was frightened by what might be found through further tests such as mammography.

Welcomed at the Allentown Breast Diagnostic Center by Patty Smith, one of the center's specially educated staff members, Mrs. Weiss began to feel more relaxed in the comfortable surroundings. Ms. Smith escorted her to have her mammography, explaining the procedure in detail. Mrs. Weiss was also given an ultrasound because of the density of her breasts. After completing the tests, Ms. Smith offered Mrs. Weiss the option of learning breast self-examination. This important and easy procedure can save lives, she told Mrs. Weiss.

The results of Mrs. Weiss' tests showed that she had cystic breasts, a non-malignant condition which can be eased by changing the food that

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Dr. Frailey Elected Medical Staff President



The Allentown Hospital's Medical and Dental Staff has elected **William W. Frailey Jr., M.D.**, Department of Surgery, as its president. He will serve as the medical board's president for the 1986-1988 term.

Frailey has been on staff at both The Allentown Hospital and the Lehigh Valley Hospital Center since 1975. He has been chief of the division of general surgery at The Allentown Hospital and associate chief of trauma surgery at the Lehigh Valley Hospital Center since 1984. He was president-elect of the medical board for the 1984-1986 term.

Frailey was affiliated with the Hospital since 1968, when he began

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Board of Associates Welcomes New Officers

The Board of Associates of The Allentown Hospital elected new officers and honored its founding president at its recent annual meeting.

Robert Wood, president of the Wood Company, was elected president; **Henry Gearhart**, vice president of First National Bank, first vice president; **Walter Dex, M.D.**, chairman of the Department of Radiology at The Allentown Hospital, second vice president; and **Sallie Schaeffer**, past president of the Hospital's Auxiliary, secretary/treasurer.

Robert Black, corporate secretary of Morris Black and Sons, and **Lynald Sillsbee, Ph.D.**, headmaster of The

(Continued to page 5)

PRESIDENT'S CORNER



Satisfaction Guaranteed

One year ago The Allentown Hospital implemented **Satisfaction Guaranteed**, a program that guarantees to patients satisfaction with the delivery of our Hospital services. In essence, should patients not be satisfied with the delivery of our "hotel-type" services, the program requires resolving the issue expeditiously and, if warranted, providing an opportunity for the patients to receive credits to their bills. The **Satisfaction Guaranteed** program is highly publicized to our patients, each of whom receives a brochure describing the program.

I would like to emphasize that this innovative program was based on the excellent reputation of our employees for providing quality care with compassion. In effect, we have heightened the awareness of the "human touch," which we feel is so essential in the delivery of our patient care.

Guaranteed services include prompt admission/registration, clean rooms, confidentiality, food of appropriate temperature and quality, courteous employees, clear and concise explanation prior to tests and procedures, timely treatment, quiet halls and public areas, and a safe and healthful environment for all visitors.

A summary of the first year's results shows that there were 264 calls that came in on the **Satisfaction Guaranteed** hotline, averaging less than one per day. (It is of note that over 14,000 patients were admitted to the Hospital during the year.)

The largest number of expressed concerns, 22.8%, pertained to telephone or television service. Requests for repairs comprised another 8.7% of the

calls. Physician-related inquiries constituted 8.3% and communications problems 6.3%. A fewer amount of calls were related to billing, length of wait, food, nursing, courtesy, lost articles and room cleanliness. Some callers were simply seeking general information or guidance on the use of parking lots and other facilities. In examining the results, we found that patients were appropriately utilizing the hotline as a communications tool to resolve their concerns and questions.

Of course, resolving patients' concerns quickly is one of our main goals, and I am pleased to report that over 45% of the callers were able to have their problems solved in under one hour. For another 22%, a satisfactory solution was reached in less than four hours. Adjustments were made to patients' bills in 42 instances, for a total of \$2,586. As Harriet G. Samuels, patient representative director, stated, "We have learned that most people are interested in having their concern corrected and that when a solution is reached promptly, the patient is satisfied."

We are proud that The Allentown Hospital was one of the first hospitals in the nation to make **Satisfaction Guaranteed** an integral part of the Hospital experience. More importantly, we are proud of the outstanding success of the program, as evidenced by an analysis of the first year's results and the opinionnaires received from our patients. I want to especially thank our employees and other members of the Hospital Family for making **Satisfaction Guaranteed** work at The Allentown Hospital.

Darryl Lipman

Child Care in '80s Topic of Conference



One of America's leading pediatricians, T. Berry Brazelton, M.D., will be in the Lehigh Valley to speak to health care professionals and the general public on child care in the 80's. Two seminars by Brazelton, October 1 and 2, are being sponsored by The Allentown Hospital's Maternal and Children's Center and the Board of Associates.

Brazelton, the author of *Working and Caring*, will offer advice to working parents—and the single parent—on how to hold a job and raise a family at the same time. The lecture, open to the public, will be held October 1 from 7:30 to 9:30 p.m.

The following day, Brazelton will address an audience of child care practitioners. The professional conference, entitled "Infant and Toddler Development," will be October 2 from 8 a.m. to 5 p.m.

Both conferences will be held at the George Washington Lodge on MacArthur Road, Whitehall.

Brazelton is chief of pediatrics at Harvard Medical School and chief of the child development unit at Children's Hospital in Boston.

Moved to write his book after observing the struggles of his patients, Brazelton addresses the difficulties that working parents face, including the best time to return to work, choosing child care, handling the feelings of

jealousy or possessiveness that arise between parents, and coping with the problems of too little time.

"Today, working couples with small children have five careers between them," Brazelton writes, "two nurturing jobs, two in the workplace, and their relationship with each other." In his opinion, today's working mother—and the father who takes an active role in child rearing—are creating a new culture.

Working mothers are burdened with the new myth of the "superwoman," and even the most ambitious and successful career women are in painful conflict about being separated from their children, according to Brazelton.

On behalf of fathers, Brazelton advocates a paid period of leave around the time of the birth of their baby and would like industry to grant the father of an ill child time off to relieve his wife.

Recognizing that 58 percent of children in the United States will spend part of their childhood in a one-parent family, Brazelton describes the support system that a single parent needs.

Aside from his numerous scholarly publications, Brazelton is a contributing editor of *Family Circle* magazine and is host of the cable television program "What Every Baby Knows." He is also the author of *Infants and Mothers*, *Toddlers and Parents*, *On Becoming a Family*, and *To Listen to a Child*.

"Dr. Brazelton offers insights on several fronts," said Russell B. Puschak, M.D., the Hospital's chairman of Pediatrics. "His advice is invaluable to all working parents—many of whom may also be health care practitioners. And I think members of the medical profession whose adult patients are struggling with conflicts that arise because they are working and raising a family, or whose young patients are experiencing difficulties in the family, will want to hear his perspective.

