



BARBARA SAMUEL LOFTUS, Ph.D.

1013 Woodland Way
Clarks Summit, PA 18411

*Native of
Scranton, PA*

ACADEMIC BACKGROUND

Doctor of Philosophy in Business Administration	Syracuse University, Syracuse, NY December 1992 Specialization: Marketing and Innovation Management Dissertation Topic: "The Developing Buyer-Seller Relationship within an Emerging Technology Market"
Master of Business Administration	University of Scranton, Scranton, PA May 1982
Bachelor of Science in Business Administration	Susquehanna University, Selinsgrove, PA May 1977

PROFESSIONAL HISTORY

Assistant Professor of Business Administration
August 1991 to Present

Director of MBA Program
June 1995 to Present
Wilkes University
Wilkes-Barre, PA

Assistant Professor of Marketing
August 1989 - May 1991

Lecturer
August 1986 - May 1989
University of Scranton
Scranton, PA

Graduate Teaching Assistant
August 1983 - May 1986
Syracuse University
Syracuse, NY

Account Executive
June 1978 - June 1983
AT&T Information Systems
Wilkes-Barre & Kingston, PA

PUBLICATIONS

- Loftus, Barbara Samuel (Spring 1995). **An Exploratory Design for Studying Buyer-Seller Interactions**. In Association of Marketing Theory and Practice Conference Proceedings (Refereed).
- Loftus, Barbara Samuel and Patricia W.Meyers (Vol.4, No.4 1994). **Launching Emerging Technologies to Create New Markets: Identifying Industrial Buyers**. Logistics Information Management.
- Loftus, Barbara Samuel (June 1994). **Exploring the Early Buyer-Seller Relationship in an Emerging Technology Market**. (Abstract). In 1994 Research Conference Proceedings: Relationship Marketing: Theory, Methods and Applications (Refereed).
- Loftus, Barbara Samuel and Patricia W.Meyers (February 1993). **Launching Emerging Technologies to Create New Markets: Identifying Industrial Buyers During the Early Development of Marketing Relationships** (Abstract). In 1993 American Marketing Association Winter Educators' Conference Proceedings: **Marketing Theory and Applications** (Refereed).

AWARDS AND ACKNOWLEDGEMENTS

Outstanding Faculty Service Award
May 1995
Wilkes University

PROFESSIONAL ASSOCIATIONS

American Marketing Association
Beta Gamma Sigma, National Honor Society of Business Administration
Delta Mu Delta, National Honor Society of Business Administration, Honorary Member

CIVIC ASSOCIATIONS

Leadership Lackawanna Alumni Association, Greater Scranton Chamber of Commerce
Maternal and Family Health Services, Inc., Wilkes-Barre, PA Board Member, 1993 - Present
President's Council of Wyoming Seminary, Kingston, PA Board Member, 1992 - Present

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SS# 186-46-9847

EDUCATION

Syracuse University, Syracuse, New York
Ph.D. Candidate, degree completion expected by August 1991,
School of Management
Major Area: Marketing and Innovation Management
Minor Areas: Management Strategy and Policy
Quantitative Methods

University of Scranton, Scranton, PA
M.B.A., 1982
Major Area: Marketing

Susquehanna University, Selinsgrove, PA
B.S., Business Administration, 1977
Major Area: Management

DISSERTATION

The Developing Buyer-Seller Dyad in an Emerging Industry.

The dissertation examines the management of relationships between technology suppliers and potential adopters in one emerging technological industry within the radiology environment. Strategies are explored to enhance the buyer-seller dyad that lead to successful adoptions of technological innovations.

TEACHING EXPERIENCE

Assistant Professor, Department of Marketing, University of Scranton,
1989-1991.

Courses: Marketing Strategy Seminar
Managerial Marketing
Graduate - Marketing Management
Graduate - Promotion Management

Academic Responsibilities: - Co-moderator of University of Scranton Business Club
- Academic Faculty Advisor for Dexter Hanley College, University of Scranton

Lecturer, Department of Marketing, University of Scranton, 1986-1989

Courses: Marketing Strategy Seminar
 Managerial Marketing
 Organization and Management
 Graduate - Special Topics in New Product Development

Teaching Assistant, Department of Marketing, Syracuse University, 1983-1986.

