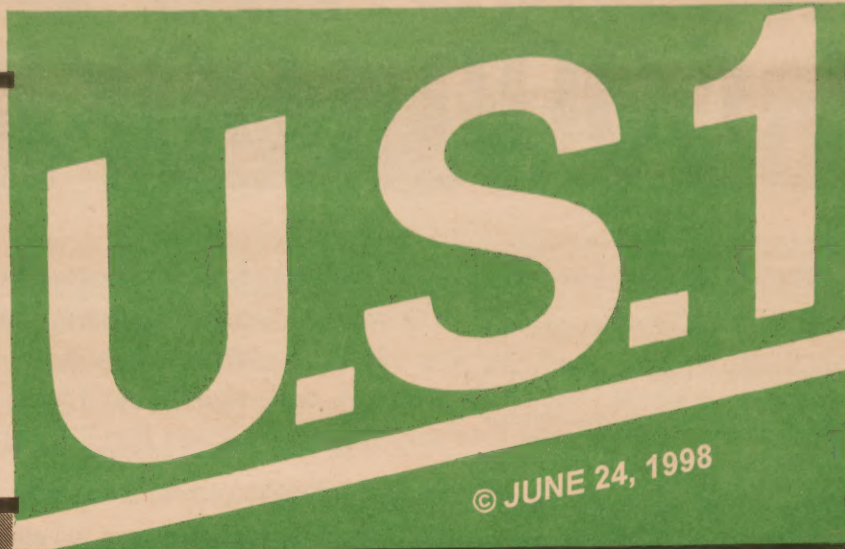


INSIDE: Lessons from the music world, page 6; Where Terpsichore soars, 34; Wu Han's musical marriage, 46; Cytogen's new marketing woes, 56.

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**Three new Princeton firms
join the fray. Page 16.**



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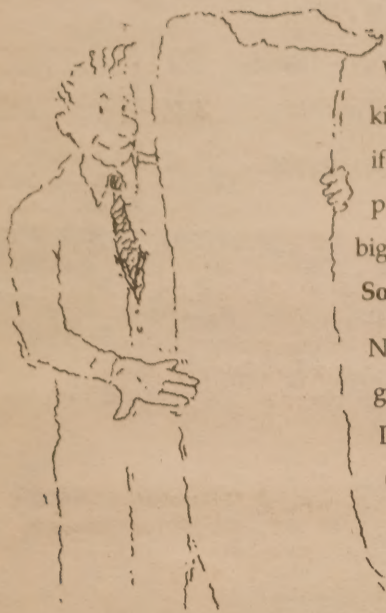
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**MEET THE
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Page 50.

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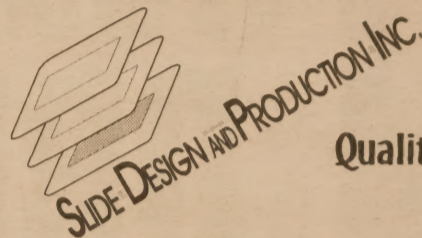


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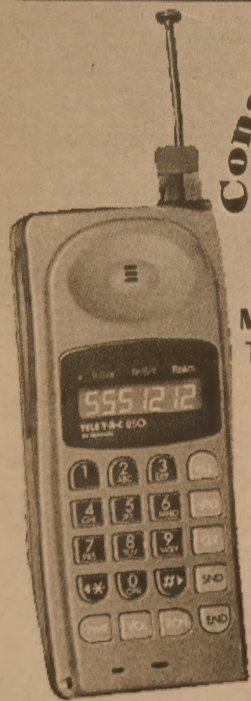
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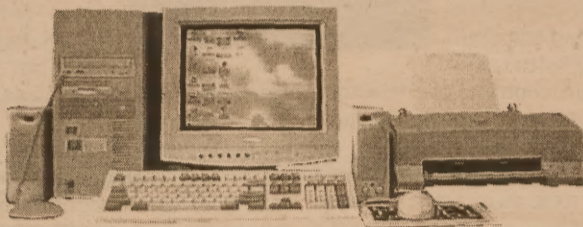


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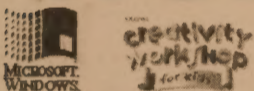
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We always seem to learn a little about our business by writing about someone else's. This week it's "presentation and persuasion," aimed at the advertising, marketing, and communications sectors of our audience. Sure enough, we learned a few things.

In the first place we discovered that this industry suffers from the same "shoemaker's children" syndrome that we do in the media. The media, we should point out, loves to tell everyone else's story, but it usually does a poor job telling its own — hence the advent of a new publication like Brill's Content. And many of the businesses polled in our fax survey for this issue failed to produce so much as a single page detailing their accomplishments and capabilities. The software industry, in contrast, overwhelmed us with material for the Business Computing issue on March 4.

But enough people did respond that we took away some wisdom. We liked hearing Shirlee Wenzel's explanation on page 55 of how she came up with her drive — as the youngest of 11 children she had to fight to be heard and her oldest brother advised her that if she had something important to say the siblings would listen. And Mardi Considine, we discovered on page 53, has a tagline we should follow: "Writing Worth Reading."

In an advertising feature on page 47 we nodded in agreement with the observation of Richard Van Fleet of Slide Design that, as desktop publishing and presentation software proliferates, business people are becoming lost in the details, often at great expense. In our business we have seen some restaurateurs, retailers, and mental health therapists so obsessed with their advertising creations that we

wonder how they have time to run their businesses. Van Fleet has a good analogy to point up the absurdity of this — we will quote him in the near future, we suspect.

Correction

U.S. 1's annual calendar proclaims that Friday, July 3, is a post-al holiday. That's incorrect, but it's easy to see how the mistake could have been made back in the dark days of December when that calendar was being prepared.

Yes, July 4 falls on a Saturday. Most businesses that are closed on Saturdays will offer Friday off, as well, and that includes organizations ranging from Sarnoff and American Re-Insurance to Mercer College, ETS, and even U.S. 1.

Friday, July 3, is also a holiday for state and federal governments and Wall Street. Organizations that generally open on Saturdays (the Postal Service and most banks) are giving July 4 as the vacation day. So, though your office may be closed July 3, the post office will try to deliver your mail.

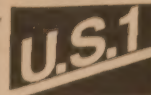
Between The Lines

To the Editor

On behalf of Animage I want to express the company's appreciation of Nicole Plett's Preview article (U.S. 1, June 10). Both nights of "Earth Bound Spirit Creatures" were performed to full houses — a feat I credit to the wonderful advance publicity. I enjoyed talking with you about subjects that not many other people are knowledgeable about or interested in.