In professional circles, Brazelton is a recognized authority on child development. He has done extensive studies of the newborns, including cross-cultural research and films of interaction of infants with mothers, fathers, and other care givers.

He developed the Brazelton Neonatal Behavioral Assessment Scale,

T. Berry Brazelton, M.D., who will conduct a public lecture sponsored by The Allentown Hospital's Maternal and Children's Center and the Board of Associates, wrote the book *Working and Caring*. His book is available at the following locations:

Allentown Bookshop Inc.
Whitehall Mall

Ann Ar Book Shoppe Inc.
827 Linden St., Allentown

Bookarama
Westgate Mall
Bethlehem

Bookarama
South Mall
3300 Lehigh St., Allentown

Moravian Book Shop
428 Main St., Bethlehem

Waldenbooks
Trexler Mall, Trexertown

Waldenbooks
Lehigh Valley Mall

which can be used immediately after birth and up to six weeks of age to measure the behavioral and neurologic status of newborns.

During his seminar for professionals, Brazelton and assisting faculty from the Child Development Unit of Boston's Children's Hospital, will address the theoretical aspects of the development assessments of infants and toddlers. During breakout sessions, the uses of the Brazelton Scale will be demonstrated on actual patients with the parents present.

At the conclusion of the conference, participants will be able to discuss components of the Brazelton Scale and its uses in assessing high risk infants. They will also discuss implementation of the developmental assessment of normal and abnormal toddlers; intervention strategies for supporting needs of families with handicapped children, and the implementation of the developmental assessment in a primary care office setting.

For information about registration and fees for the conferences, call 778-CARE.

Problems of Elderly Focus of Workshop

As the population grows older, physicians and other health care professionals must be prepared for the special medical and psychological needs of senior citizens.

A special one-day workshop to provide medical personnel with an in-depth summary of the physical and emotional disorders relating to senior citizens will be sponsored by The Allentown Hospital's Department of Psychiatry and Mead Johnson's Pharmaceutical Division.

The conference, entitled "Geriatric Medicine: A Holistic Approach," will be held Wednesday, September 17 at the Holiday Inn West, Routes 22 and 309 in Allentown. Guest speakers will dis-

cuss the normal aging process, the impact of physical and psychiatric disorders on the elderly and treatment.

The purpose of the workshop is to help family practitioners, general internists, psychiatrists and other health care professionals who treat senior citizens assess the various physical, emotional and development concerns associated with aging.

In addition, the conference faculty will define the current scope of problems faced by the elderly and the future magnitude of these problems.

"Geriatric medicine has gradually become more specialized in order to meet the increasing needs of our growing elderly society," according to

John F. Mitchell, M.D., chairman of the Hospital's Department of Psychiatry. "As the specialty evolves, we need to remember the interrelation between our patients' medical and emotional problems. Continued education in geriatric medicine as a holistic discipline will be necessary," said Mitchell.

The registration fee is \$30 for physicians and \$20 for resident physicians and allied health professionals. The fee covers the cost of workshop materials, breaks, lunch and reception.

For more information or a registration form, call 778-CARE.

Allentown Breast Diagnostic Center Opens

(Continued from page 1)

she eats. Her doctor encouraged her to use the self-examination techniques she had learned at the center and to be alert for any changes needing to be checked more thoroughly.

This story is fictitious, but as many as 30 to 40 women a day are screened for breast cancer on an outpatient basis at The Allentown Hospital and at the Allentown Breast Diagnostic Center. The new diagnostic center is in a physician-owned medical office building next to the Hospital.

The opening of the Allentown Breast Diagnostic Center brings together the personalized care of technicians and radiologists with advanced diagnostic equipment, said Walter Eberts, B.S., R.T., administrative director of Radiology at The Allentown Hospital.

"The center enhances the complement of services offered for women at The Allentown Hospital," according to Paul E. Nurick, executive vice president. "This is an extension of the existing service at the Hospital. The new facility can accommodate the growing number of patients who need this diagnostic service in an

atmosphere that is comfortable," Nurick said.

Two different diagnostic tools are used to determine whether a mass or an asymmetrical change in a woman's breast is significant. Two Senograph 500T x-ray mammography units with magnification capabilities to see more minute details are used, as well as a water path ultrasound machine, the only one of its kind in the Lehigh Valley. Sometimes only the x-ray will be used. Other times, a woman will need both examinations.

Because early detection is so important in successfully combating breast cancer, patients will be encouraged to learn and perform monthly breast self-examinations, according to Mary Ann Hilton, R.N., who will teach the technique to patients as part of the center's services.

Brochures describing self-examination will be given to the patient to take home. Each woman will be given the opportunity to receive individualized instructions. This session will be followed-up one month later with a phone call to see if the patient has any questions.

Women are often frightened by the need for diagnostic testing and self-conscious about doing self-examination, said Hilton. Once these barriers are crossed, Hilton said, women start realizing the benefits of using this technique. Self-breast examination is a key factor in the early detection of breast cancer.

Radiologists think the new facility will put patients more at ease. "The hope is that by conducting the test in a non-threatening, comfortable and accessible environment, patients' anxieties should be lessened," Eberts said.

The radiologists practicing at the center are: Walter J. Dex, M.D., chairman, Thomas E. Leet, M.D., Howard D. Rosenberg, M.D., Thomas R. Fitzsimmons, M.D., Charles L. Knecht III, M.D., and Harold Kunz, M.D., all of The Allentown Hospital's Department of Radiology.

The center, located at the Allentown Medical Center, 401 N. 17th St., Allentown, is open from 7:30 a.m. to 5 p.m., Monday through Friday. For more information on this service, call 778-CARE. Scheduling is done by physician referral.

HEALTH TIP

This Health Tip is part of a health information series brought to you by:



For more information: call the Allentown Breast Diagnostic Center, **778-CARE**. Free informational brochures are available.

What you don't know can hurt you.

Nobody likes to think about breast cancer. We'd rather ignore the fact that it's the number one killer of women in the United States. And that one out of every 11 women will develop it sometime during her life.

What a lot of people don't know is that most breast cancer can be cured—if it can be detected soon enough. Early detection is your most powerful tool against breast cancer.

Your best protection includes:

- regular annual checkups
- monthly breast self-examinations
- mammography

There are additional guidelines for women of all ages. This information can be obtained free of charge by calling the Allentown Breast Diagnostic Center.

Ask your doctor about scheduling an appointment at the Center. It could be the best thing you do for yourself... for today, and for all your tomorrows.

Board of Associates

(Continued from page 1)



Robert Wood

Swain School, were both elected to the Associate's Executive Committee.

S.H. Carl Bear retired as president of the Associates. He was responsible for the formation of the Associates in 1982 and acted as the first president. Under his leadership, the Associates added 44 local civic leaders as new members and established a scholarship for students at The Allentown Hospital.

