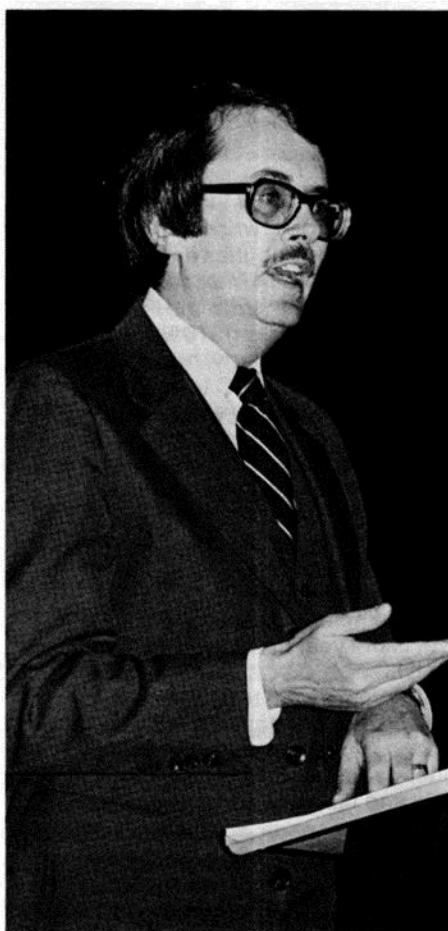


Brown Bag Seminars Continue

On January 28, the new University Comptroller, Dennis Dougherty, reviewed the 1978-79 Financial Report of the University, and with the cooperation of Vice-Provost Louis Girifalco, discussed the new procedures for "effort reporting" that will go into effect in July, 1980, in accordance with the federal regulation A-21. The large audience present was advised that a test of this effort reporting process in 1979 had achieved a gratifying response of at least 95%. Mr. Dougherty and Vice-Provost Girifalco, while both recognizing the difficulty of providing precise effort reporting, asked the help of the business administrators present to make the process effective because of its importance in maintaining the University's significant level of federal support for research.

The following week, Professor Ann Beuf spoke on "Stress and the American Family". Her identification of changing roles, images, behavioral patterns and ideologies brought out clearly the long-range nature of changes in American family life—most of them beginning before Civil War times as the country changed from an agrarian to an urban civilization. As an example, she pointed out that the current decline in school aged children is not an aberration from the norm, but a continuation of a century-old phenomenon. It was the post World War II baby boom that was the aberration.

Dean George Gerbner, speaking on February 11, related television in the United States to the culture of the age in which we live. He drew parallels between the story telling of TV to the stories of civilizations before the advent of the printing press, calling these stories the primary socializing factor for today's children. Significantly different, however, is the determination of that content by the consumer—that portion of the TV public with the most disposable cash—and the limited time frame in which motivations and fate must be indicated in a TV program. Violence is perhaps the easiest way to demonstrate power and fate in less than half an hour. And the real



Dennis Dougherty

damage of violence, he suggested, is not in encouraging the rare potential aggressor but in distorting the nature of the victim and thus instilling inappropriate fears.

Brown Bag Seminars in the Harrison-Smith-Penniman Rooms of Houston Hall at 1:00 p.m. on Mondays following Dean Gerbner's are

- February 18: W. Richard Gordon
Franklin Investments
- February 25: Janis Somerville
University Life
- March 3: Charles Scott
Changes
- March 10: Richard Buford
Campus Development Plan
- March 17: Claire Fagin
The School of Nursing



Ann Beuf



George Gerbner

May We Remind You?

The annual open enrollment period for Blue Cross-Blue Shield or a health maintenance organization will be March 1 to 14, 1980. If you would like to make changes in your group health insurance program with the University, the time to act is the first two weeks in March.

New rates become effective in April for health maintenance organization and Blue Shield 100 participation. These rates will be published prior to March 1 and are effective for one year.

Between March 1 and 14, faculty and staff personnel who receive insurance plan benefits from the University may enroll for Blue Shield 100 coverage or choose coverage in a health mainte-

Continued on Page 3.