Courses: Marketing and Society
 Promotion Management

WORK AND CONSULTING EXPERIENCE

Project consultant, Joseph M. McDade Center for Technology and Applied Research, University of Scranton, 1990-1991.

Account Executive, AT&T Information Systems, 1978-1983. Responsible for account team development and execution of marketing plans on major business accounts for enhanced data and voice communications systems.

PROFESSIONAL ASSOCIATIONS

American Marketing Association

PROFESSIONAL ACTIVITIES

Reviewer for Macmillan Publishing Company, Principles of Marketing, Second Edition, Evans and Berman (1988).

WORK-IN-PROGRESS

Loftus, Barbara Samuel and Patricia W. Meyers. "Managing Buyers-Seller Relationships in Emerging Technological Industries." Manuscript.

RESEARCH INTERESTS

Marketing Management ✓
Marketing Strategy ✓
Venture Management
New Product Development

Innovation Management
Strategic Change
Management Development
Relationship Marketing

Wilkes University

News

University Relations Office
Mark Davis, Director
Wilkes-Barre, Pennsylvania 18766
Office (717) 408-4770 Fax (717) 408-7820
e-mail davis@wilkes1.wilkes.edu

Batory and Loftus Present Papers at International Conference

Wilkes-Barre - Dr. Anne Heineman Batory of Dallas and Dr. Barbara Samuel Loftus of Clarks Summit recently presented papers at the Association of Marketing Theory and Practice Annual Conference in Charleston, South Carolina. The international conference hosted over 300 people.

Batory's paper, which was for the marketing research track, was titled "A Field Assessment of Questionnaire Length, Content, and Response Rates Among Small Businesses." Batory is currently dean of the School of Business, Society, and Public Policy at Wilkes University.

Loftus' paper was titled "Relationship Marketing Strategies for Small Regional MBA Programs" and was for the marketing education track. Loftus is the director of MBA programs at Wilkes University.

Both papers were published in a book of proceedings from the conference, titled "Expanding Marketing Horizons Into the 21st Century" Joe Chapman editor, volume 7, 1998.

MBA holders gaining new heights in job market

Illustration by Chris Kuhar

By Steve Infanti

In the 1980s, many American businesses considered a master's in business administration an "entry-level" degree. The economy was slumping and corporate America was downsizing. Companies were letting go of experienced employees and avoided paying high salaries to people with insufficient work experience.

"It left a glut of MBAs on the market, and we saw headlines forecasting the demise of the MBA and blaming it for the economy's woes," says Paul Danos, dean of The Amos Tuck School of Business Administration at Dartmouth College in Hanover, N.H. The Tuck School was the nation's first graduate school of management.

But the MBA is not extinct. Rather, it is thriving because now there is a "tremendous" demand from corporations replacing their management personnel, decimated during

downsizing, and because of vibrant U.S. and world economies, says Danos.

It's also thriving because more schools are appealing to the working executive by offering part-time MBA programs, says Dr. Barbara Samuel Loftus, associate professor of business administration and director of the MBA program at Wilkes University in Wilkes-Barre. Wilkes University's MBA program is primarily comprised of students pursuing their MBAs on a part-time basis. Only 10 percent of the students attend the program on a full-time basis.

"There's no doubt that an MBA adds a great deal of value to your career, but you used to have to put your career on hold to pursue it. That's difficult for people who have been in the work force for years," says Loftus.

The part-time MBA was not an option a decade ago and many smaller colleges and universities weren't offering an

MBAs continues on page 20

Dr.
Barbara
Loftus fel

MBAs

Continued from page 17

MBA program, notes Dr. Sam Dagher, chairman and executive director of the Business and Managerial Science Department at Marywood University in Scranton. Approximately 95 percent of the MBA students in Marywood University's program are part-time.

Dagher notes that MBA programs are responding more to the changing demands of the market by offering classes in the evening and on weekends.