The 1986 Board of Associates Scholarship of \$500 was awarded to The Allentown Hospital School of Nursing student, Fred Manthey, of Scranton. Manthey will begin his second year of study at the School of Nursing this fall.

Dr. Frailey Elected

(Continued from page 1)

his internship and residency in general surgery. He was chief surgical resident for both HealthEast Hospitals in 1974-1975.

A Temple University School of Medicine graduate, Frailey is board certified in surgery. He is a Fellow of the American College of Surgeons.

Also elected to the board officers slate were **Charles J. Scagliotti, M.D.**, Department of Surgery, president-elect; **Douglas Johnson, M.D.**, nephrologist, Department of Medicine, secretary; and **M. Bruce Viechnicki, M.D.**, Department of Obstetrics and Gynecology, treasurer.

Five physicians were elected to the medical board for three-year terms. Newly-elected members include: **Bruce A. Ellsweig, M.D.**, Department of Medicine; **Robert W. Grunberg, M.D.**, nephrologist, Department of Medicine; **Stephen K. Klasko, M.D.**, Department of Obstetrics and Gynecology; **Joseph M. Pascuzzo, D.O.**, oncologist, Department of Medicine; and **Charles F. Smith, M.D.**, Department of Pediatrics.

Medical board members help develop policies and guidelines for the Medical and Dental Staff.

New Medical and Dental Staff

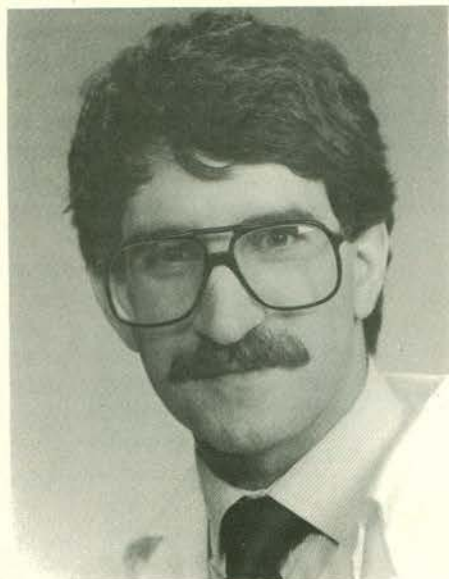
Victor J. Celani, M.D., Department of Surgery, Division of Vascular Surgery, is also on staff at the Lehigh Valley Hospital Center. He graduated from Jefferson Medical College, Philadelphia. Celani completed his internship and



Victor J. Celani, M.D.

residency at Boston City Hospital. He served a fellowship in vascular surgery at the Lehigh Valley Hospital Center. A member of the American College of Surgeons, Celani is board certified in general surgery and board eligible in vascular surgery. Celani is a member of a group practice with Kenneth McDonald, M.D., at 1275 S. Cedar Crest Blvd., Allentown.

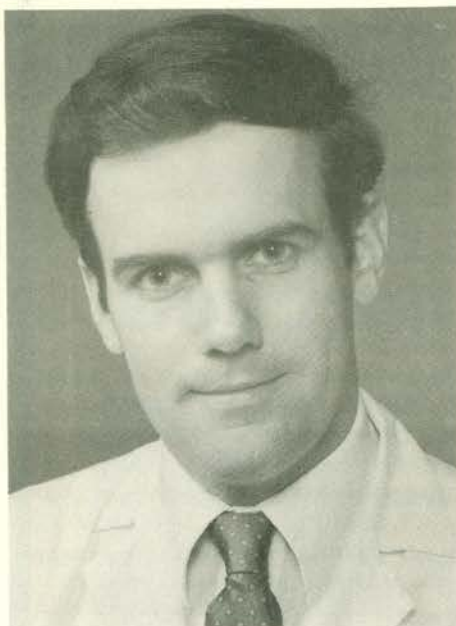
Bruce A. Feldman, D.O., Department of Medicine, Division of Internal Medicine, Section of Cardiology, is board certified in internal medicine. Feldman is also a staff member at Allentown Osteopathic Medical Center



Bruce A. Feldman, D.O.

and St. Luke's Hospital. He received his medical degree from the Philadelphia College of Osteopathic Medicine. Feldman served a residency at John F. Kennedy University Medical Center and a fellowship at the Deborah Heart and Lung Center, both in New Jersey. He is a member of the American Osteopathic Association and the American Society of Echocardiographers. He is in private practice with Drs. Bortz, Brislin, Starr and Oristaglio in Allentown.

James G. McHugh, M.D., Department of Community Medicine, who joined the Emergency Center staff, worked as an emergency physician at Chestnut Hill Hospital, Philadelphia. He earned a medical degree in the Dominican Republic and attended



James G. McHugh, M.D.

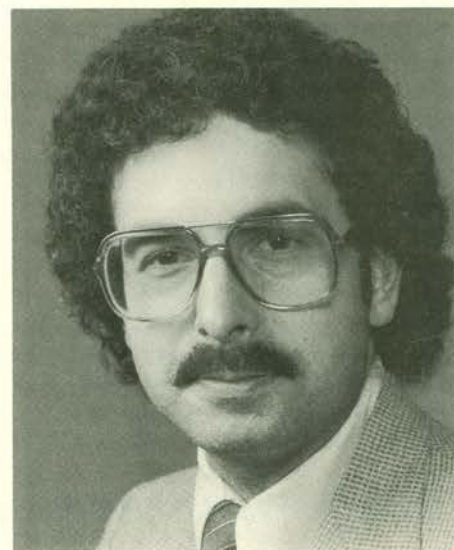
Temple University, Philadelphia. McHugh served both an internship and a residency at the Atlantic City Medical Center, New Jersey. He is a member of the American College of Physicians.

Michael S. Patriarco, D.O., Department of Obstetrics and Gynecology, is a recent graduate of The Allentown Hospital's residency program. He was the recipient of the Paul R. Bosanac, M.D., Research Award given by the Dorothy Rider Pool Health Care Trust. Patriarco graduated from the College of Osteopathic Medicine and Surgery, Des Moines, Iowa. He will practice with The Allentown Hospital physicians Thomas Hutchinson, M.D., and Bruce Viechnicki, M.D., 3131 College Heights Blvd., Allentown.



Michael S. Patriarco, D.O.

Jonathan P. Quevedo, M.D., Department of Physical Medicine and Rehabilitation, is the medical director for outpatient services at Good Shepherd Home and Rehabilitation Center. He is board certified in physical medicine and rehabilitation. He is a graduate of Columbia College of Physicians and Surgeons, New York City, where he also completed a clinical fellowship. Quevedo completed his residency at the Columbia-Presbyterian Medical Center, also in New York. He was affiliated with The John Heinz Institute of Rehabilitation Medicine, Wilkes-Barre. He is a member of the American Medical Association, the Pennsylvania Medical Association and the American Academy of Physical Medicine and Rehabilitation.