Catharine Vaucher

INSIDE



Survival Guide

Nailing down the details on construction law and contractors; Strategies for getting grants; the SEC asks for 'plain' English

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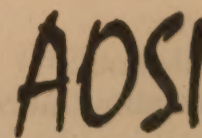
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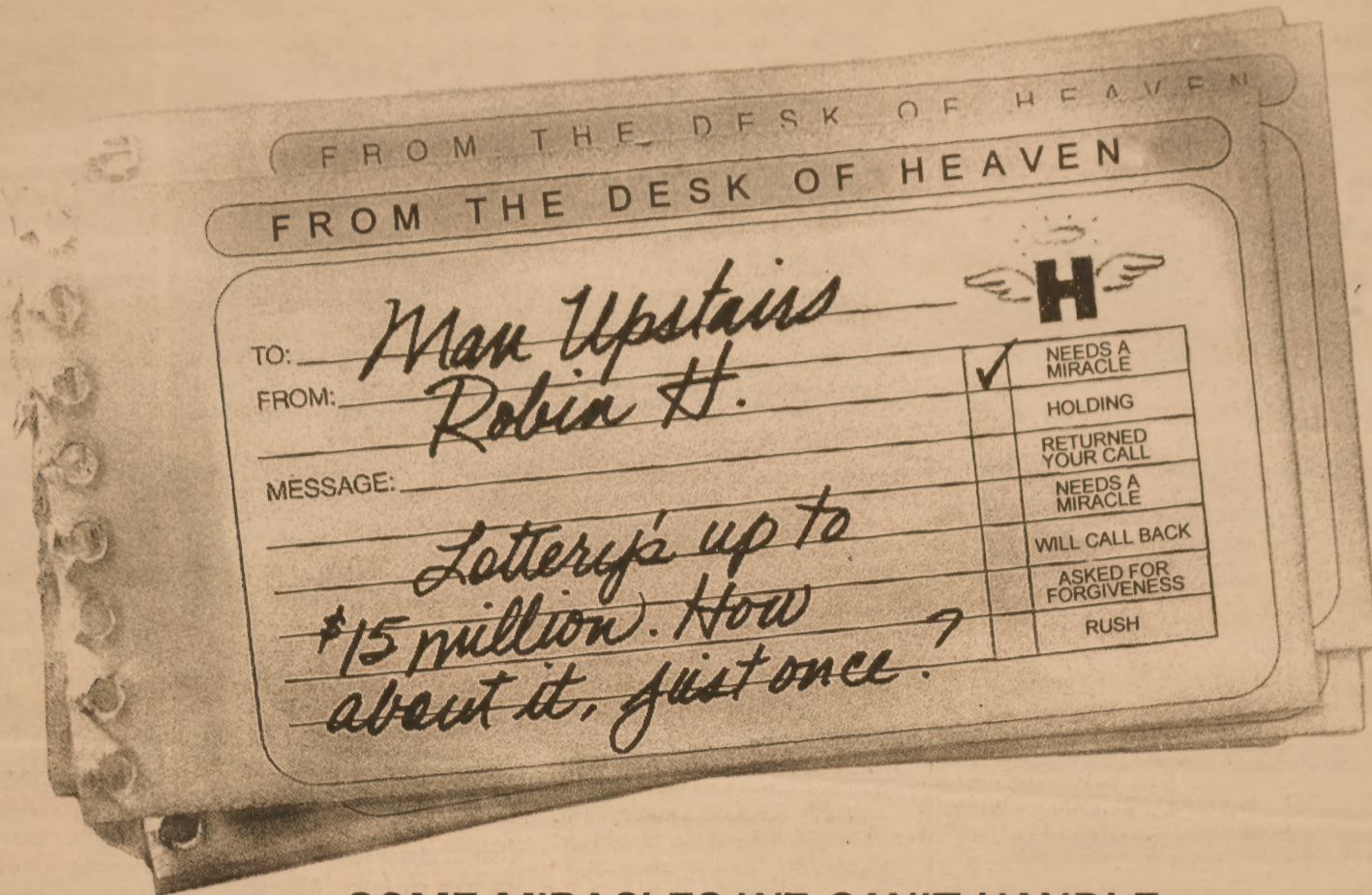


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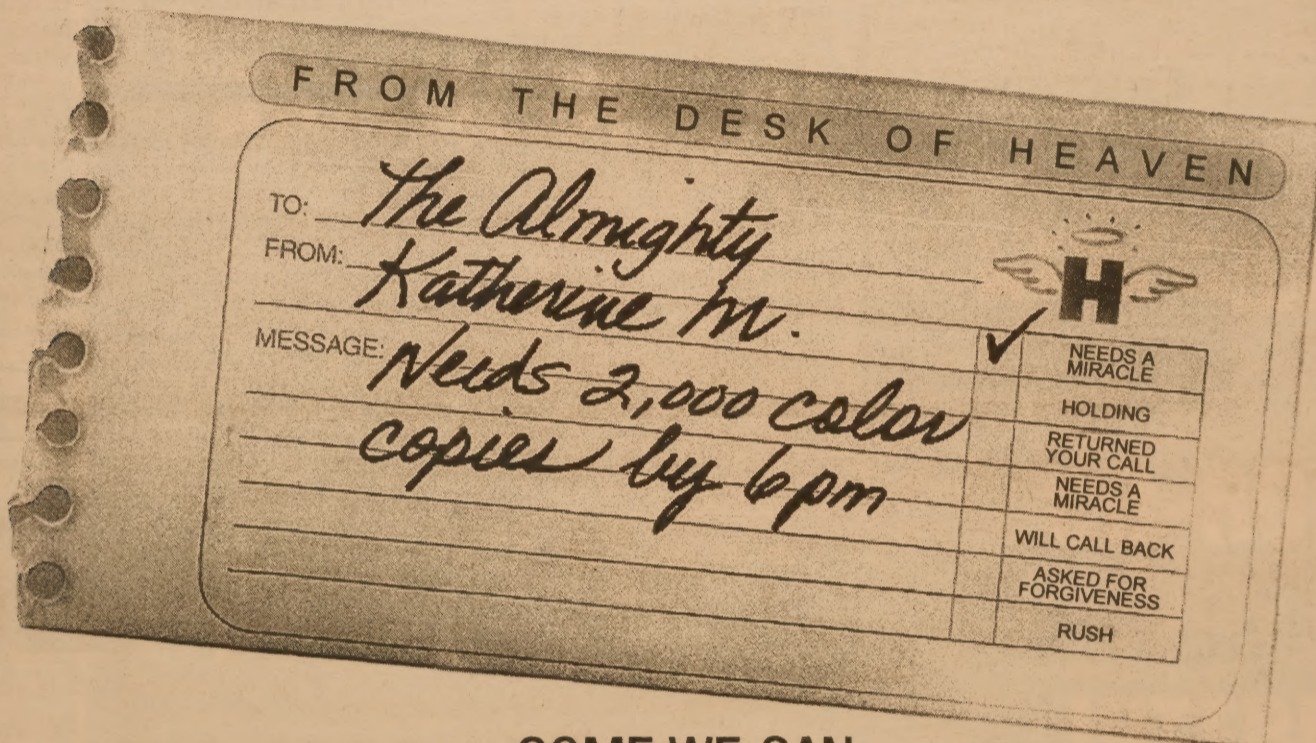
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U.S. 1 SURVIVAL GUIDE

Making It in Music Or any other Business

One, almost, are the days when record label executives would show up at a gig with a Big Break ready for some lucky but unknown band. These days, a major record label — like Columbia, Island, or Geffen, for instance — might be more willing to send out an A&R rep if a band can sell a lot of CDs before the elusive contract is rolled out.

The term A&R, which stands for artists and repertoire, is today somewhat of a misnomer, referring to a more hands-on approach that record companies applied to their performer's careers and material in days past. But musicians now are learning that the road to a recording contract is far more navigable to the self-starter.

Strategies on making it in the music business will be discussed Monday, June 29, at 7:30 p.m. at Borders Books in Nassau Park. Call 609-514-0040. A panel consisting of industry professionals from New York, Philadelphia, and Central New Jersey will offer up-and-coming musicians information on everything from press kits to making discs.