"Part-time MBA programs are geared more toward middle-managers who want to move up the ladder," Dagher says. "It's a stepping stone to enrich managers with new technology and trends and add value to a company."

James W. Mentzer Jr., director of MBA program at Lebanon Valley College in Annville, notes that MBA programs are taking more of a global perspective and multi-disciplinary approach because that's what businesses want.

"Employers have been demanding more people skills and team skills, but they also want mastery of functional skills in management, finance, strategic thinking, and accounting," says Mentzer. "Schools are doing this now because employers are stakeholders in MBA programs. Businesses are telling schools they want leaders who can look at all the functions of business - marketing, accounting, management. People who can think creatively and be flexible. Businesses want well-rounded individuals, not people who can just crunch numbers."

Courses were based more on theory in the 1980s, but today's MBA programs are utilizing more professors who have real-world business experience, says Mentzer.

The popularity of the MBA is fueling higher starting salaries for graduates, says Danos of The Tuck School.

Across the nation, Class of 1997 MBAs were snapped up by corporate recruiters at a record pace and paid record salaries, says Danos. Consulting firms now pay new hires from top business schools \$83,000 annually, up from \$77,000 in 1996, according to a 1997 study by New York management consultants Brecker & Merryman Inc. Top signing bonuses increased to \$45,000 from \$40,000.

The same general pattern holds for financial services. Six-figure salaries for MBA graduates from top-tier schools are commonplace, as are "signing bonuses," tuition reimbursements and other perks, says Danos.

"Corporations need more sophisticated managers and they are getting graduates with better education because the programs have changed," says Danos.

While the MBA is popular with businesses, Danos warns that business schools must also examine whether students are achieving the skill levels that employers want.

"Business schools must continuously calibrate their curriculum with the needs of employers. We can't wait for those who hire MBA graduates to complain that these students don't really have all the skills that we think they do. A good MBA program enriches students' human capital." ■

JAN 31, 1993

THE SUNDAY TIMES
SCRANTON, PA

SUN - 54,000

Professor Gains Her Ph.D.

Barbara Samuel Loftus has received from Syracuse University a doctor of philosophy degree in business administration with a concentration in marketing and innovation management. Her dissertation researched developing relationships in an emerging technology market.

Loftus, an assistant professor of marketing at Wilkes University, received a bachelor's degree in business administration from Susquehanna University and a master's in business administration from the University of Scranton. She is a Leadership Lackawanna graduate, board member of the Wyoming Seminary President's Council and cochairman of the Community Gifts campaign for the Scranton Cultural Center.

The daughter of Mr. and Mrs. David E. Samuel, she resides in Clark's Summit with her husband, Daniel, and daughter, Caroline.



BARBARA SAMUEL LOFTUS

HIRINGS/ PROMOTIONS

First Federal Bank: Teresa Gozik-Tyson has been promoted to assistant vice president/credit administration.

Gozik-Tyson joined the association as a credit supervisor. Her banking experience also includes work as a credit analyst, special assets officer and commercial loan officer.

A graduate of Temple University with a degree in accounting, she is a resident of the Mountaintop area.

Wyoming Valley Health Care System: Dr. Richard C. Berg has joined the staff of Surgical Specialists of Wyoming Valley, located in Plains.

A graduate of Muhlenberg College, Allentown, he earned a medical degree from Penn State University College of Medicine, Hershey, and completed a residency in general surgery at Temple University Hospital, Philadelphia, before performing a two-year fellowship in Surgical Oncology and Endoscopy at Roswell Park Cancer Institute, Buffalo, N.Y.

He is a resident of Kingston.

Pennsylvania Physicians Care: The Harrisburg-based, doctor-owned health plan has announced three appointments: Paula O'Neal has been named manager of direct sales and marketing; Melinda M. Mertz has been named coordinator of broker programs, and Cory L. Dorman has been named account executive, broker programs. Dorman's sales territory covers eight counties, including Luzerne and Lackawanna counties.

Mercy Health System: Dr. Paul J. Gittlin has been appointed medical director of the Adolescent Center at Mercy Hospital, Wilkes-Barre.