Jonathan P. Quevedo, M.D.

(Continued on page 13)

Plans Underway for New Diagnostic Center

Several groups of HealthEast Hospitals physicians are planning to start a new diagnostic center using non-invasive imagery.

The Lehigh Magnetic Imaging Center (LMIC), a non-hospital facility, will be built on land leased from the Lehigh Valley Hospital Center. LMIC should be open in early 1987, according to Thomas C. Paisley Jr., president of HealthEast Enterprises.

The facility will offer magnetic resonance imaging (MRI), a diagnostic imaging technique that uses magnetic and radio frequency fields to image body tissue and monitor body chemistry. MRI is a non-invasive, highly sensitive procedure and a safe tool, which in some cases replaces or supplements

CAT scans and other diagnostic procedures. MRI is not impeded by bone and uses no ionizing radiation or contrast agents.

Personnel at LMIC will operate highly advanced diagnostic equipment from General Electric called SIGNA MRI. This system provides exceptional quality magnetic resonance images, Paisley said.

"The new facility is a plus for the HealthEast Hospitals because this advanced technology enhances the diagnostic tools available to our physicians and maintains and advances our leadership position, especially in the neurosciences," said Paul Nurick, executive vice president of The Allentown Hospital.

Three groups of physicians and a subsidiary of HealthEast Enterprises are working together to bring MRI to the HealthEast system. Limited partnerships in the venture will soon be offered to acquire the magnetic resonance system and to finance the construction of the 5,000 square foot facility, located east of the Hospital Center's medical office building.

Besides Spectrum Health Ventures, the other general partners are: Neurologists, Inc., Lawrence P. Levitt, M.D., president; Neurosurgeons/Neuropathologists, Inc., Robert M. Jaeger, M.D., president; and Radiology Imaging Associates Limited, Alan H. Wolson, M.D., president.

New Medical and Dental Staff (Continued from page 6)



Vitaly Sawyna, M.D., Department of Surgery, is a recent graduate of the five-year HealthEast Hospitals surgical residency program. He is a graduate of the Medical College of Pennsylvania. Sawyna is in the candidate group of the American College of Surgeons and is in private practice at 2224 Liberty St., Allentown.



Daniel M. Schwartzman, M.D., Department of Obstetrics and Gynecology, is a graduate of New York University's medical school. He completed an internship and residency at Magee-Womens Hospital, Pittsburgh. Schwartzman is also on staff at St. Luke's Hospital and Muhlenberg Hospital Center, both of Bethlehem. He is a junior fellow of the American College of Obstetrics and Gynecology. Schwartzman is in group practice in Bethlehem.



Alice Wong, M.D. Department of Obstetrics and Gynecology, recently completed a residency at Temple University Hospital, Philadelphia. Wong received her medical degree from Temple University. A junior fellow of the American College of Obstetrics and Gynecology, she belongs to the Lehigh County Medical Society and the Pennsylvania Medical Society. Wong is in private practice with Concepcion Tan Yen, M.D., Allentown.

Pastoral Care

work there provides an important service to both patients and employees. The psychiatric patient is often misunderstood as being dangerous or violent. In reality, these patients are not unlike other patients and are in need of friendship, understanding, and spiritual and emotional counseling."

In order to provide care to all departments, each intern chose several areas in which they felt called to serve. "Working in a special area enables us to build a long-term relationship with patients, families, and friends," said student chaplain Lynn Miller.

"Our service to the people in the Hospital stems from the religious commitment of the church," explained Randy Phillips. "We are called to minister to the sick and to provide a response to the needs of the community."


As participants in the program, the interns are fulfilling seminary requirements by training in pastoral care. They are part of the summer clinical pastoral education program coordinated by the Lehigh Valley Hospital Center.

Each intern has earned a Bachelor of Science degree before attending the seminary. They were chosen by an application and interview process. Included in the program are: Lynn Miller, The Lutheran Theological Seminary at Gettysburg; Robert Smith, The Lutheran Theological Seminary at Philadelphia; Randy Phillips, Princeton Theological Seminary; and Lane Sapp, Moravian Theological Seminary. The fifth intern, Deborah Paton, has earned her Masters of Divinity degree from Princeton Theological Seminary.

Community networking

Palmer and the five interns are not the only chaplains serving the Hospital. Area clergy frequent each department to counsel their parishioners. In addition, while on rounds each intern refers patients to their area church or synagogue.

In the same manner, the program works closely with Lehigh Valley Hospital Center's Pastoral Care Department. The Hospital Center provides clergy with a computer listing of all parishioners in area hospitals. According to Palmer, the service is a vital component of the Hospital's program.



Nine months into her pregnancy, Kathleen Jones began experiencing complications. At 8 p.m. she was rushed to The Allentown Hospital. At midnight she gave birth to a girl, Katie, who was born with multiple birth defects.

Immediately Katie was taken to the Forrest G. Moyer, M.D., Neonatal Intensive Care Unit where the medical staff fought to save her life. After determining Katie's condition, NICU doctors and nurses realized she had only hours to live. After hearing that their daughter would not live, Katie's parents had only one request — to have their daughter baptized.

Up until a few months ago, it would have been difficult for the Joneses to contact a minister in time for their dying daughter. Now that the Pastoral Care program has begun at the Hospital, chaplains are available 24 hours.

Since the Joneses' family pastor was not immediately available, an NICU nurse paged the chaplain on call. The chaplain arrived at the Hospital minutes later to baptize Katie and provide comfort to her parents.

New Hospital service

Pastoral Care not only provides comfort and counseling to parents but also reaches patients, family members, and Hospital employees.

Under the direction of The Reverend Gregory Palmer, the Pastoral Care program officially began in June. Palmer and five student chaplains make up the staff of professionals who provide spiritual and emotional support to Hospital patients.

Someone to lean on

For patients, the chaplain can serve as a friend and can help fulfill their spiritual and emotional needs. For family members, the chaplain often serves as a liaison between the family and patient and the medical staff. Employees are finding Pastoral Care can help their patients with special needs.

Pastoral Care plays a special role in several Hospital departments including the Neonatal Intensive Care Unit, Adolescent Psychiatric Unit, Emergency Center, and the Dialysis Center.

In areas like the Dialysis Center the chaplain can play an important role in the emotional well-being of a patient. The chaplain often facilitates communication between family members and the medical staff and can provide emotional support to the family when making decisions about prolonging life.

Special people serving special needs.