PERSONNEL-ities



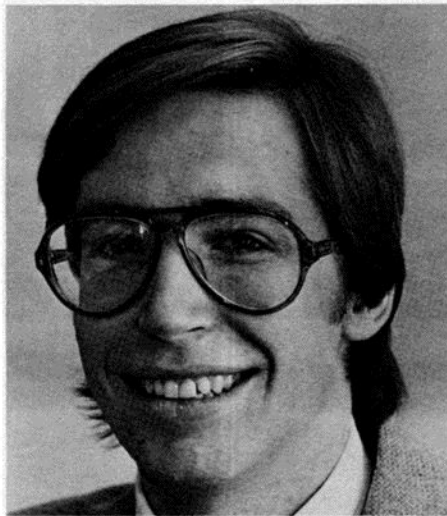
Sue Kozloff

Sue Kozloff, the new Assistant Director of Personnel Relations, cannot claim to be the first of her family to graduate from Penn. In fact, if father, brothers, uncle, and cousins are counted, there are eighteen members of her family with degrees from the University. But she can claim a distinction of sorts—if not the first, she is a member of the last graduating class from the College for Women.

As a sub-matriculant, she also received an M.S. degree from the Graduate School of Education at the same time as her bachelor's degree. That graduate degree is evidence of a long standing commitment to the field of education. A year of teaching after graduation convinced her that elementary and secondary education were not where her special talents lay, yet the interest in education continued.

Placement work with liberal arts students (as well as teachers, social workers, and nurses) at the University for three and a half years came somewhat closer to Sue's inclinations, convincing her that administration in higher education was nearer to her purpose. Now her work is personnel relations; this and a concurrent graduate program in the Wharton School bring her even further along the road to an ultimate goal in educational administration.

One of Sue's main concerns within the wide area of educational administration is the possibility of encouraging personal development plans and patterns for others in administration. While her combination of duties entailing oversight of placement of administrative job candidates and general supervision of the employment office does not leave much time for any additional projects, high on her priorities is encouragement of administrative personnel to advance through training and experience to rewarding professional careers.



John R. Corboy

John Corboy, who hails from Chicago, took up his duties as Personnel Relations Assistant in January. Following his graduation from the Faculty of Arts and Sciences in 1976 with a major in Physical Anthropology, he achieved a master's degree at U.C.L.A., also in Physical Anthropology (specializing in population genetics) in 1978. He hopes that this preparation will eventually lead him to medical school, but in the meantime it is excellent background for his work in the employment section of Personnel Relations counseling and placing technicians.

Also helpful as background for this work is the year he spent as a technician at the Fox Chase Cancer Research Institute under the tutelage of Dr. Baruch Blumberg and Dr. Thomas London. That year gave him first hand understanding of the problems of applicants and incumbents in research technician and research specialist positions.

And the problems are very real. With a major share of the University's research effort supported by grants, there is always an underlying insecurity. Will the grant be renewed? Will there be another position if the current one is terminated?

Unlike the clerical/secretarial situation handled by Carole Gurkaynak, where openings regularly exceed qualified applicants, the technical area presents the problem of more qualified applicants than openings. While at any time there may be twenty-five to thirty-five openings, there are fifty or so qualified applicants for these positions every week. John would like to spend more time counseling with those who experience job difficulties in the technical area, but so far simply reviewing applications, interviewing applicants, and making referrals has taken all of his available time.



Arlene Stewart

For Arlene Stewart, her recent appointment as Personnel Data Coordinator marks a return to an old stomping ground. For it was in Personnel Relations that Arlene first became associated with the University, initially as a secretary and later as receptionist.

Arlene, a native Philadelphian, has earned a certificate through the Community Wharton Educational Program and is scheduled to receive her first degree from the Wharton Evening School in December of this year. She is very much a member of the community; among her activities are participation in a community teen-aid program and modeling in fashion shows in local churches for community organizations.

Her work at the University is of a somewhat different nature. Following her initial experience in Personnel Relations which began in 1974, she moved to the Placement Office as administrative assistant, and has worked there for three years. During the latter portion of her tenure there she has functioned as office manager.

Her new position in Personnel Relations is different again, and the title does not really describe the duties. The job is new in its present form, but four important responsibilities for Arlene are already clear:

1. She monitors all Affirmative Action compliance forms and must be satisfied that all requirements and obligations are met.
2. She is the recipient of self-identification notices from handicapped employees and disabled veterans, and veterans of the Vietnam Era, and is their contact regarding the University's Affirmative Action Program.
3. She is the recorder of the agenda for the Hiring Review Committee.
4. She must sign off on all Personnel Action Forms that pass through the Personnel Relations Office.

RETIREMENTS

Since the list of recent retirees was published in the September issue of the *Newsletter*, we have learned of a number of additional retirements. To all of them go the best wishes of the Office of Personnel Relations for many happy and productive years ahead.