A consulting school psychiatrist, he is certified by the American Board of Psychiatry and Neurology in Child and Adolescent Psychiatry and the American Board of Psychiatry and Neurology in Psychiatry.

A graduate of State University of New York at Purchase, he earned a medical degree from the Sackler School of Medicine, Tel Aviv University, New York State Program, New York, and served a residency at Albert Einstein College of Medicine, Bronx, N.Y.

He completed a fellowship child/adolescent psychiatry at the Mount Sinai Medical Center, New York, and has experience in private practice in Jamestown, N.Y. and as director of the Child/Adolescent Mental Health Unit, WCA Hospital in Jamestown.

He also has served as a consultant to the Monroe County Children & Youth Services, as director of the



Teresa Gozik-Tyson



Dr. Richard C. Berg



Dr. Paul J. Gittlin

Adolescent Program at First Hospital Wyoming Valley and as a staff psychiatrist at Children's Service Center, Tunkhannock.

He is a resident of Dallas.

Century 21 Ruggiero R.E. Inc.: Angela Brinsfield has joined the sales team.

A resident of Blakeslee, she has previous real-estate sales experience in the Hazleton area.

She also is a member of the Pennsylvania National Guard, 213th Support Group.

RETIREMENT

Martz Group: Helen Yatsko, Luzerne, a ticket agent for 41 years, has retired.

Yatsko began her career with Martz in 1957. Her retirement was celebrated by co-workers, family and friends in April at the Martz terminal on Wilkes-Barre's Public Square and at a local restaurant.

CONFERENCES

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Batory's paper was titled "A Field Assessment of Questionnaire Length, Content, and Response Rates Among Small Businesses." She is dean of the School of Business, Society and Public Policy at Wilkes University.

Loftus' paper was titled "Relationship Marketing Strategies for Small Regional MBA Programs." She is director of the university's Master of Business Administration programs.

AWARDS

Prudential Property and Casualty Insurance Company: The President's P&C Gold Award has been awarded to Joseph P. Barrasse, a sales agent in the Northern Tier Agency in Clark Summit.

Barrasse, a 12-year employee,

also has qualified for several Presidential Citations for sales and service and The Community Champion Award for outstanding community service.

He is a graduate of Penn State University.

Summit Health Care Center: Knoll Pharmaceutical Co. awarded a certificate of recognition for professional dedication and outstanding performance to Joseph Giordano.

Looking Good All Over: The Moosic salon has been selected for the Salon Today 200 list, the top beauty salons in the country chosen by Salon Today national publication.

Selection is based on professionalism, volume and growth. Looking Good All Over is a full-service salon and day spa, specializing in facial services. It is owned by Cheryl Dorman.

State Auto: Jack M. Miller of Galland Steinhauer & Repa Inc. of Kingston and Thomas Iskra of First Insurance Center Inc. of Wilkes-Barre have been named PaceSetter agents.

The award recognizes independent agents from the top State Auto agencies. Over the next year, the company will work with its PaceSetter agents to improve customer service.

Franklin Templeton Group: Peter M. Butera, assistant vice president with Merrill Lynch in Wilkes-Barre, has been named to Franklin Templeton's 1997 Advisory Council.

The council recognizes exemplary service of investment representatives who use Franklin Templeton mutual funds and Franklin Value-mark variable annuity investments. Butera was among the top 1 percent of representatives worldwide during 1997.

NOTEWORTHY

Wilkes University: Anne Lin of Mountaintop, chairwoman of the Pharmacy Practice Department, is one of seven graduates to be profiled in St. John's University's upcoming "Success Book."

See LADDER, Page 10D

HAZ. T.L. 5-3-98

Corporate Ladder

(Continued from Page 7D)

The book highlights successful alumni in different periods of their lives.

Lin's name was proposed by the Dean of Pharmacy at St. John's and she was chosen because of her success in the pharmacy field.

A 1986 doctoral graduate, she was an associate professor and director of drug information services for nine years and coordinator of the St. John's doctor of pharmacy program for two years before coming to Wilkes University in 1997.

The book will be used in recruiting students to St. John's University and in updating alumni.