The psychiatric units are other areas where Pastoral Care is making a difference. "The psychiatric units are a challenge to a chaplain," explained Robert Smith, one of the interns. "My

Reaching Out to Patients and Families

One of Palmer's future goals is an extended program with area clergy in order to provide them with a greater role in the Hospital.

"The Allentown Hospital has the resources to provide up-to-date information on health issues and concerns that are relevant to area clergy," said Palmer.

Since the inception of Pastoral Care at The Allentown Hospital, area clergy and Pastoral Care staff members have worked together to serve the spiritual and emotional needs of patients, families, and employees of the Hospital. According to Palmer, they will continue this cooperative effort to better serve the community.

Elizabeth A. Melchior
Public Relations Intern

Hospital chaplains
counsel and comfort patients,
family members and Hospital
employees. (Right) Chaplain
Lane Sapp visits with a patient
in the Dialysis Center.



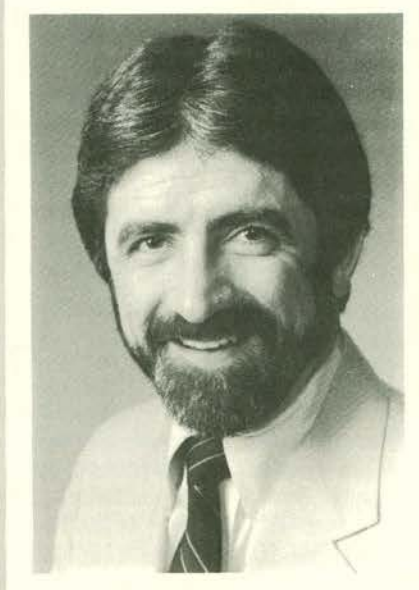
Chaplain to Head New Department

The Reverend Gregory Palmer of Allentown has joined the Hospital staff as director of Pastoral Care. He had been a chaplain at the Lehigh Valley Hospital Center.

Palmer heads a new service for patients, families, and employees, especially in the Neonatal Intensive Care Unit, Adolescent Psychiatric Unit, Emergency Center, and the Dialysis Center.

Palmer will develop clinical training opportunities within the Hospital for religious professionals. He will serve as a community liaison, coordinating and facilitating the work of area clergy in the Hospital. During the summer, Palmer supervises seminary students training in pastoral care at the Hospital.

At the Hospital Center, he helped integrate pastoral care into the normal operation of the Trauma Center. As a crisis intervention specialist, he consulted at other hospitals developing their own



trauma programs.

Palmer's other experience includes working as a clinical social worker in a drug and alcohol treatment center in Hastings, Neb. He and his wife, Debbie, operated an

emergency shelter for abused, abandoned, and neglected children.

He was also a clinical social worker at the Western Psychiatric Institute, and at the Veteran's Administration Medical Center, both in Pittsburgh.

Palmer has a Master of Divinity degree from Pittsburgh Theological Seminary and a Master of Social Work degree from the University of Pittsburgh Graduate School of Social Work. He received a Bachelor of Arts degree in religious studies and social psychology from Hastings College, Nebraska.

He interned as the assistant to the Minister of Social Ministries at the East Liberty Presbyterian Church, Pittsburgh.

Palmer is an active member of the Lehigh Presbytery. He also continues to provide counseling services through the Lehigh County Mental Health/Mental Retardation unit located at The Allentown Hospital.

Making the Rounds

Janine Fiesta, B.S.N., J.D., director of Legal Affairs for the HealthEast Hospitals, was the guest speaker at the 108th annual commencement exercises of Duquesne University's School of Nursing.

John Salvanti, Ph.D., associate vice president, clinical director of HealthEast Laboratories, was program coordinator for a recent health care conference on AIDS. "Preparing for Caring," sponsored by the Infection Control departments of the HealthEast Hospitals, was designed to provide updated information on the role of long-term health care and community facilities in dealing with the AIDS disease. Salvanti spoke on future objectives for AIDS health care in the Lehigh Valley. Other speakers included: from the HealthEast Hospitals, **Luther Rhodes III, M.D.**, chief of the division of infectious diseases; **Andrea Geshan, R.N., M.S.W.**, and **Mary Ellen Beideman, R.N., B.S.N.**, certified nurse epidemiologists; **Stephen Lammers, Ph.D.**, ethics committee advisor, **Janine Fiesta, R.N., J.D.**, director of Legal Affairs; and **Deborah Lowry, M.S.W.**, medical social worker, The Allentown Hospital.

John Mitchell, M.D., chairman, Department of Psychiatry, has been appointed to the boards of two community mental health associations. He has joined the board of directors of Valley Youth House and the board of advisors of the Lehigh County Office of Mental Health/Mental Retardation.

Sze-ya Yeh, M.D., chairman, Department of Obstetrics and Gynecology, was a faculty member for a program sponsored by the Pennsylvania Perinatal Association. The conference, entitled "Perinatal Health Care: Current Trends, Future Direction," was held in Scranton. Yeh conducted a session on "Antepartum Evaluation of the Fetus."

Geoffrey G. Hallock, M.D., plastic surgeon, Department of Surgery, addressed the 29th Japanese Plastic Surgeons Society meeting in Sapporo, Japan. He discussed the microsurgery he performed on mice to repair cleft lips a few days before the mice were born. Except for the suture area, there was no evidence of the mouse's cleft lip, according to Hallock. Hallock's research was the subject of an article in the June 1985 issue of the *Plastic and Reconstructive Surgery Society Journal*. Hallock is associate chief of plastic surgery for the Hospital's Department of Surgery.

Allen C. Brader, D.D.S., an orthodontist with the Hospital's Department of Dentistry, was elected president of the American Board of Orthodontics. The board is recognized by the American Dental Association as the only certifying board in the specialty of orthodontics. Brader, who was chief of the Hospital's Department of Dentistry from 1964-74, is one of 1,200 orthodontists in the United States who is certified by the American Board of Orthodontics.

Nelson P. Kopyt, D.O., a nephrologist with the Department of Medicine, served as a faculty member for a recent symposium. The conference was sponsored by the Lehigh Valley Chapter of the American Association of Critical Care Nurses. Kopyt, a hypertension (high blood pressure) specialist presented the topic "Hemofiltration," the process for removing excess fluid from a patient's body.

Members of the Lehigh Valley Psychiatric Society recently elected **Houshang G. Hamadani, M.D.**, psychiatrist, as their president. Two other members of the Hospital's Department of Psychiatry were also installed as officers. **Paul Orr, M.D.**, is the new secretary-treasurer and **Raymond Seckinger, M.D.**, holds the office of council-at-large.

A Chinese physician recently visited the Hospital's **Department of Obstetrics and Gynecology** to observe the clinical management of high risk pregnancies. Jia-Zhi Shan, M.D., a native of Wu Hu City, China, was hosted by **Sze-ya Yeh, M.D.**, perinatologist and department chairman.