The line-up includes John

Vanhalla, a national sales manager for GRP Recording Company; John Baker, a sound engineer; Randy Alexander, a music features writer for the Trenton Times; Michael Mazur of Mazur Public Relations; Erin Riley, executive director of the Philadelphia office the National Association of Recording Arts & Sciences; Guy Austrian, summer program director for WPRB radio, and Dave Mountain, marketing manager of Disc Makers. Here's some of the advice:

First, while there might be plenty of shortcuts through the zig-zag of musical success, the bottom line is that the act has to be good enough that people will want to spend their own hard-earned cash on the artist's CDs or spend ridiculous sums of pocket change to see them play live.

GRP, says Vanhalla, wants performers who have what it calls "singular voices." "The music and the artists are number one. Our boss would say they got the goods."

'First and foremost is the music. A huge marketing and sales budget is not going to turn an artist into a star.'

In our realm, it's important for the artists to work into their own sound."

It also takes a slightly less-intangible trait: "desire," a euphemism for business sense and a knack for tireless (and sometimes, shameless) self-promotion. "What separates the equally talented artists is desire and the ability to get out

there and develop your own career at the beginning stages," says Vanhalla. "That's what attracts a label. It's so important to go beyond great music."

An artist needs good business and marketing skills not only to get the attention of a label, but also to protect his or her career from an industry which occasionally resembles the shark-laden Great Barrier Reef. "The day is gone when the label picks somebody up and manages them for their whole life," says Vanhalla.

But on the other hand, being a great businessman is no substitute for being a great artist. "First and foremost is the music," says Vanhalla. "A huge marketing and sales budget is not going to turn an artist into a star with longevity without that."

Carrying acts such as George Benson, Spyro Gyra, and Acoustic Alchemy, GRP started as an independent label but was purchased by Universal Music Group, a unit of Seagram's, the liquor manufacturer, five years ago. (The founding executives went on to join N2K, the New York City-based music multimedia firm, after the acquisition.) Incidentally, Seagram's recently purchased another music giant, Polygram, and will soon merge the two companies together, a deal that could create the largest record company in the world.

Vanhalla, 37, joined GRP four years ago after playing trombone and keyboards professionally. His experience as a trombonist helped him develop his business acumen — which landed him jobs backing Ray Charles, ska bands, and Broadway. "I attribute my business skills to being a trombonist, mainly," he says. "It's the Rodney

Continued on page 8



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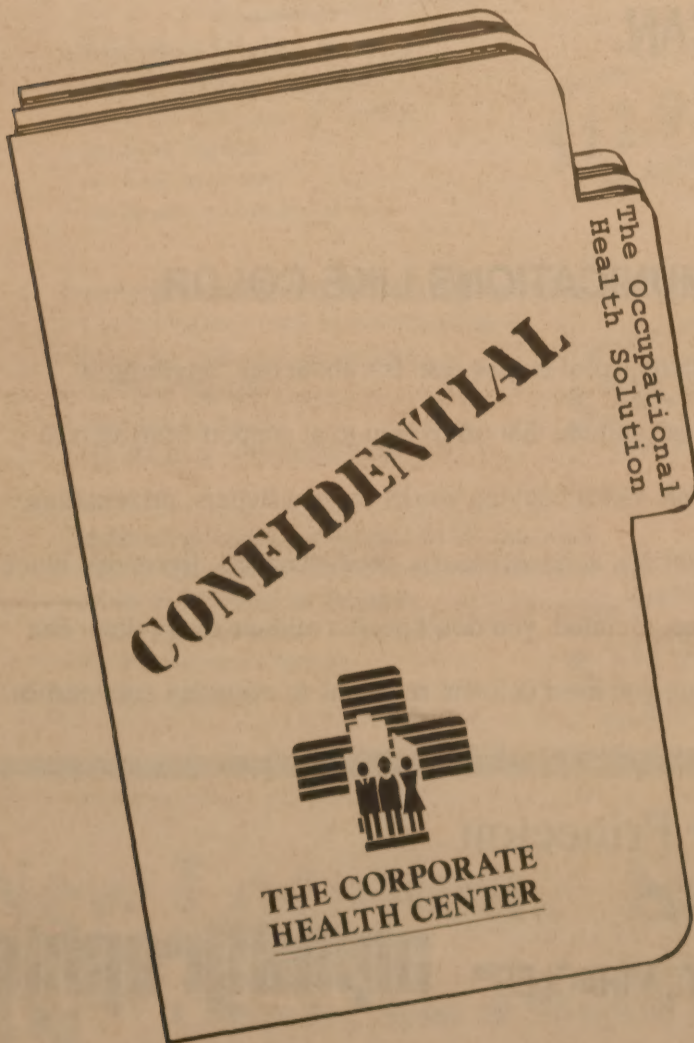
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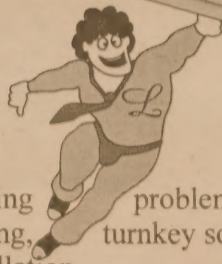
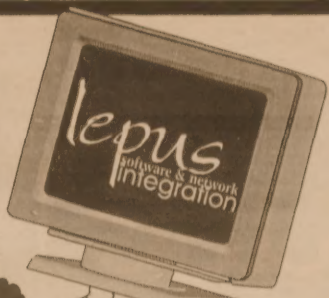
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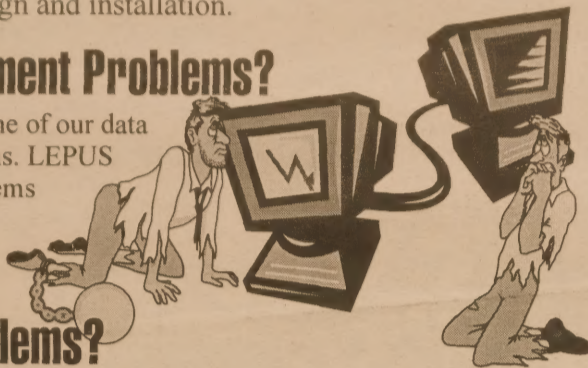


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Continued from page 6

Dangerfield of the music business. If you play an instrument like that and plan to make a living at it you've got to be a good player but you have also to be really good at getting work."

But there's a difference between being vigorous and being relentless. Mazur, who started his East Windsor-based public relations firm four years ago and is now working with acts such as Iron Maiden, Motorhead, and Full in the Mouth, doesn't recommend a hard-sell approach when dealing with reporters. "You need to care about your craft and your art, but I don't think you have to be over-the-top on pushing your talent," he says. "There's no reason to call a reporter five or ten times about one project. They're inundated with stuff and if you're thorough with what you're sending out people take that into consideration."

One of the keys, says Mazur, is following through. Years after she has become immensely popular on the alternative folk circuit, Ani DiFranco still sends thousands of fans and reporters updates on her career. Mazur is still on the mailing list. "It gets the message out that she's a workhorse. It's going to be oversaturation at some point but you want to keep the press community informed. These are all small details that can build into a great campaign down the road."

DiFranco's success demonstrates that it is possible for some artists to "make it" without ever having to sign a contract with a major label. DiFranco has become a cult favorite and has successfully spurned major labels in favor of her own label, Righteous Babe Records, which she runs out of an independent office in Buffalo. "She's does more for our business than all the print ads that I can point at," says Dave Mountain, of Disc Makers, a manufacturer of independent CDs, cassettes, and vinyl records based in Pennsauken.

"Record labels are nothing but banks that are charging you a nasty and hidden rate of interest," says Mountain. "If you can do your own stuff and sell it and keep your eye on the bottom line there is nobody else in your pocket. If you can do your own tour

booking that's a booking agent you're not paying. If you can do your own management, that's a manager you're not paying. The indie route is tough. But it is, for the long-term, one of the most successful things that you can do."