Penn State Geisinger: Two employees of the month have been named for April:

■ Registered nurse Linda Gaughan is a member of the rehabilitation medicine department at Wyoming Valley Medical Center. A 17-year employee, she also has been a member of the telemetry and float teams.

She is a graduate of the Pittston Hospital School of Nursing and a member of the Association of Rehabilitation Nurses and is certified as a rehabilitation registered nurse.

She is a resident of Harding.

■ Ann Marie Popovitch is float coordinator for the health system's Eastern Region health groups. A seven-year employee, she also has worked in the finance and human resources departments.

Previously, she was employed with Luzerne Intermediate Unit No. 18 and the Northeastern Pennsylvania Heart Association.

She is a resident of Wilkes-Barre.

Wilkes University: The university's weekend Master of Business Administration degree program was recognized in the March issue of the Northeast Pennsylvania Business Journal and has been featured in "The MBA Newsletter," an international publication.

The university's MBA program also has been awarded accreditation by the Association of Collegiate Business Schools and Programs.

Fendler and Associates: Stephen J. Fendler, managing partner, has been certified as a member of the Million Dollar Advocates Fo-

rum of trial lawyers who have achieved a verdict or settlement in the amount of \$1 million or more.

Fendler is a graduate of the Dickinson School of Law and a member of county, state and national legal organizations.

Kingdom Vacations: The travel firm recently honored the customer service sales agents who generated more than \$1 million in sales for 1997.

Those agents are: Chris Everett, Laura Pish, Denise Wentzel, Linda Shedd, Marguerite Long, Deb John, Lynn Finkbeiner, Kelly Zasada, Carol Breymeier, Chardell Perugino, Jeff Perhalla, Nancy Albert, Michelle Syms, Farzad Yazdanparast, Sandy D'Ambrosio, Erin Garrison, Patty Klug, Mike Walker and Amy Whitney.

■ ASSOCIATIONS

Luzerne County Community College: Lisa Rowley, director of Dental Health, has been appointed to represent Pennsylvania on the American Dental Hygienists' Association State Education Network.

The network was organized to promote communication between the national dental hygiene association and each state's dental hygiene education program.

Rowley will represent the 10 dental hygiene education programs in Pennsylvania. She will monitor dental hygiene education issues including new program development and accreditation site visits.

Robert A. Saul, CPCU, longtime surety executive and president of Saul-Metcho, Kingston, was elected the 50th president of the National Association of Surety Bond Producers during the 56th annual meeting held in Puerto Rico.

Saul worked in the surety industry since 1967 when he joined the agency founded by his father.

Saul-Metcho is the largest construction insurance and surety agency in Northeastern Pennsylvania. Saul holds the Chartered Property & Casualty Underwriter designation.

Saul holds a bachelor's degree in business administration from Rutgers University and served as a captain in the U.S. Air Force from 1963 to 1967. He is a resident of Dallas.

**Wilkes U. re-engineers
M.B.A. program**

Dr. Gary A. Giamartino, dean of Wilkes University's School of Business, Society and Public Policy, has announced sweeping changes in the school's Master of Business Administration Program to address the challenges of a rapidly changing business environment.

The new M.B.A. program curriculum concentrates on the development of core managerial competencies and skills designed to develop more effective managers.

Dr. Barbara Samuel Loftus, assistant professor of business administration, has been named director of the M.B.A. program.

CV
8/19/95

Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773/FAX (717)824-2934

Wilkes University Announces Appointments in School of Business, Society and Public Policy

Wilkes-Barre-- Dr. Gary A. Giamartino, dean, Wilkes University School of Business, Society and Public Policy, recently announced reappointments and new appointments among the School's faculty.

Dr. Robert D. Seeley, Shavertown, was appointed acting chair of the department of business administration and economics. Also, Dr. Thomas J. Baldino, Mountaintop, was reappointed chair of the department of political science and public administration, and Dr. Michael S. Garr, Wilkes-Barre, was reappointed chair of the department of sociology and anthropology.