The departments of **Psychiatry and Pediatrics** sponsored the Second Annual National Parenting Conference, which attracted 285 participants from 10 different states. Pediatricians, family physicians, nurses, psychiatrists, psychologists, teachers, counselors and social workers from Maine to Hawaii attended the conference. The program dealt with the development of children from infancy to adolescence and with ways to address parental concerns.

Thomas Miller, M.S.W., Social Services Department, has been installed as president-elect of the Delaware Valley Partial Hospital Association. This association is the largest professional organization of partial pro-

grams in the United States. Partial programs are designed for the care of psychiatric patients who no longer require hospitalization. There are 55 member programs, most of them hospital-sponsored, in the Philadelphia region. Miller is a social worker for the Hospital's psychiatric units who has done extensive research on various types of partial programs. He completed a two-year study and research proposal on evening partial programs that was recently accepted for publication by the American Association of Partial Hospital Programs. The paper will be presented at an annual conference in Toronto.

Susan L. Steward, R.N., The Allentown Hospital School of Nursing, was recently appointed to the position of coordinator, medical-surgical nursing. She had previously served as coordinator for the fundamentals of nursing curriculum.

Donna Rose, C.N.O.R., head nurse, Operating Room, was elected to the board of the local Association of Operating Room Nurses chapter. She will serve a two-year term. During installation ceremonies conducted by the national membership chairman, **Joann Haros, R.N.**, Operating Room, was honored as the group's immediate past president.

Ann Fatzinger, R.N., Operating Room, was recently installed for a two-year term as secretary of the local Association of Operating Room Nurses chapter. She also became a member of the Nurses Association of the American College of Obstetricians and Gynecologists.

The Allentown Hospital School of Nursing Alumnae Association recently held the 52nd annual alumnae luncheon to honor the graduating class of 1936. Sponsored by the class of 1979, the luncheon committee members included: **Josephine Cannariato, R.N.**, G.I. Laboratory, president of the alumnae association; **Susan Cruz, R.N.**, Ambulatory Surgery Unit, past president; **Barbara Supp, R.N.**, Acute Coronary Care Unit; and **Janice Blaker, R.N.**, G.I. Laboratory. During the luncheon, **Paul Nurick**, executive vice president, The Allentown Hospital, spoke on the latest Hospital developments. Other featured speakers were **Josephine Ritz, R.N.**, director, School of Nursing, who highlighted the school's yearly accomplishments and **Janet Kreller, R.N.**, associate clinical director, who discussed the progress of the Hospital's nursing department.

Lab Students Graduate



Medical technology students graduating this year from the Hospital's Program in Medical Technology included: (back row, left to right) Beverly Evans, Allentown; Kathryn Steinhauser, Bethlehem; John Yeager, Wilkes-Barre; Cindy Sampson, Lakewood; (first row, left to right) Janice Yevak, Hazelton; Timothy Cunningham, Catasauqua; Linda Heavener, Quakertown.

Members of the 46th graduating class of The Allentown Hospital Program in Medical Technology were honored at commencement exercises held July 24.

Awards were given to two students for high academic achievement. Linda Heavener was chosen to receive the award for the highest academic performance during lecture sessions. Janice Yevak received the clinical achievement award for the highest academic performance during laboratory sessions. The awards were presented by Richard Kisner, vice president, The Allentown Hospital.

Graduates and guests were addressed by keynote speaker John F. Salvetti, Ph.D., associate vice president, clinical director, HealthEast Laboratories.

Others who participated in commencement exercises included Proctor

Child, M.D., medical director, chairman, Department of Pathology, The Allentown Hospital, who presented the welcome address and the school pins. Beth Cepil, SM(AAM), MT(ASCP), program director, introduced members of the graduating class. The Allentown Hospital president Darryl R. Lippman presented certificates and congratulatory remarks.

Each student received 30 semester hours of college credit towards the completion of a Bachelor of Science degree in medical technology. The degrees were conferred by several of the program's nine affiliated colleges.

Under the direction of Child and Cepil, the program encompasses the following areas of study: blood bank, coagulation, chemistry, hematology, immunology, microbiology, urinalysis, management, and education.

Based in the HealthEast Labora-

tories, the students rotate through both The Allentown Hospital and Lehigh Valley Hospital Center in order to study different specialties within health care.

The graduation celebration began with a luncheon held on July 23 at the Ambassador Restaurant. During the luncheon, instructors were honored by the graduates. Kathy Mundt, S.B.S., supervisor, blood bank, was honored as outstanding lecturer, and Kay Churchman, M.S., supervisor, department of coagulation, was named outstanding laboratory instructor. Dolores Benner, S.H., supervisor, department of hematology, was chosen as medical technology instructor, honorable mention. Students also chose the department of coagulation as outstanding teaching department.

Elizabeth A. Melchior
Public Relations Intern

Nursing Appointments

EMERGENCY CENTER

David Salatino, R.N., of Fountain Hill, is the Emergency Center's new nurse manager. He had been a staff nurse in the critical care unit, in the emergency room, and for the mobile intensive care program at Mercy Hospital, Scranton, Pa.



David Salatino, R.N.

He had also worked as a staff nurse in the critical care unit and as a patient care supervisor at Mercy Hospital, Wilkes-Barre, Pa.

He received a Bachelor of Science degree in 1984 from Wilkes College, Wilkes-Barre.

Salatino became a registered nurse in 1975 after graduating from Mercy Hospital's School of Nursing, Wilkes-Barre. He is also a certified emergency medical technician as well as one of 18 mobile intensive care nurses in the state.

Salatino is a member of the American Association of Critical Care Nurses and the Luzerne-Lackawanna Association of Critical Care Nurses.

INTENSIVE CARE UNIT

Eugenia (Jannie) Pearson, R.N., of Bethlehem has been appointed head nurse of the Hospital's Intensive Care Unit (ICU). She had been a cardio-



Eugenia (Jannie) Pearson, R.N.

vascular clinical nurse specialist for the cardiac surgery program at St. Luke's Hospital, Bethlehem.

Pearson was also a critical care instructor at St. Luke's, where she taught an eight-week course for nurses. Earlier in her career, she was a general staff nurse at Hahnemann University and The Pennsylvania Hospital, both in Philadelphia, and at the Medical Center Hospital of Vermont in Burlington.

Pearson received her Master of Science degree in nursing from the University of Pennsylvania in 1981. She has a bachelor's degree in nursing from the University of Virginia in Charlottesville.

Pearson is certified by the American Association of Critical Care Nurses (AACN). She is president-elect of the AACN's Lehigh Valley Chapter.

PEDIATRICS

Nancy Roe, R.N., B.S.N., of Doylestown has joined the Pediatrics Department as head nurse. She had been a charge nurse in the pediatric intensive care unit at Johns Hopkins Hospital, Baltimore.