Faculty

William Dunbar, 33 years
Joseph W. Hallett, 30 years
Donald G. Lee, 43 years
Charles B. McCaffrey, 21 years
Nathan Steinberg, 6 years

Physical Medicine & Rehabilitation
Ophthalmology
Anatomy, Veterinary Medicine
Insurance
Medicine

Administrative Staff

Joseph E. Bullock, 20 years
Walter J. Cowan, 14 years
James T. Mullan, 14 years

Medical School
Intercollegiate Athletics
Construction Department

Salaried Support Staff

Keturah G. Conard, 16 years
Gladys Eberwein, 18 years
Martha E. Graca, 38 years
Helen S. Hardin, 21 years
Beatrice M. Haverly, 7 years
Mary V. Hopkins, 15 years
Virginia H. Polen, 14 years
Catherine J. Quarles, 12 years
Angelina I. Ranalli, 22 years

Biddle Law Library
Registrar's Office
Surgery
Wharton Graduate Admissions
Wharton Undergraduate Dean's Office
Parking Service
New Bolton Center
Hematology
Development & University Relations

Hourly Support Staff

Anna May Cake, 26 years
Evelyn Davis, 24 years
Frances Stell Osmian, 16 years
Nellie A. Smith, 10 years
Frank Starling, 10 years

University Bookstore
Physical Plant
Physical Plant
Physical Plant
Physical Plant

From the Executive Director of Personnel Relations

Effective February 21, 1980, no positions will be posted with asterisks to indicate that there is a strong internal candidate for the position. This practice has tended to discourage persons from applying, when their qualifications might make them strong candidates for a number of positions available at the time.

Departments should continue to indicate whether there is a strong internal candidate at the time that the Request for Employee Services is submitted. Applicants will be informed that some positions may have internal candidates, and will be encouraged to inquire during the interview. The following sentence will appear on each bulletin board used for posting, and in the "Opportunities" section of each *Almanac*:

Some positions listed may have strong internal candidates. If you would like to know about a particular position, please ask at the time of interview with a personnel counselor or hiring department representative.

It is hoped that this procedure will allow strong candidates to have their credentials compared with internal candidates, while continuing to encourage departments to promote from within when appropriate.

Gerald L. Robinson

Continued from page 1:

nance organization by completing enrollment forms in the Personnel Benefits Office, 116 Franklin Building.

For a comparison of plans except for the new rates, please refer to the *Personnel Relations Newsletter* supplement to the September 27, 1979, *Almanac*.

May We Remind You?

Forms for the annual performance reviews of administrative and support staff are available, as well as the self-appraisal form that many departments have found most helpful in the review process. If you do not have forms, they can be obtained from the Personnel Relations Assistant assigned to your school or by calling extension 6093.

WHY?

Last year at this time the University invited any employee with a disability to inform the Personnel Relations Office of that fact. Only two people did.

WHY?

Probably, in the first place, because many people who have physical disadvantages do not think of them as "handicaps" or "disabilities". There are many University employees with diabetes, or loss of sight in one eye, or arthritic conditions, or high blood pressure, or—you name it—who never think of themselves as handicapped. And for the most part, they are entirely right.

To take one example, diabetes is not a "disabling" condition. But to look at it from another point of view, it can be a terribly serious condition. It does not in any way limit one's ability to do a thoroughly superior job. But if shock occurs, it is vitally important for those closest at hand to know what condition exists and what must be done.

Or a handicap may be obvious to everyone—a disfiguring scar, for example—and yet present no impediment to work or hazard to health.

In either case, the person with the handicap is eligible for exactly the same rights to transfer or promotion as every other employee.

Perhaps the most compelling reason for reporting a handicap is safety, for one's self and for others. Any handicap that limits walking, hearing, or seeing can be a dangerous hazard in a time of emergency such as fire if it is not known to others nearby who can and will help.

So when the invitation is sent out in pay envelopes at the end of February to notify Arlene Stewart in Personnel Relations of any handicap, please remember that it is only to help you that the University makes this request. Arlene is prepared to provide counseling and placement assistance for those whose present positions do not make full use of their skills and training.

Another source of assistance is Sally Johnson in the Office of Equal Opportunity (extension 6993), who knows not only the easy access routes to the libraries and social and recreational facilities, but also is in regular contact with agencies outside the University that provide assistance to individuals with handicaps of almost any kind.

Personnel Relations Newsletter Volume 2, Number 6

The newsletter appears monthly except in June, July and August.