Mountain, 29, was one of the co-founders of the Philadelphia Music Conference, an autumn event that features prominent speakers and dozens of gigs by unsigned bands. Mountain is also an indie musician, a singer and songwriter for They Eat Their Young, an unsigned alternative band that produces and distributes its own CDs. At Disc Makers Mountain has also co-written an in-house publication, "The Independent Musician's Survival Guide."

In a market that heavily favors the wares of major labels, Disc Makers provides a host of services to assist indie musicians on a quest to justify a musical calling. "Jesus they need help," Mountain declares.

Disc Makers does all of its cassette work in-house, as well as CD mastering. It also burns gold (write-to) CDs, and will send silver CDs (the discs that are duplicated from the gold disc) to Sony for replication. "We send them something they can't screw up," Mountain quips.

The cost of self-producing a CD varies. To burn the music onto the gold disc costs \$49 for one disc. Replication starts in the neighborhood of \$2,500 for 1,000 discs in standard CD cases. The cost goes up for art work and designs on the CD, but the cost goes down for bulk jobs.

Bands can end up investing thousands of dollars in making a self-produced CD and there are many companies like Disc Makers to help them accomplish this along the way. But the plain fact is, the more CDs a band can sell on its own, the better off a recording artist will fare at the negotiating table with a major label. "Even the bands that make it as a major start as an indie," Mountain reports. "You have leverage. It's no longer a matter of some A&R guy going 'I hear hits from this band.' Because there are 20 other A&R guys saying the same thing about the bands."

— Peter J. Mladineo

Continued on page 10

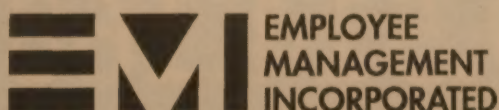
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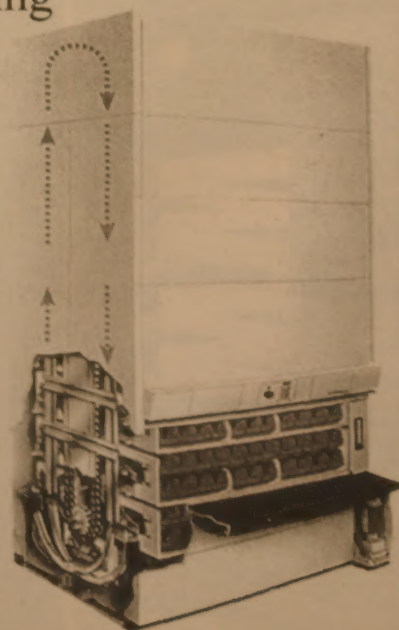
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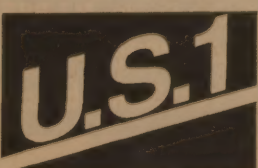
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Continued from page 8

Mixing It Up in Bucks

Bucks County is known for its historic charm and its quaintness. Now it wants to be known as Mecca for business retreats. The Bucks County Conference & Visitors Bureau holds its first "Gateway to Bucks County" cocktail reception and mixer, cosponsored by Mid-Atlantic Events Magazine, on Thursday, June 25, from 5:30 to 9 p.m. at Pen Ryn Mansion, 1601 State Road in Bensalem. Call 215-345-4552, extension 100, for information.

This event will feature representatives from all corners of Bucks County's hospitality industry. Besides members from the Bucks County Conference and Visitors Bureau, there will be food from the Lambertville House and the Yardley Inn, strolling minstrels, live jazz, and characters from Sesame Place (in costume). "It's almost a catalog that you can walk through," says David Jackson, the visitors bureau's corporate sales manager.

This is Bucks County's move to boost its image as a place well-suited for more intimate corporate retreats and team-building getaways as opposed to large, sprawling conventions. The bureau recently changed its name from the Bucks County Convention & Visitors Bureau to reflect this esthetic, reports Jackson. "We can put on a killer conference here," he says. "We're opening up the treasures of Bucks County, from its lodging to its attractions to its shopping to its museums. We've got a lot to offer — restaurants, wineries."

So far, Jackson reports, the bureau expects more than 200 attendees, who will be treated like vis-

iting foreign dignitaries visiting Disney World. After parking, the guests will be picked up by a horse and carriage and taken into the mansion, where they will be greeted by Sesame Street characters and people in Revolutionary War garb.

"Our guest list is going to include meeting and event planners. We're looking for general managers, human resource directors, public relations people, travel managers. We're looking for corporate secretaries who you and I know are really running the boat."

One of the organizers of the event is Charlene Clark, the bureau's 30-year-old assistant director. "What we were looking to do was draw the meeting planners out there, let them see Bucks County,

Bucks County doesn't have the convention centers that Valley Forge and Philadelphia have, but it has more unique settings.

but give it to them in a manner that was indicative to the county — country hospitality but with a professional flair."

Bucks County is a late entrant into the business meetings market, Clark reports. "Up until the past three years ago we haven't been strong in marketing to that market," she says. "Now we're really starting to broaden our reach. We're going outside the area and really starting to bring the business in."

Philadelphia or northern New Jersey need not worry — Bucks

County has no intention of stealing big conventions from major markets. Says Clark, "We don't have the convention centers that Valley Forge and Philadelphia have, but we have more intimate and more unique settings, with the bed and breakfasts and museums. There's plenty of business to go around, that's for sure. We have a special niche here."

Construction Law Update

As the summer heats the girders, the fresh tar, and the backhoes on construction sites, the legal landscape is getting hotter too. Terms like design/build, lien statutes, alternative dispute resolution, and the entire controversy doctrine are swirling in the air.

The New Jersey Institute for Continuing Legal Education will attempt to explain much of this new legalese on Saturday, June 27 at 9 a.m. at the Fairfield Radisson Suites in Fairfield. Cost: \$109. Call 732-249-5000 for more information.

The speakers include **Stephen W. Bialkowski**, with McClellan & Bialkowski, on lien statutes; **Steven E. Brower**, with Ravin Sarasohn, on legislative news; **Patrick J. Greene, Jr.**, with Peckar & Abramson, on delay damages; **Megan Gajewski** and **Leslie Lang** of Wilentz, Goldman & Spitzer, on school construction; **Robert McPherson** of Posner & Rubin, on alternative dispute resolution; and **James J. Ross** of Wolff & Samson, on new bond statutes.

"This is really a product of a lot of new developments, mostly statutory, that have come about in the last 10 to 12 months. Some are extremely important in terms of

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their effects on contracts that are being let publicly," says Paul Sandars, a co-chair of the New Jersey State Bar Association construction and public contract law section and an attorney with the oldest law firm in New Jersey: Lum, Danzis, Drasco, Positan & Kleinberg, the Roseland-based firm that was founded in 1869.

Sandars, 41, speaks about design/build at the seminar. "When you get into a design/build situation, contractual relationships are very different from what we're used to," he explains. In a design/build situation, the contractor and the architect are now on the same team. In the old system they would often have an adversarial relationship. "Any conflicts are going to be resolved in-house so you remove one level of conflict," says Sandars.

The downside of design/build for the building owner is insurance. "The contractor's general liability policy does not cover errors of omission," says Sandars. "He needs two kinds of insurance. There is added expense in terms of overhead."

Leslie Lang, who works out of a home office in Belle Mead, also spends her time working with building owners, who in her case tend to be school boards. "School construction is booming all over the state," she says.

And so are school construction lawsuits. "Everybody knows that litigation is the rule rather than the exception now. So you've got to prepare them for that when you start a project," says Lang. "You've got to explain to these boards of education why you should have a lawyer up front. A construction lawyer is like an apple a day."