Her other experience includes working as a nursing staff develop-



Nancy Roe, R.N.

ment instructor at Holy Redeemer Hospital, Meadowbrook, Pa. Roe had also worked as a staff nurse in the pediatric intensive care unit at the Milton S. Hershey Medical Center.

She received a Bachelor of Science degree in nursing in 1980 from Temple University, Philadelphia.

HOME CARE

Kathleen Heist, R.N., of Walnutport and **Beverly Wasko, R.N.**, of Whitehall, have been appointed as nursing supervisors for the Hospital's Home Care Department.

Heist and Wasko are each re-

sponsible for coordinating the activities of 13 nurses. They schedule and assign nurses to provide the special care needed by various Home Care patients.

Last year, over 1,500 patients received the services of the Hospital's Home Care nurses, a 48% increase over the previous year.



Kathleen Heist, R.N.

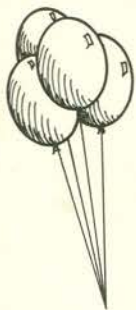
The Home Care program brings the hospital to the patient by providing individual attention to patients in the privacy and comfort of their own homes.

Heist worked as a staff nurse in the Pediatrics Department at The Allentown Hospital for 15 years and has been a home health nurse with Home Care since 1979. She is a graduate of St. Joseph Hospital School of Nursing in Reading, Pa.

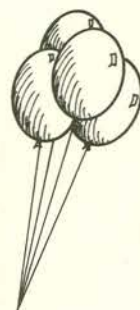


Beverly Wasko, R.N.

Wasko graduated from The Allentown Hospital School of Nursing and has worked at the Hospital for a total of nine years. She worked as a home health nurse with Home Care and was promoted to referral coordinator in 1981. Wasko holds a Bachelor of Science degree in education from East Stroudsburg State University.



CIRCUS DAY



A visit to the hospital can be fun. This is what over 270 children discovered at the Pediatrics Department's seventh annual Circus Day held on July 30. Individual children and day care classes attended. Directed by Carol Shaud, play therapist, four sessions featured either clown acts or a play period. Acts were designed to acquaint children with medical equipment and hospital procedures. Between sessions, children played with medical equipment at carnival booths.



A delicate procedure was observed by Susan Doren as her cousin Matthew Weber had his face painted during an afternoon session of Circus Day. Dressed as clowns, The Allentown Hospital School of Nursing students were on hand to help with the day's events.

PHYSICIANS DIRECTORY

Allentown Medical Center
401 North 17th Street
Allentown, PA 18104

Specialty	Suite No.	Phone	Specialty	Suite No.	Phone
■Allergy			■Pediatrics		
Jerome Dunn, M.D.	# 204	437-6293	Patricia L. Shoemaker, M.D.	# 109	435-6352
Harold Kreithen, M.D.	# 211	437-0711	Charles F. Smith, M.D.	# 109	435-6352
■Cardiology			Mary B. Stahl, M.D.	# 203	821-8033
Joseph N. Nader, M.D.	# 308	434-2776	John S. Wheeler, M.D.	# 109	435-6352
■Endocrinology			■Psychiatry		
Donald E. Barilla, M.D.	# 215	820-9557	Paul K. Gross, M.D.	# 312	820-3900
Robert B. Doll Jr., M.D.	# 215	820-9557	Betty Karron, M.D.	# 208	434-7899
Larry N. Merkle, M.D.	# 215	820-9557	Paul L. Orr, M.D.	# 214	435-4555
■Family Practice			■Renal (Kidney)		
Dennis McGorry, D.O.	# 105	432-2013	Robert W. Grunberg, M.D.	# 212	432-8488
Peter H. Neumann, M.D.	# 105	432-2013	Nelson P. Kopyt, D.O.	# 212	432-8488
■Gastroenterology			Arthur L. Levine, M.D.	# 212	432-8488
Carl F. D'Angelo, M.D.	# 207	434-5300	■Surgery		
Herbert L. Hyman, M.D.	# 207	434-5300	Lehigh Valley		
Richard L. London, M.D.	# 207	434-5300	Surgical Associates		
■Internal Medicine			William W. Frailey Jr., M.D.	# 311	437-4911
David Caccese, M.D.	# 201	432-6862	Charles J. Scagliotti, M.D.	# 311	437-4911
Harold E. Everett, M.D.	# 201	432-6862	Charles D. Schaeffer, M.D.	# 311	437-4911
John F. Horvat, M.D.	# 201	432-6862	Gerald P. Sherwin, M.D.	# 311	437-4911
James T. McNelis, D.O.	# 305	776-6666	Barry H. Slaven, M.D., Ph.D.	# 311	437-4911
John B. Paulus, D.O.	# 305	776-6666	Nora A. Suggs, M.D.	# 311	437-4911
Charles D. Peters, M.D.	# 201	432-6862	Pediatric Surgery		
Steven A. Scott, M.D.	# 201	432-6862	Andrew B. Walker, M.D.	# 206	776-0311
■Obstetrics and Gynecology			Urology and Pediatric Urology		
James T. Dorsey, M.D.	# 209	820-7070	Arthur E. Fetzer, M.D.	# 213	770-0616
Larry R. Glazerman, M.D.	# 302	434-4015	Vascular Surgery		
T.A. Gopal, M.D.	# 304	821-9244	James J. Goodreau, M.D.	# 210	437-0200
Joseph N. Greybush, M.D.	# 306	433-8853	Allied Health Services		
Earl S. Jefferis Jr., M.D.	# 301	432-5766	■Podiatry		
Stephen K. Klasko, M.D.	# 302	434-4015	David P. Steed, D.P.M.	# 310	770-0110
Carl A. Lam, M.D.	# 209	820-7070	■Psychology		
Gregory M. Lang, M.D.	# 303	437-7000	Dolores M. Kristofits, M.Ed.	# 312	437-7177
Howard M. Listwa, D.O.	# 302	434-4015	William G. Lee, Ph.D.	# 214	776-0776
Joseph A. Miller, M.D.	# 309	437-5218	Commercial Services		
Ernest Y. Normington II, M.D.	# 301	432-5766	■Allen Audiology & Hearing		
Gregory J. Radio, M.D.	# 301	432-5766	Instruments	# 101	439-1196
Robert J. Snyder, M.D.	# 301	432-5766	■Allentown Breast		
Alice M. Wong, M.D.	# 202	432-2706	Diagnostic Center	# 108	778-2790
Connie Tan Yen, M.D.	# 202	432-2706	(The Allentown Hospital)		
■Ophthalmology			Mammography		
Harry W. Buchanan IV, M.D.	# 307	433-2021	Self Breast Examination		
Thomas O. Burkholder, M.D.	# 107	433-0450	■Allentown Diagnostic Center	# 108	778-2790
George W. McGinley, M.D.	# 103	821-9454	EKG		
Mark A. Staffaroni, M.D.	# 107	433-0450	Lab		
■Pediatrics			X-ray		
Jerome Dunn, M.D.	# 204	437-6293	■The Brooklyn Bridge Restaurant	# 106	435-5755
Pasquale J. Fugazzotto, M.D.	# 203	821-8033	■The Merchants National Bank		
John P. Hentosh, M.D.	# 205	439-0044	(Office/M.O.M. machine/ Cashstream)	# 104	821-7557
Dennis W. Kean, M.D.	# 109	435-6352	■Walter's Pharmacy	# 102	435-4706
Donald L. Levick, M.D.	# 203	821-8033			
Elmer C. Long, M.D.	# 203	821-8033			
Martin D. Misenhimer, M.D.	# 109	435-6352			
Russell B. Puschak, M.D.	# 203	821-4920			