Photography: Bruce Rosenblum

Edited by: Bill Seiberlich

Supervised by: Douglas R. Dickson

GETTING TO KNOW YOU: The Penberth Connection

It was just at the end of World War II that Thomas Penberth and his wife opened Penny's Luncheonette on Locust Street, just a few doors from brother Harold Penberth's home on DeKalb Street. Part of the family plan was that the three Penberth daughters, Audrey, Corky, and Peggy would help out in the luncheonette. During the next three years the Penberths made many friends within the University community, enjoying especially their association with the students who frequented Penny's. At that time, there were many homes on Locust Street where students rented rooms, and Penny's became a popular meeting place. Then, after three years, the lease ran out. The story could have easily ended there—but it didn't. The affection the family had developed for the University during those three years has grown and rewarded the University well since Penny's closed.

First Audrey—married, and with a young daughter old enough to allow her mother to take a job—obtained a job in the undergraduate admissions office. That was in 1951, and except for an absence of a few years when her second daughter was born and needed her mother at home, Audrey Sena has been here since. From undergraduate admissions, she moved to the Registrar's Office and Wharton Graduate School, where she is business administrator and unofficial counselor to almost everybody.

Next there was Thomas Penberth's brother Harold—"Uncle Chuck"—to the three girls. He joined the University security force in 1953, and remained active in that service until his retirement in 1977. Audrey's husband Robert Sena later also joined the Security force, and is still a member. Their two daughters, Bobbie Anne and Audrey, have also been members of the University staff: Bobbie Anne in the Moore School Computing Center until last August, and Audrey McKenzie in the Development Office during the late sixties. According to Audrey, as each member of the family started to look for a job and asked for help, she simply advised them, "I can't get you a job here at the University, but I can certainly make a phone call and tell of my interest in you for whatever help that might be."

Corky and her husband, Daniel Kee, came next in family order, but not in University order. They were busy running a book bindery that had been in the Kee family for seventy years. And with Peggy (now Viggiano) living in New York for ten years, and then working at Gimbel's for a time after her return to Philadelphia, two of the three sisters from Penny's seemed to have forgotten the University. But their families had not.



Three members of the Penberth Connection: Corky Kee, Audrey Sena, Peggy Viggiano

Cathie Snyder, the Kees' daughter, worked for the Wharton Executive MBA program during its early years. After leaving the University in 1977 for the birth of a child, she is now looking forward to returning. Cindi Buoni, another daughter of the Kee family, has been a secretary, receptionist, and general factotum of the Management Department since 1964. Their mother, Corky Kee, followed both of her daughters in coming to the University; she has been receptionist for the FAS Advising Office since 1976. But the real newcomer in that branch of the family is father Daniel Kee. With a life-long love for books, he now is a member of the Van Pelt Library staff instead of the owner-manager of a book bindery; but he still lives with books, and now with his family at the University.

Peggy's daughter also preceded her in University service. The Margaret Viggiano listed in the 1974 telephone directory is not mother but daughter. The junior Peggy, now Peggy Schneider, started as a secretary in the Veterinary School in 1973; she is now grant administrator in the Department of Psychology. Another daughter, Tina Nemetz, worked in Personnel Records, as administrative assistant for Paul Pitts in FAS, and more recently as a temporary assistant in the Graduate Faculties records section. Even Michael Viggiano worked part time in the Veterinary School Laboratories during his high school years. And since 1974 Peggy (senior) has worked anything but part time, first as recorder and now as office manager in the Office of the Graduate Faculties.

Not to forget the Penberths, although the younger brother of Audrey, Corky and Peggy never worked for the University, his son, Jimmy, is now employed as a machine operator for the Wharton Duplicating Center.

How did fourteen members of a family not even from Philadelphia originally, but from Pottsville ("coal crackers" as one of them said) come to be so close to the University? Love for the students they met in the late forties had a lot to do with it. But something else has been at work in the intervening thirty odd years. Perhaps a composite quotation put together from the remarks of the three Penberth sisters may explain in part: "We love working for the University because we love the people—the students, the faculty, the staff. There are bad times as well as good, and sometimes we could run home screaming! But it's a good place to work, and the people are wonderful."

Pre-Retirement Planning: Chapter 3

More than sixty members of the faculty and staff have expressed interest in discussions of such topics as making the most of financial resources after retirement, health considerations, and use of extra available hours. As a result, the special task force mentioned in earlier *Newsletters* has planned several luncheon-discussion programs in the Club Room of the Faculty Club to which all interested University personnel are invited.

The first will be held at noon on Tuesday, March 6. An inexpensive lunch will be arranged, and a panel of consultants will be present to discuss and answer questions about retirement programs, Social Security, and changing financial needs after retirement.

Since the capacity of the Club Room is limited, reservations should be made by calling extension 6093.