In addition, the former position of director of graduate studies in the School of Business, Society and Public Policy was reorganized into two positions: director of the Master's of Business Administration (MBA) program and director of the Master's of Health Administration (MHA) program. Dr. Ashim Basu, Wilkes-Barre, was appointed chair of the department of health services administration and

-MORE-

1ST ADD - WILKES ANNOUNCES APPOINTMENTS

director of the MHA program. While, Dr. Barbara Samuel Loftus, Clarks Summit, was appointed director of the MBA program.

"The reorganization of graduate studies will allow us to devote more attention to the unique needs of each of these graduate degree programs," said Giamartino.

"Wilkes offers a variety of programs which do an excellent job of building competence and confidence in students," added Giamartino. "Many of these programs have developed regional reputations for their quality and standards."

Wilkes University News

Christine Liberaski
Communications Assistant
University Relations
Wilkes-Barre, Pennsylvania 18766
(717) 831-4773

SMALL BUSINESS DEVELOPMENT CENTER TO PRESENT MARKETING SEMINAR AT WILKES UNIVERSITY

WILKES-BARRE - - The Small Business Development Center (SBDC) of Wilkes University will continue with their Fall 1994 Seminar Series with "Marketing for Small Business," on Monday, October 10, from 7 to 9 p.m., in room 214 of the Arnaud C. Marts Center, 274 South Franklin Street.

Dr. Barbara Samuel Loftus will speak on the keys to successful business through a unique marketing strategy. She will teach several marketing techniques and new market developments for products. Loftus is an assistant professor of business and economics at Wilkes University.

The SBDC provides in-depth quality assistance to potential and existing small businesses. Its purpose is to provide entrepreneurs with comprehensive management, technical assistance and to enhance the contribution of small business to the local community.

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1ST ADD - SBDC TO PRESENT MARKETING SEMINAR AT WILKES UNIVERSITY

Other SBDC seminars this fall will be, "Franchising Opportunities," on Tuesday, October 25; "Accounting for Small Business," on Monday, October 31; and "Small Business Retirement and Estate Planning," on Tuesday, November 15. The seminars will be held in the Marts Center.

All classes are taught by Wilkes University faculty and SBDC staff. Seminars are held on weekday evenings, giving busy entrepreneurs the freedom to attend without interrupting their business day. Classes are informal with plenty of opportunity for questions and networking.

For more information on attending the seminars, please contact the Wilkes University SBDC at (717) 831-4340 or 1-800-WILKES-U, ext. 4340.

CV 6/15/94



Delta Mu Delta installs 167th chapter at Wilkes

Delta Mu Delta, a national honor society in business administration, recently installed its 167th chapter at Wilkes University. At the induction of the Zeta Psi Chapter, 33 current MBA students and 25 MBA alumni were recognized for scholastic excellence. Chapter faculty co-advisors are Dr. Barbara Samuel Loftus and Dr. Anne Heineman Batory.

From left are Dr. J. Michel Lennon, vice president, academic affairs; Dr. Gary Giamartino, dean, School of Business, Society/Public Policy; Dr. Walter Rohrs, Delta Mu Delta; Dr. Barbara Samuel Loftus, and Dr. Ann Heineman Batory, Zeta Psi co-advisors; Anthony Korch III, president, Zeta Psi; Blake Gillett, MBA student, vice president Zeta Psi.

Wilkes University News

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Wilkes University Re-Engineers Master's of Business Administration Program

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Dr. Giamartino stresses that the new M.B.A. Program curriculum concentrates on the development of core managerial competencies and skills designed to develop more effective managers. Core skills, such as enhanced communication abilities, team decision-making and cross-functional integration are emphasized in the re-engineered M.B.A.

The new M.B.A. Program is designed to provide management education at the master's level for those students who have had an undergraduate background in business, accounting or economics as well as a background in other varied academic disciplines. Wilkes's M.B.A. curriculum is divided into foundation, core and elective classes, and is offered during semester evening hours and trimester

-MORE-

1ST ADD - WILKES RE-ENGINEERS MBA PROGRAM

weekend hours throughout the academic year.

Wilkes University's M.B.A. redesign team included faculty and graduate students from various departments to ensure that the elements of the program meshed with the needs of the graduate student body.