Hahnemann medical students began their studies at The Allentown Hospital and the Lehigh Valley Hospital Center on July 1. As part of an agreement between HealthEast and Hahnemann University, the HealthEast Hospitals so far have welcomed 33 third- and fourth-year medical students for clinical rotations. (Above) Hospital Obstetrics and Gynecology chairman Sze-ya Yeh, M.D., aided by one of his residents, Sheldon Linn, M.D., (right) explained the use of antepartum testing during high-risk pregnancies. Other specialties included in the program are medicine, surgery, psychiatry and pediatrics.

CONTRIBUTIONS TO THE ALLENTOWN HOSPITAL

THE ALLENTOWN HOSPITAL ACKNOWLEDGES WITH DEEP APPRECIATION
THE FOLLOWING CONTRIBUTIONS:

MEMORIAL CONTRIBUTIONS

In memory of Kathryn Baumgartner
Lehigh Valley Orthopedics, Inc.

In memory of Mrs. Katherine Bentz
Mrs. Charles G. Helwig

In memory of Peter P. Brungard III
Alumnae Association
of The Allentown Hospital
School of Nursing

In memory of Charles R. Cohn
Mr. and Mrs. Abram Samuels

In memory of J. Oliver Doern
Mr. and Mrs. Abram Samuels

In memory of Mrs. Jeanette Guttman
Auxiliary of The Allentown Hospital

In memory of Wilmer M. Hill
Alumnae Association of
The Allentown Hospital
School of Nursing

In memory of Willis Hillegass
Department of Health Services,
School District of the
City of Allentown

Mrs. Anna Dreher
Mr. and Mrs. Walter J. Fenstermacher Jr.
Ms. Bonda S. Frederickson
Mr. Norman Harry
Mr. Victor Harry
Mr. and Mrs. Al Haytmanek
Mrs. Marie Heimbach
Mrs. Alma W. Holland

Ms. Susan B. Reinhold
Mrs. Mary A. Rossetti
Ms. Nancy Schneider
Mr. and Mrs. Everett Stoneback
Mrs. Naomi Young
Woman's Golf Assoc. of
Brookside Country Club

In memory of Naomi Houser
Alumnae Association of
The Allentown Hospital
School of Nursing

In memory of Nancy Jaeger
The North Plainfield Education
Association, Warren, New Jersey

In memory of Earl S. Jefferis Sr.
Ms. Dorothy L. Burkhardt
Dr. and Mrs. Ernest Normington
Drs. Normington, Radio, Snyder
& Office Staff
Dr. and Mrs. Gregory Radio

In memory of Rebecca Klein
Allentown Hospital Sunshine Fund
Mr. and Mrs. Abram Samuels
Dr. and Mrs. Charles D. Schaeffer

In memory of Ann Kopenhaver
Lehigh Valley Orthopedics, Inc.

In memory of Albert J. LaSalle
Mrs. Grace L. Ford
His Friends and Co-workers at PSFS
Mrs. Edna Mary McClellan

In memory of Freda K. Levin
Lenny and Arlene Samuelson

In memory of Kermit W. Luetten
Alumnae Association of
The Allentown Hospital
School of Nursing

In memory of Frank Ochs
Lenny and Arlene Samuelson

In memory of Mary Lucille Peters
Verona M. Schray

In memory of Sidney Rosenblatt
Lehigh Valley Orthopedics, Inc.

In memory of Mrs. Eugenia Savarese
Dr. and Mrs. Robert P. Fenstermacher Jr.

In memory of Baby Boy Sherry
Susan and Stuart Shmookler

In memory of Mrs. Edna Troxell
Auxiliary of The Allentown Hospital

In memory of Margaret Unger
Mr. and Mrs. Granville Moyer

In memory of Dr. and Mrs. Takeo Yamashita
Mr. and Mrs. Granville Moyer

In memory of Louis Zenz
Alumnae Association of
The Allentown Hospital
School of Nursing
Finance America
Mr. and Mrs. Michael Klapac
Mr. and Mrs. James Koutsouros
Neighbors of Ettwein Street

CARE CLUB

“ In complete sincerity and with no exaggeration whatsoever, Allentown Hospital provided the finest, most considerate, competent, and overall kindest treatment that my husband, Rev. Louis Ewald, or any other family member, has ever received in any medical facility. Their treatment of his family members was as excellent as their treatment of Rev. Ewald. Without exception, all personnel, in any assigned job, were not only cheerful and unfailingly helpful, but everyone in the entire hospital went “beyond the call of duty” to make things easier and reflect sympathetic understanding. Doctors kindly took time to explain.

God bless you all! What a comfort it is to know that a loved one at least spent his last days in so fine a place, among such kind people! In deep gratitude.

Emeline B. Ewald
(wife of ICU and 4-T patient)
Allentown

My grandmother, a Cedarbrook resident, was the patient. Her care and the accommodations your hospital provided for a large family in seeing her through a serious and complicated illness was greatly appreciated. All staff was considerate, supportive and their care and concern was very much appreciated. Thank you.

Carole Sandt
(granddaughter of ICU, 4-T, 5-T patient)
Bethlehem

I want to thank the staff on 5-T for the concern they showed for me as an individual patient. I will highly recommend The Allentown Hospital on the experiences I had recently.

I cannot express in words how important it was to have the most excellent nursing care. The nurses were and are wonderful, not only in nursing skills, but also in displayed personality, and ability to work together well.

Greta M. Weaver
(5-T patient)
Palmerton

I wish to thank each and every person who was involved in the care of my baby and me. I am most sincere in saying each did his or her job to their best.

The food was delicious and the Housekeeping staff was very polite and friendly. Thank you again.

Mary Ann McFadden
(3-T patient)
Northampton

Public Relations Department
The Allentown Hospital
17th and Chew Streets
Allentown, PA 18102

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