The issue *du jour* for school construction lawyers is the new "five

primes" legislation, which is currently pending in the New Jersey Senate. While municipalities can hire one company contractor to oversee general construction, plumbing, electrical, HVAC, and structural steel, a school must put out separate bids for each of those functions. This imposes a lot of extra work for school boards, which are not exactly trained in the art of hiring contractors. "It's hard to get five contractors for a job," says Lang. "Secondly you have administrative problems. Then you also have the fingerprinting issue."

Lang started her career teaching high school in between college, (Douglass College, Class of 1978), and law school (Rutgers Newark, Class of 1984). With Wilentz, Goldman since 1986, she was the construction counsel for the \$180-million New Jersey Performing Arts Center. "There was a very short timeframe," she recalls. "That was an in-the-trenches experience working with a great construction manager, Turner Construction, and working with an owner who was really smart enough to have an in-house architect (Anne Thompson) to manage the project. She knew what to look for. She hired the resources to get the job done. It was absolutely terrific to watch that structure go up."

Homeowner Horrors

There is no free lunch," says builder Harry H. Williams. "Renovation is not a commodity. We are selling a concept, and you don't know what it is until after you have got it."

Williams joins Leo H. Mahony AIA on a panel for homeowners moderated by attorney Roger S. Mitchell of Szaferman Lakind on

Wednesday, June 24, at 7:30 p.m. at West Windsor Library, 333 North Post Road. For a reservation for the panel, entitled "Tips for Avoiding Home Remodeling Hell," call 609-275-0400.

Williams, a civil engineer who went to Lehigh, built his first house on Carnegie Lake in the 1950s when lots were \$10,000 and construction cost \$3,000. His firm, Williams Builder, is on Route 130 in Robbinsville (609-587-8500). "In the '60s people realized that it made more sense to add on than it did to move. We carved out a niche, and that's where we started," says Williams. "The market was there in the older houses and is still there."

Mahony went to Pratt Institute, Class of 1958, and has a general practice on Route 518 in Hopewell (609-466-2871). Of all his designs, he is most proud of the work he did at Ramapo College, where he was the principal architect from 1968 to 1980. He also has done at least 20 religious facilities, including St. Anthony's in Hightstown and the mosque on Route 1 South. "I'm a designer, and I love dealing with the churches and the appointments and the stained glass windows," he says.

Under state law, says Mahony, you can build a house or plan renovations in these ways:

Hire an architect to prepare a detailed plan and put it out to bid. This gives you an arms-length relationship with the builder and puts the responsibility squarely on the architect to size the beams and girders and foundations so the structure is solid. If it fails, Mahony points out, the architect has legal responsibility and can be sued.

But Williams warns that archi-

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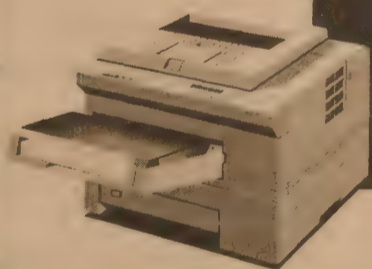
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Money Talks

Employee Stock Option Basics

BY DAVID B. WOFFINDIN



Stock option programs have gained so much in popularity that today over 5.5 million individuals are on the receiving end of stock options, hoping to cash in their new asset for big bucks.

If you are one of the lucky ones then you know that one of the biggest challenges for any option holder is deciding when to exercise the option and sell the stock for the greatest gain and smallest tax hit. Taxes due on an exercise and stock sale may be considerable, and will vary according to the type of option that is exercised as well as the timing of the exercise. One of the first things you will need to do is familiarize yourself with the type of stock option grants you hold.

Let's start with some of the basics. An employee stock option is the right to purchase company stock at a specific price — the exercise or strike price — within

a specified time period. The exercise price is typically the market value of the stock at the time of the grant. The time frame for exercise varies between company plans but typically begins one year after grant for a percentage of the grant. An additional portion will vest each year, until all are vested and can be exercised.

For example, an employee receiving 100 stock option grants in July when the market value of the stock is \$64 will be able to exercise the first portion, or in this case 20%, of that grant the following July, at a \$64 exercise price. An additional 20% will vest each year until all options are vested at year six. The options expire ten years from the grant, after which they can no longer be exercised.

If the employee chooses to exercise all 100 options at year six, the exercise price will be \$64,

are Incentive stock options and Nonqualified stock options. The difference between these lies in their tax treatment. Nonqualified stock options are taxed as compensation at the time of exercise through payroll withholdings taken on the spread between the exercise price and market value at the time of exercise. Any subsequent appreciation of the stock is taxed as a capital gain.

Incentive stock options on the other hand receive preferential tax treatment with option earnings and stock appreciation taxed at the lower capital gains rate. If you are a candidate for the Alternative Minimum Tax, you will need to include the spread at exercise in your calculations. Capital gains tax is eliminated however, when the stock is not held for the required holding period of two years from grant and one year from exercise. Breaching the holding period is termed a disqualifying disposition, and results in the conversion of both the option earnings and stock appreciation to taxable compensation, which you must report on your tax return, and pay the associated federal and state income tax.

The chart below illustrates the various tax applications for stock option grants.

Remember, you should take the time to learn as much as you can about stock options so that any decision you make is informed and also includes your personal circumstance and financial needs.

David Woffindin, with Smith Barney since 1975, is a vice-president/financial consultant and sponsor of this column. Call 609-538-4815 or 800-541-0340.

	<u>Spread on Exercise</u>	<u>Stock Appreciation</u>
Incentive Stock Options	Capital Gain Alternative Minimum Tax	Capital Gain
Disqualifying disposition of Incentive Stock Options (early stock sale)	Taxable compensation, taxes paid with income tax return	Taxable compensation, taxes paid with income tax return
Nonqualified Stock Options	Taxable compensation, with Payroll tax withholdings	Capital Gain

and the earnings will be derived from the "spread" or difference between the exercise price and current market value of the stock. In this case, let's say the stock has increased to \$85 per share in the six years since option grant. The earnings will be \$85, minus the \$64 grant price, leaving \$21 per share, or \$2,100 in option exercise earnings. The individual, however, must now pay taxes and transaction fees on these earnings.

Incentive Versus Nonqualified Stock Options

The two types of stock options

but the builder who built it never looked at it. Now they have a choice of raising it up four feet or building it on another site."

Hire a design-build contractor. You will have an intimate relationship with this person. "I try to go in and not even talk about specifics but lifestyles and investments and what you are trying to accomplish, will this work for you as a family," says Williams. "That is what distinguishes me from the guy in the pickup truck."

The design-builder helps you decide what you want and may even provide drawings, but he hires an architect for final drawings.

How to choose the architect or contractor? Williams says to call the bank, the building inspector, other clients, and the insurance company. Interview them to find out how the chemistry works and whether that person can use the methods you want to employ.

Where do most people go wrong? Trying to be their own general contractors. "I have already sorted through the process of the best and worst people to get things done," says Williams.

Williams says that problems happen because of communication: "The more you can remove the uncertainty and indecision, the faster the project can go." These

Continued from preceding page

jects often underestimate the cost, and meanwhile the homeowners have invested themselves emotionally in the architect's beautiful plan and are tempted to pick the very cheapest contractor.

Who would this be? People speak in hushed terms about low bidders, known in builders parlance as Someone Who Works Out of a Truck. "They get into trouble, not because they are bad people," says Williams, "but because they are poor business people. They may underbid one job and have to get money from another project before they can finish the first job."

