

ShopTalk

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Meet the New V.P.s

If not for the advice of a high school football coach and a college friend, The Post's newest vice presidents, **JIM COLEY** and **MARGARET CROMELIN**, may instead, in Coley's case, be teaching gym classes at a local school today. Cromelin may have been practicing clinical psychology in the Charlottesville, Va. area. Instead, they diverted from career paths they were following as young

"My high school coach called me and told me that I ought to go check out a job at The Post," Coley recalled. "He was a teacher holding down two jobs, trying to feed a family and living in an apartment. I spent a lot of time talking to him. My parents were both in education and from the time I was young I knew that being a teacher was what I wanted to do. It was hard for me to make the decision not to do that. I came here (the Northwest Building) for an interview and got a job as a press operator trainee. I never aspired to work at a newspaper and it was my first regular full-time job."

During his first few years at The Post, Coley still struggled with his decision. His qualms aside, he began to take on more responsibilities in the pressroom. As a 21-year-old trainee, he was assigned to manage a press team in the Northwest Building.

"It was a lot of fun," he reminisced. "It was such a different work environment than it is now. I can remember at the end of Saturday night runs, you could stand down by the pressroom offices and you could hardly see the other end of the pressroom because of



PHOTO PROVIDED BY COLEY

Vice President of Production **JIM COLEY** with his family on Christmas Day, including son, Jon and wife, Jean, with twins, (l-r) Morgan and Kate.

all the ink mist in the air. And, it was hot, because we had nine presses running. But you know what, we were all in our 20s and having a good time, making decent money."

Within three years, Coley was promoted to be one of the three pressroom foremen for the Springfield Plant, which opened on October 1, 1980. From there,



PHOTO PROVIDED BY CROMELIN

Vice President of Marketing **MARGARET CROMELIN** at home with her husband Paul holding Max, and their children, Caroline and Bo.

adults and found themselves listed in The Post's masthead on January 1.

In 1976, Coley was majoring in physical education at the University of Maryland. He was concerned about the glut of teachers in the job market and the dim prospects for a job after he graduated.

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Groups Merge in Advertising

Beginning this month, the Advertising Department's Special Sections group will be incorporated into the Magazine group. The new department will include all sales and business aspects of Special Sections and the Magazine. According to Vice President of Advertising, **SUSAN O'LEARY**, this will enable all of the special sections, including MetroLife, to be produced at the lowest possible cost with the highest possible production quality.

LESLIE MORGAN STEINER, general manager of the Magazine & Special Sections group, will oversee the new department and assume the role of sales manager, Special Sections. **DOUGLAS DYKSTRA** will expand his role as business manager of the magazine to include Special Sections. **JULIE GUNDERSON**, production manager for the Magazine,



PHOTO - RUBEN RODRIGUEZ

The new Magazine and Special Sections Group includes, (standing l-r) **LARRY WILLIAMS**, **JOE WADSWORTH**, **DOUGLAS DYKSTRA**, **LESTER HOLZE**, (sitting l-r) **DIANE DuBOIS**, **LESLIE MORGAN STEINER**, **JULIE GUNDERSON** and **KELLY SULLIVAN**.

will oversee production for Special Sections in addition to her Magazine and TV Week responsibilities.

Bylines



PHOTO - CARRIE MORSE

KRISTIN RAKER, director of financial accounting, shows off some of the baby booty she received at her baby shower.

of financial accounting, on the 9th floor community room of the Northwest building. Raker became a bit suspicious when she got on an

elevator full of staff carrying gifts covered in baby shower gift-wrap. Raker and husband, Ken, are expecting their first child at the beginning of February.

On Thursday, January 10, several staff from the Accounting Department held what was supposed to be a surprise baby shower for **KRISTIN RAKER**, director

As part of The Post's ongoing partnership with Eastern High School, the Public Relations Department hosted a financial aid workshop for students and their parents on Saturday, January 12. Eighteen students and their parents attended the five-hour workshop held in the 9th floor community room at the Northwest Building. This is the second of a series of workshops to assist students with filling out forms and applications to receive financial aid to attend college.

Today, Thursday, January 17, **BARRY COLEMAN**,

Organization Development & Training, and **JANICE STEWART**, Advertising, are presenting an interviewing skills workshop at Eastern High School. Coleman and Stewart developed this program to assist Eastern juniors and seniors develop their interviewing, resume writing and personal presentation skills.

he was assigned to be a senior pressroom foreman at the (now closed) Southeast Plant in 1985, and was later promoted to pressroom superintendent. In 1988, Coley was named the Springfield Plant's manager of packaging and distribution. In 1991, he became the plant manager at the Northwest Building and in 1994 was named plant manager at Springfield. In September 2000, Coley was named director of Production. As vice president of Production, he is responsible for all Production operations and facilities.