The M.B.A. Program announcements coincide with the fall semester opening of a new classroom and office building on the Wilkes campus. The School of Business, Society and Public Policy will be housed in this new building and will serve the academic needs of Wilkes's 200 M.B.A. students.

Dr. Barbara Samuel Loftus, assistant professor of business administration, has been named director of the M.B.A. Program with primary responsibilities for administration, coordination and marketing of the program. Dr. Loftus, who teaches undergraduate and graduate courses in marketing, received her Ph.D. in business administration from Syracuse University. She resides in Clarks Summit.

For further information on the M.B.A. Program at Wilkes call (717) 831-4703 or 1-800-WILKES-U, ext. 4703.

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Corporate Ladder

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Those agents are: Chris Everett, Laura Pish, Denise Wentzel, Linda Shedd, Marguerite Long, Deb John, Lynn Finkbeiner, Kelly Zasada, Carol Breymeier, Chardell Peruggino, Jeff Perhalla, Nancy Albert, Michelle Syms, Farzad Yazdanparast, Sandy D'Ambrosio, Erin Garrison, Patty Klug, Mike Walker and Amy Whitney.

■ ASSOCIATIONS

Luzerne County Community College: Lisa Rowley, director of Dental Health, has been appointed to represent Pennsylvania on the American Dental Hygienists' Association State Education Network.

The network was organized to promote communication between the national dental hygiene association and each state's dental hygiene education program.

Rowley will represent the 10 dental hygiene education programs in Pennsylvania. She will monitor dental hygiene education issues including new program development and accreditation site visits.

Robert A. Saul, CPCU, longtime surety executive and president of Saul-Metchco, Kingston, was elected the 50th president of the National Association of Surety Bond Producers during the 56th annual meeting held in Puerto Rico.

Saul worked in the surety industry since 1967 when he joined the agency founded by his father.

Saul-Metchco is the largest construction insurance and surety agency in Northeastern Pennsylvania. Saul holds the Chartered Property & Casualty Underwriter designation.

Saul holds a bachelor's degree in business administration from Rutgers University and served as a captain in the U.S. Air Force from 1963 to 1967. He is a resident of Dallas.

HIRINGS/ PROMOTIONS

First Federal Bank: Teresa Gozik-Tyson has been promoted to assistant vice president/credit administration.

Gozik-Tyson joined the association as a credit supervisor. Her banking experience also includes work as a credit analyst, special assets officer and commercial loan officer.

A graduate of Temple University with a degree in accounting, she is a resident of the Mountaintop area.

Wyoming Valley Health Care System: Dr. Richard C. Berg has joined the staff of Surgical Specialists of Wyoming Valley, located in Plains.

A graduate of Muhlenberg College, Allentown, he earned a medical degree from Penn State University College of Medicine, Hershey, and completed a residency in general surgery at Temple University Hospital, Philadelphia, before performing a two-year fellowship in Surgical Oncology and Endoscopy at Roswell Park Cancer Institute, Buffalo, N.Y.

He is a resident of Kingston.

Pennsylvania Physicians Care: The Harrisburg-based, doctor-owned health plan has announced three appointments: Paula O'Neal has been named manager of direct sales and marketing; Melinda M. Mertz has been named coordinator of broker programs, and Cory L. Dorman has been named account executive, broker programs. Dorman's sales territory covers eight counties, including Luzerne and Lackawanna counties.

Mercy Health System: Dr. Paul J. Gitlin has been appointed medical director of the Adolescent Center at Mercy Hospital, Wilkes-Barre.

A consulting school psychiatrist, he is certified by the American Board of Psychiatry and Neurology in Child and Adolescent Psychiatry and the American Board of Psychiatry and Neurology in Psychiatry.

A graduate of State University of New York at Purchase, he earned a medical degree from the Sackler School of Medicine, Tel Aviv University, New York State Program, New York, and served a residency at Albert Einstein College of Medicine, Bronx, N.Y.

He completed a fellowship child/adolescent psychiatry at the Mount Sinai Medical Center, New York, and has experience in private practice in Jamestown, N.Y. and as director of the Child/Adolescent Mental Health Unit, WCA Hospital in Jamestown.