Do it yourself. Do your own design and certify that you did it. This puts the onus on the building inspector and the contractor to be sure you haven't overlooked something important.

Buy a stock plan and have it looked at to be sure it meets the codes. Mahony tells a horror story about a client who built a premanufactured home in a cranberry bog on a four-foot-high water table. "His basement floods four feet every spring. Anyone who had looked at that, architecture wise or engineering wise, could have seen that. They did a survey and they have a high water table document

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communication tips come from the remodelers' trade association brochure:

Determine where to call for daily decisions and emergencies. Whom can your neighbors contact if they have concerns?

Designate a backup for each contact person (builder or homeowner).

Create a message center in your house, perhaps a notebook anchored to one spot.

Set aside time for telephone calls and meetings, and ask for a schedule each week.

Make product decisions on time or ahead of time, particularly when something needs a long lead time.

Clear up job site questions of signage, access, storage areas for workers tools and your personal belongings, security arrangements, safety precautions for children and pets, dumpster location and policy (can you use it for your own trash?), utility interruptions, and clean-up plans.

Decide on worker guidelines, when they will start and stop, where they will park, whether they have access to your bathroom or phone, and whether they can smoke or play a radio.

Guard against dust by sealing off doorways and stairs, changing the heating or air conditioning filters often, using temporary floor coverings, and covering special items with plastic drop cloths.

When it comes to making changes, Williams says, changes cost money. In builders' lingo, change is not change, it is an "additional investment." Be forewarned.

— Barbara Fox

Getting Grants

Grantseekers — don't spin your wheels without understanding the politics. That's just one of the nuggets you will take away from a one-day workshop, "Myths, Magic and Money: the Secrets of Successful Grantseeking," on Thursday, June 25, from 8:30 a.m. to 2:45 p.m. at the New Jersey Hospital Association, 760 Alexander Road. Sponsored by the Center for Non-Profit Corporations and the New Jersey Grants Guide, the cost is \$90 and includes a 15

percent discount on the New Jersey Grants Guide. Call 732-227-0800.

Paul Totito is the newly appointed president of the center, which recently moved from 13 Roszel Road to Livingston Avenue in New Brunswick. He was formerly executive director of the Arc of New Jersey, a charitable umbrella organization with 600 member organizations statewide.

Bella August and **Richard Male** present funding trends in New Jersey and the United States. They point out that local governments and schools now compete for private grant funds, and that less federal money is available, except for such trendy areas as day care, Head Start, welfare reform, job creation, community development, and youth programs, especially religious/fair-based urban youth work.

Religious contributions will remain steady, predicts Male. Though corporate philanthropy will remain flat, especially with the mergers, foundation dollars have increased due to stock market gains. Corporate giving will target "cause-related" marketing approaches and will be increasingly focused on employee involvement. But as the economy grows, individual donor contributions will increase and will continue to constitute 90 percent of all philanthropic donations.

Male will also present 12 key principles for grantseekers:

People give to other people, so establishing a relationship with the donor is key.

People give because of self interest, so learn why donors give.

Money follows people, so get them involved through volunteering.

Ask for a "specific" sum of money for a specific purpose.

Marketing is how people know you. There is a direct correlation between people knowing about your good programs and raising money.

Plan ahead — raising money takes time.

Male, the president of Denver-based Grants Guide Plus, has been involved in fundraising for grassroots organizations at

Continued on following page

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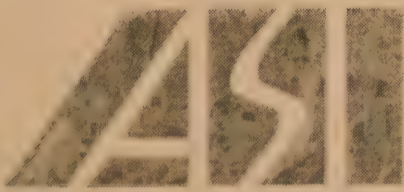
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the neighborhood, statewide, and national level for 27 years. His New Jersey Grants Guide sells for \$100 to organizations with budgets of \$100,000 or less. Otherwise it is \$149, including updates every six months plus a useful calendar.

He admits that because of astronomical research costs (almost 7,000 hours went into the first edition) he won't make a profit on New Jersey's guide until the second edition comes out. And yes, though his business is with non-profits, his is a for-profit business (E-mail: GrantPlus@aol.com, <http://www.grantseeker.com/ggp>). "A lot of my personal money as well as that of small investors went into the books," says Male.

His first directory was for Ohio, and he turned to New Jersey next, partly because he had a good relationship with Elliott Lee, the center's former director. Another reason was that New Jersey is one of the 10 largest states and has a concentration of funders. New Jersey does have an existing grants guide, the Mitchell Guide, published by Janet Mitchell (E-mail: njfunds@aol.com). But Male's guide adds religious and corporate funders and public agencies plus a very strong indexes in interest areas, geographic location, types of support, and trustees.

Male's second presentation of the morning is with Bette Scott, executive director of the Council of New Jersey Grantmakers, and is about the Eight Habits of Highly Effective Grantseekers.

During a working lunch each group of participants will meet with one of the attending "funders," who include Chris Fahey from Schering Plough, Nancy Kielling from the Princeton Area Community Foundation, Debra Joy Pere of the Robert Wood Johnson Foundation's NJ Health Initiatives, Shirley Ward of Public Service Electric & Gas, Lloyd Oxford of the Black United Fund, Barbara Rambo and Gail Cass of First Union National Bank, Irene Cooper-Basch of NBI Healthcare Foundation, and William Engel of the Union Foundation.

Concurrent afternoon sessions range from "Negotiating the Pub-

lic Thoroughfare: Tips for Seeking Funds from Government" by Mary Ann Barkus to "Starting at Ground Zero: Basic Tips for Beginning Outreach and Research." Barkus is program manager with the New Jersey Department of Community Affairs' office of housing advocacy. Elliott Lee (former director of the Center for Non-Profit Corporations, now program officer of the Victoria Foundation) offers "Collaboration: Opportunities and Pitfalls," and Male tells about "Involving Your Board and Volunteers in Fund Raising: Work, Wealth, and Wisdom."

In spite of all the work needed to write a grant proposal, say these experts, remember that the proposal counts for only 10 percent of your chances of getting the grant. Find out what your best "match" in the funding community is by meeting in small groups with funders from your area. Then get a commitment of interest from the funder before you put pen to paper.

More Funding Tips

One place to start looking for government money is with the "Nonprofit Gateway," <http://www.nonprofit.gov>, a website with information on dozens of federal grants. The Bureau of Land Management, for instance, funds cultural resource management projects. The National Park Service and Fish and Wildlife Service offers 10 grant programs for such purposes as wildlife restoration and rivers and trails. This notice was found in the Delaware River Greenway News, a project of the Delaware River Greenway and the Heritage Conservancy in Doylestown (not to be confused with the Delaware & Raritan Greenway on Mercer Street). For information call 215-345-7020.

The partnership is itself a grant giver: through the support of the William Penn Foundation it gave more than \$37,000 for Delaware River Watershed Initiative Demonstration Grants. Among them is one to Allentown Borough for kiosks providing watershed-based environmental education. The Friends of the Delaware Canal, a group based in New Hope, re-

ceived a grant to help find solutions to canal flooding.

In the New Jersey Grants Guide is this list of useful links:

Internet Prospector with links and reports: <http://www.plains.uwo.edu/~prospect>.

Philanthropy Journal, an online newsletter with a free weekly e-mail newsletter at <http://www.philanthropy-journal.org>.

The Foundation Center, a non-profit organization with a variety of information on grantmakers and links to home pages: <http://www.fdncenter.org>.