In his 25 years at The Post, Coley is particularly proud of the Production staff's successful installation of the new presses at in College Park and Springfield in 1999. "Both of those projects came off without a hitch and everyone in this department should be proud of that," he noted.

In between juggling his job and family responsibilities, Coley earned a BS in newspaper production management from the Rochester Institute of Technology in N.Y. He lives in Darnestown, Md. with his wife, Jean; his son, Jon, 22, and his two-year-old twins Morgan and Kate. When he's not at The Post, he's home running after the twins.

After graduating from the University of Virginia in 1976 with a degree in psychology and drama, Margaret Cromelin had every intention of pursuing a career in clinical psychology. She took what she thought was a year off before beginning her graduate work in psychology. And then she went to New York for a visit that changed everything.

"I had met a guy at the University of Virginia who was a recent graduate who told me that I should consider a job in advertising and marketing — that it had a lot of tie-ins to what I studied in psychology," she explained. "He told me that if I ever came to New York

he would give me a tour of J. Walter Thompson, the big ad agency there. I had the opportunity to go and he gave me a tour on a Saturday. The place was humming and I thought, wow, this is so cool."

"I felt like I could make a contribution because I had been an advertiser and a reader for so long..."

—MARGARET CROMELIN

On the advice of an uncle in the advertising business, she set her sights on a job in the media. "He told me that if I wanted ad agency work, that it was very hard to break into, so I should go sell ads for a magazine, newspaper or radio. It would give me the opportunity to call on ad agencies and I would understand better how an agency worked."

After moving to Richmond, she sold ad space for a start up magazine, going door to door in strip malls. She then landed a job at the Martin Advertising Agency and realized her goal of working for an advertising agency. By 1980, Cromelin had met her husband, Paul and moved to Washington. A job at the Earle Palmer Brown ad agency enabled her to gain expertise in bank marketing, which led to marketing positions at Chevy Chase Bank and Mellon Bank. As part of her responsibilities, she also worked with advertising representatives from The Post.

"At Mellon I managed the consumer marketing, business to business marketing and community affairs for the Washington area subsidiary," said Cromelin. "They afforded me the opportunity to work on

corporate initiatives as well as local programs. But after many years in bank marketing, it was time for a change."

In 1999, Cromelin was hired by The Post as a marketing manager, "This was an organization that I had admired tremendously on a lot of different levels," she explained. "First the product that is produced here every day and secondly, what I knew of the organization and the values of the organization. I felt like I could make a contribution because I had been an advertiser and a reader for so long... when I moved to Washington, I wanted to someday have a job that was uniquely Washingtonian." Later that year, she moved to display advertising as the sales manager for the financial category and became director of marketing in October 2000. As vice president of marketing, she has oversight of the marketing managers and analysts group, marketing research, events marketing, creative services and consumer marketing.

Cromelin lives in Chevy Chase with her husband Paul and their children, Bo, 15 and Caroline, 18, as well as the beloved dog, Max. One of her most thrilling personal accomplishments was when she recently went skydiving with her daughter, to celebrate Caroline's 18th birthday.

POST SCRIPTS

PRODUCTION DEPARTMENT KUDOS

The Production Department recently announced that for 2001, pressroom team leader **SAM DORICK** and the Springfield Plant's Team 2 achieved the best product quality at The Post for the 10th consecutive year. **ANDRAS SENDISH** and College Park Plant's Team 3 obtained the best nightside quality. Kudos also to **WALT PLUMMER** and College Park's Team 9 for the best dayside quality in the College Park pressroom. **MIKE DIKEMAN** and the Springfield Plant's Team 12 achieved the best nightside quality in the Springfield pressroom for the second consecutive year.

GOT NEWS?

Do you have news we can use in ShopTalk? Don't forget to send your news tips and story ideas to ShopTalk! Call ShopTalk Editor Lisa Connors at x6803 (x46803) or send an e-mail to ShopTalk@washpost.com. If you know of a Post event, celebration, or retirement, please send a notice at least two weeks prior to the event. ShopTalk is delivered weekly to almost 3,000 Post employees and also mailed quarterly to retirees.



MORE POST PERKS

In addition to the employee discounts listed in last week's ShopTalk, you can also receive 10 percent off TWP logo items at The Post's kiosk at Pentagon Fashion Centre. The Post's kiosk sells T-shirts, sweatshirts, coffee mugs with famous front pages, umbrellas and more. The kiosk is located on the food court level at the mall in Pentagon City, right off the elevator.

FORMS AND MORE

If you are in search of forms, the latest news in your department, or missed an issue of ShopTalk, visit The Post's intranet site, *IntraNED*. You don't need a password or a user ID, just click on your web browser and type in *IntraNED*.