He also has served as a consultant to the Monroe County Children & Youth Services, as director of the



Teresa Gozik-Tyson



Dr. Richard C. Berg



Dr. Paul J. Gitlin

Adolescent Program at First Hospital Wyoming Valley and as a staff psychiatrist at Children's Service Center, Tunkhannock.

He is a resident of Dallas.

Century 21 Ruggiero R.E. Inc.: Angela Brinsfield has joined the sales team.

A resident of Blakeslee, she has previous real-estate sales experience in the Hazleton area.

She also is a member of the Pennsylvania National Guard, 213th Support Group.

RETIREMENT

Martz Group: Helen Yatsko, Luzerne, a ticket agent for 41 years, has retired.

Yatsko began her career with Martz in 1957. Her retirement was celebrated by co-workers, family and friends in April at the Martz terminal on Wilkes-Barre's Public Square and at a local restaurant.

CONFERENCES

Wilkes University: Anne Heine-man Batory, Dallas, and Barbara Samuel Loftus, Clarks Summit, recently presented papers at the Association of Marketing Theory and Practice annual conference in Charleston, S.C.

Batory's paper was titled "A Field Assessment of Questionnaire Length, Content, and Response Rates Among Small Businesses." She is dean of the School of Business, Society and Public Policy at Wilkes University.

Loftus' paper was titled "Relationship Marketing Strategies for Small Regional MBA Programs." She is director of the university's Master of Business Administration programs.

AWARDS

Prudential Property and Casualty Insurance Company: The President's P&C Gold Award has been awarded to Joseph P. Barrassé, a sales agent in the Northern Tier Agency in Clark Summit.

Barrassé, a 12-year employee,

also has qualified for several Presidential Citations for sales and service and The Community Champion Award for outstanding community service.

He is a graduate of Penn State University.

Summit Health Care Center: Knoll Pharmaceutical Co. awarded a certificate of recognition for professional dedication and outstanding performance to Joseph Giordano.

Looking Good All Over: The Moosic salon has been selected for the Salon Today 200 list, the top beauty salons in the country chosen by Salon Today national publication.

Selection is based on professionalism, volume and growth. Looking Good All Over is a full-service salon and day spa, specializing in facial services. It is owned by Cheryl Dorman.

State Auto: Jack M. Miller of Gal-land Steinhauer & Repa Inc. of Kingston and Thomas Iskra of First Insurance Center Inc. of Wilkes-Barre have been named PaceSetter agents.

The award recognizes independent agents from the top State Auto agencies. Over the next year, the company will work with its PaceSetter agents to improve customer service.

Franklin Templeton Group: Peter M. Butera, assistant vice president with Merrill Lynch in Wilkes-Barre, has been named to Franklin Templeton's 1997 Advisory Council.

The council recognizes exemplary service of investment representatives who use Franklin Templeton mutual funds and Franklin Value-mark variable annuity investments. Butera was among the top 1 percent of representatives worldwide during 1997.

NOTEWORTHY

Wilkes University: Anne Lin of Mountaintop, chairwoman of the Pharmacy Practice Department, is one of seven graduates to be profiled in St. John's University's upcoming "Success Book."

Corporate Ladder

(Continued from Page 7D)

The book highlights successful alumni in different periods of their lives.

Lin's name was proposed by the Dean of Pharmacy at St. John's and she was chosen because of her success in the pharmacy field.

A 1986 doctoral graduate, she was an associate professor and director of drug information services for nine years and coordinator of the St. John's doctor of pharmacy program for two years before coming to Wilkes University in 1997.

The book will be used in recruiting students to St. John's University and in updating alumni.

Penn State Gelsinger: Two employees of the month have been named for April:

■ Registered nurse Linda Gaughan is a member of the rehabilitation medicine department at Wyoming Valley Medical Center. A 17-year employee, she also has been a member of the telemetry and float teams.

She is a graduate of the Pittston Hospital School of Nursing and a member of the Association of Rehabilitation Nurses and is certified as a rehabilitation registered nurse.

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