New Banking Regs

Companies filing prospectuses with the Securities and Exchange Commission need to learn how to describe the investment risks in plain-spoken English, says David Cornish. "Historically SEC filings are written in accountants' or legal jargonese," says Cornish. "The SEC has now required that certain parts of the filings, specifically statements about risk, be written in plain English. It should be done in standard speaking language, where you're not using technical or legal terms so that anybody who is not of a technical background can pick a document and understand the risks associated with that transactions." This could be effective October 1.

Cornish, a partner in charge of Arthur Anderson's New Jersey community banking practice, in Roseland, is a speaker at New Jersey Bankers Association program on Friday, June 26, at 9 a.m. at the Summit Bank Training Center in Jamesburg. Call 609-924-5550. The program, "Accounting for Derivative Instruments and Hedging, SFAs No. 131 and SEC Activity Update," features talks by Kevin Cummings of KPMG Peat Marwick, Michael Mullarkey, manager of accounting policy and research with Summit Bank, and Dennis Spinelli, chairman of the NJBA's financial reporting and taxing committee.

Sponsors for Golf

The Mercer County Chamber Golf & Tennis Classic is taking sponsorships for the Golf & Tennis Classic on Monday, July 20, at Mercer Oaks and the Mercer County Outdoor Tennis Center, both part of the county park system that spans Village Road and Old Trenton Road. Your firm can sponsor a hole and field a golf foursome for \$850, or enter two tennis players and sponsor a court for \$300. On the other end of the contribution and participation scale, buy a ticket to the awards reception, to be held at the Boat House on the lake, for \$50.

Should you be lucky enough to get a hole-in-one you can choose the auto of your choice from six dealers: Lawrence Lexus, Princeton BMW, Lawrence Lincoln Mercury, Lawrence Toyota, Princeton Motorsport, or Princeton's Nassau Conover Ford Lincoln Mercury Audi. While you contemplate your choice, should you be so lucky, remember that they've put a \$50,000 limit on the value of the prize auto.

Major sponsors include Summit, Commerce, PNC, and First Union banks, plus Trap Rock Industries and St. Francis Medical Center. Lunch and the awards reception are included in the basic fees of \$175 for golf and \$100 for tennis. Call 609-393-4143.

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 - Implement DRIVE MAPPINGS
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 - Design and implement USER INTERFACES (TURNKEY SYSTEMS)
 - Install Electronic Mail (NOVELL FIRST MAIL)
 - Install TCP/IP Routers
 - Virus Scanning Software (NETSHIELD)
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Corporate Angels

The Mercer County Bar Association's community projects committee will distribute more than 120 fans to senior citizens living at or near the poverty level. This year, twice as many fans are being given out, in part due to the contribution of Hamilton K-Mart, which is offering fans at a discounted price. For more information, call 609-585-6200.

The Mercer County Community College Foundation has raised more than \$200,000 in scholarship money for its students. This exceeds its original goal of \$125,000. Proceeds from this year's March 7 dinner dance yielded a lion's share of the money.

The Charlotte W. Newcombe Foundation, based at 35 Park Place, gave a \$150,000 grant to Westminster Choir College.

Business Meetings

Wednesday, June 24

5:45 p.m.: Association for Women in Science, "Barriers to Success," free. FMC, Route 1, 732-274-4607.

7:30 p.m.: Szaferman Lakind et al, "Tips for Avoiding Home Remodeling Hell," Roger S. Mitchell with Leo H. Mahony, AIA Architects and Harry Williams of the Williams Builder Team, free. West Windsor Library, 333 North Post Road, 609-275-0400.

Thursday, June 25

7:45 a.m.: Princeton Area Leads Club, networking, free. New York Deli, Route 1, 609-924-9337.

8 a.m.: MSM Regional Council, Planning Institute, "Linking Goals to Outcomes," keynote, James Gibbons, land use specialist, University of Connecticut Extension Service, project NEMO, \$50. Sarnoff Corporation, 609-452-1717.

9:30 a.m.: Center for Non-Profit Corporations, "Myths, Magic and Money: the Secrets of Successful Grantseeking," one-day workshop, \$90. 760 Alexander Road, 732-227-0800.

5:30 p.m.: Ernst & Young, New Jersey Entrepreneur Award dinner: finalists — Alain and Katherine Kornhauser of ALK Associates and Herbert M. Greenberg of Caliper, \$110. Brunswick Hilton, 201-836-2485.

5:30 p.m.: Bucks Conference & Visitors Bureau, "Gateway to Bucks County" mixer, cosponsored by Mid-Atlantic Events, free. Pen Ryn Mansion, 1601 State Road, Bensalem, 215-345-4552, extension 100.

5:30 p.m.: National Association of Industrial and Office Properties, "The Impact of Technology on Real Estate," James F. Young, president, the Jamesan Group, \$95. Hamilton Park Executive Conference Center, Florham Park, 732-417-9010.

Got a Meeting?

Notify U.S. 1's Survival Guide of your upcoming business meeting ASAP. Announcements received after 1 p.m. on Friday may not be included in the paper published the following Wednesday. Submit releases by mail (U.S. 1, 12 Roszel Road, Princeton 08540), fax (609-452-0033), or E-mail (info@princeton-info.com).

All events are subject to last minute changes or cancellations. Call to confirm.

Friday, June 26

8 a.m.: Mercer Bar Association, Young Lawyers Section, 1/2 day labor plus \$100, morning or afternoon. Call Bill Haumann, 609-987-2277 or Gayle Wolkenberg, 609-987-6800. Habitat for Humanity, Trenton, 609-585-6200.

8 a.m.: NJ Retail Merchants Association, "Electric Restructuring Conference & Retail Access Expo," \$100. Centerpoint Holiday Inn, 609-393-8006.

9 a.m.: Sandler Sales Institute, "Quality Service: Defining It, Building It, Sustaining It," \$149. 600 Alexander Road, 800-810-2722.

9 a.m.: NJ Bankers Association, "Accounting for Derivative Instruments and Hedging, SFAs No. 131 and SEC Activity Update," David Cornish, CPA, Arthur Andersen; Kevin Cummings, KPMG Peat Marwick; Michael Mullarkey, Summit Bank, Dennis Spinelli, chairman of NJBA financial reporting and taxing committee, \$75. Summit Bank Training Center, Jamesburg, 609-924-5550.

Saturday, June 27

9 a.m.: New Jersey Institute for Continuing Legal Education, "Hot Topics in New Jersey Construction Law," Stephen W. Bialkowski, McClellan & Bialkowski; Steven E. Brower, Ravin Sarasohn; Patrick J. Greene, Jr., Peckar & Abramson; Leslie Lang and Wilentz, Goldman & Spitzer; Robert McPherson, Posner & Rubin; James J. Ross, Wolff & Samson; Paul Sandars, NJ State Bar Association construction & public contract law section, \$109. Fairfield Radisson, Fairfield, 732-249-5000.

Monday, June 29

7 a.m.: LeTip of Lawrenceville, networking breakfast, Paul Weiner Ph.D., A.G. Edwards & Sons, free. New York Deli, 609-406-8974.

7:30 p.m.: Borders Books, "What Does It Take to Make It in the Music Industry?" panel, John Vanhalla, national sales manager, GRP label; John Baker, audio engineer; Randy Alexander, Trenton Times; Michael Mazur, Mazur Public Relations; Erin Riley, executive director, National Academy of Recording Arts & Sciences; Guy Austrian,

summer program director, WPRB radio; and Dave Mountain, Disc Makers, free. Nassau Park, 609-514-0040.

Tuesday, June 30

7:01 a.m.: LeTip of Princeton, Marilyn Tickin, Fox & Roach, and George Demeter, Liberty Printing, free with RSVP. New York Deli, 609-396-2480.