NO MARKETPLACE NEXT WEEK

There will be no Marketplace ads in next week's ShopTalk on Thursday, January 24, due to the publication of a special issue. If you have an ad running in ShopTalk, the ad will be repeated in the Thursday, January 31 issue.

MARKETPLACE

IMPORTANT NOTE ABOUT PHONE EXTENSIONS: If you have a new Avaya phone, add a 4 before the internal Post extensions listed in ShopTalk.

ISO HOUSEMATE: Housemate needed in Takoma Park, Md. Two rooms with picture windows & a full bath on a separate level. Share entrance and kitchen. Great wooded property 1/2 block from Sligo Creek hiker/biker trail. Bus, subway and Beltway nearby. Available Feb. 1., \$675/mo. Call Avram at (301)563-6978.

FOR SALE: 1996 Honda Accord EX (Black), 5 speed, tinted power windows, power moonroof, AM/FM/cass./CD, antilock brakes, dual airbags, 4-door, 89K miles, one owner, well maintained, \$11,000. Call Bernie at (703) 280-9186 or x6661.

FREE DOG: Giving away a 1-year-old black terrier to someone who is able to give him a lot of love and attention. He would really do well with someone who is home during the day. He weighs about 30 pounds, is very playful, loves kids and other dogs. He is a very good guard dog. He is paper trained and walks well off leash. He also has not had his shots and needs to be fixed, if desired. Please call Flurrie at (202) 332-8748.

FURNITURE FOR SALE: Everything must go and fast! Prices are rock bottom! Items are in good to excellent condition: Cream leather sofa - \$225, loveseat - \$200, chair - \$125 and ottoman \$50, or set for \$500; glass dining table and 4 parson chairs in dual beige design cleaned and covered - \$400; bedroom set in burgundy lacquer for \$1,500 (2 night stands, large dresser and mirror, huge armoire, bedframe), pieces also sold individually; art and paintings; new refrigerator - \$450, and other household items. Call Vivian at x7729 or (202) 371-6556.

FOR SALE: Pro-Form Space Saver Treadmill, features lap time speed display, motorized Incline & much more! Folds easy for Storage. \$250. OBO. Call Angela at x5843 or (301) 399-2495

FOR RENT: Large 1 BR condo in Adelphi, Md at Presidential Towers. Walk in closet, eat in kitchen, balcony. Near UM shuttle. \$850 includes utils. Call Merial at x30443 or (202) 829-9838.

FOR SALE: 1992 Honda Accord LX Coupe (two doors). White, auto, 118K miles, Sony AM/FM cassette, one-owner, maintenance records, good condition, \$3,500. Call Gina at (703) 263-9005.

FOR SALE: Choice of either a 3 pc. (sofa, loveseat, chair) living rm. or family rm. set, both in cream and pastel colors, \$150/OBO. Call Pete at x7652 or (301) 774-2537.

FOR RENT: Studio apartment in basement of single-family home in D.C. New paint, new carpet, new stove. Private entrance. Ample street parking. Walking distance to all campuses of American University and the Tenleytown Metro. Available Feb. 1 for \$800 a month, including utilities and some laundry privileges. Contact Liz Seymour at x3229 or (202) 537-6923.

TENNIS BALL MACHINE FOR SALE: MatchMate CBM-5, older model. New electronics. Top spin, back spin, direction control. Holds about 60 balls. \$500 will deliver or \$400 if you pick it up at my house, 65 miles SW of D.C. Call Deanna at x5346.

FOR RENT: Condo in Landmark, Va. (I-395 & Duke St) just inside of Beltway. 2 BR/ 2 BA, 1,200 sq. ft, washer/dryer, avail. Feb. 1. Call John at x7823 or (703) 241-1871.

HAVE A YOGA PARTY! Yoga is a gentle, non-competitive form of exercise. It can help bring positive transformation to our lives while we regain flexibility and strengthen our muscles. Bring your family and friends together for an hour of yoga for relaxation and stress management in the comfort of your home. Contact Jana Long, Power of One Yoga at (410) 978-1298 for more information

FOR SALE: Wrought iron dinette set with four chairs, turquoise blue, with round glass top, one year old, \$400. Excellent condition. Call Bonita at x5927 or (301) 877-6044.

FOR SALE: One Jordan Kitt's piano. Hardly used. Great condition. Price negotiable. Also, available glass top dining table. Also in great condition, \$75. If interested, call Marian x7079.

FREE! FREE! Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4963.

MARKETPLACE DEADLINE: Noon Fridays. Please include your *name, extension and home phone number*. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, 7th floor, or call x6803. To send ads via fax dial x4963; via e-mail send to shoptalk. Ads run two issues unless otherwise requested. One ad per employee, please.

THIS NEWSLETTER IS PRINTED ON RECYCLED PAPER