Noon: Sovereign Bank networking, with speaker from Sandler Sales Institute, \$25. Center Point Holiday Inn, Jamesburg, 609-279-6031.

Wednesday, July 1

7:30 p.m.: Professional Service Alumni Association, free. East Brunswick Public Library, off Ryders Lane, 609-655-3804.

Thursday, July 2

7:45 a.m.: Princeton Area Leads Club, networking, free. New York Deli, Route 1, 609-924-9337.

11:30 a.m.: Princeton Chamber, "People and Politics, in What Direction Are We Moving?" Ingrid Reed, Eagleton Institute, \$28. Forrestal, 609-520-1776.

Computer Meeting

Wednesday, June 24

7 p.m.: Princeton PC Users Group, special interest group for Windows, contact Paul Kurivchack at 104502.445@compuserve.com ETS, Rosedale Road, 908-281-3107.

Planning Boards

Wednesday, June 24

7 p.m.: Washington Township Planning Board, 1117 Route 130, 609-259-3443, ext. 123.

8 p.m.: West Windsor Township Planning Board, Municipal Building, Room A, 609-799-2400.

Thursday, June 25

7:30 p.m.: Princeton Regional Planning Board, Institute for Advanced Study, Sonia & Maury Jones, Jeanette Levin, and Theological Seminary, 369 Witherspoon Street, 609-924-5366.

Monday, June 29

7 p.m.: Hopewell Township Planning Board work session, Town and Country Center, development right transfer. Municipal Building, 609-737-0605.

Wednesday, July 1

7:30 p.m.: Hopewell Borough Planning Board, 4-6 Columbia Avenue, 609-466-1492.

8 p.m.: West Windsor Township Planning Board, Municipal Building, Room A, 609-799-2400.

Monday, July 6

7:30 p.m.: Plainsboro Township Planning Board, Municipal Building, 609-799-0909, ext. 217.

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New Twist in Drug Marketing

With many brands targeting each disease, today's drug marketplace is getting to be as crowded as the cereal marketplace. So though pharmaceutical firms may be more cost conscious, their advertising budgets remain healthy. When their original "pioneer" drugs are in danger of being replaced on the shelves of the managed care organizations (MCOs) by newer brands or cheaper generics, the big pharmas are fighting back.

They say, in effect, "If you won't put our drug on formulary (the list of approved prescriptions) we will go direct to the consumers to motivate them to complain to the MCOs." Then they stage "direct to consumer" (DTC) campaigns on television and in glossy magazines.

"A growing number of patients have signaled that they want to be empowered, to play a more active role in determining the treatment choice," says Jeff Trehwitt, spokesman for Washington-based Pharmaceutical Research & Manufacturers of America. "DTC advertising is marketing, but it is also a form of education."

These DTC campaigns were experimental from 1992 to 1994, and lots of mistakes were made. But when the big spending started — \$400 million in 1995, \$600 million in 1996, a projected \$1 billion in 1998 — the big pharmas realized they could not afford to mount expensive campaigns for each and every one of their products, and that they needed to commission careful market research to choose which ones to promote, and how.

"The more money you spend the more you need to spend to find what works," says John Kamp of the American Association of Advertising Agencies. He notes that the industry's research and marketing techniques got considerably more sophisticated last year. Also

Charlotte Sibley

Unlike 15 years ago, a lot of the really strategic thinking is being done on the agency side," says Charlotte Sibley, who opened the U.S. office of Isis Research at Research Park in March. Because of re-engineering, she says, senior level marketing executives at pharmaceutical firms spend most of their time on day-to-day tactical work, "putting out fires," which leaves little time for strategic planning: "Under the tyranny of the urgent, what's important doesn't get attention until it becomes urgent," says Sibley.

Charlotte Sibley speaks from the experience of 10 years at Bristol-Myers Squibb, where she was head of marketing research and competitive intelligence for the United States Pharmaceutical Group. Labeling the reason for leaving her post as "differences in philosophy," Sibley says "it gave me the opportunity to do something that takes advantage of my skills and capabilities in a more entrepreneurial way, the opportunity to put my ideals and principles in practice on how to do research and how to use research."

Market research should be done for the right reasons:

When it can reduce the risk in decision making.

When it can really make a difference, says Sibley. "Some decisions market research will not help. Some you will have to make a judgment call."

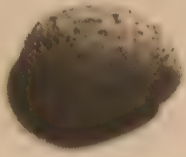
When there is enough time for

The big pharmaceuticals realized they needed to commission careful market research to choose which products to promote.

last year the FDA relaxed its rules on broadcast advertising so firms can now choose to advertise on television.

In such a fast-moving environment big firms are even more ready to farm out the work than they were in previous years, and a new trio of healthcare marketing and/or market research firms stands ready. Charlotte Sibley's Isis Research and Jane Donohue's Consumer Health Sciences are at Research Park, while Karen Hyver and Harriet Kozak have moved NOP Healthcare Advanced Consulting Group to 1 Palmer Square. All three firms stand ready to help pharmaceutical firms pick their battles, fight to bring products to the attention of the consumer, and use marketing to "get to yes."

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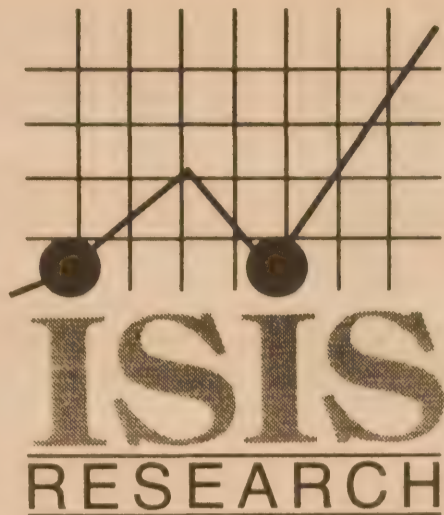
the quality research so you can understand the landscape, the market, the issues, and the inputs before you start the quantitative research. Don't be hasty. Don't try to start your survey too quickly, says Sibley. "Do your homework or you are wasting your money."

She grew up in Boston, went to Middlebury College, Class of '68, and has an MBA in finance and marketing from the University of Chicago. She worked at Pfizer and Johnson & Johnson and then "diversified" with two years in the consumer business at Thomas J. Lipton and three years as a securities analyst for Donaldson, Lufkin & Jenrette. She was director of market research at Medical Economics, the largest medical publisher in the United States with such titles as Physicians Desk Reference and the magazines Medical Economics and Drug Topics. After living in New York City and commuting to Princeton by train for many years, she lives in Plainfield with her "wonderful supportive husband" and "His and Her" cats.

Sibley was hired in 1987 by Jan Leschly, then CEO of Bristol-Myers Squibb, to be head of the worldwide business research and information group. When she left in September, 1997, Colin Maitland hired her to open the United States office of his 25-year-old firm.

Maitland knew Sibley from having done work for Bristol-Myers Squibb and from her having been president of the professional association, the Pharmaceutical Business Intelligence and Research Group. "Colin said he had been looking for almost three years for

Upside: The logo for Isis suggests a steep growth curve and it's appropriate. Direct-to-consumer marketing is a fast growing segment of pharmaceutical marketing. Three new Princeton firms are in on it.



a president of the Americas and as soon as I was available he approached me," she says.

"The legacy of Isis is positioning and advertising research," says Sibley. In the 1970s Maitland was known for innovating eye-tracking technology in the advertising industry, so the firm started as Eyescan, but it changed its name to coincide with the name of the second string rowing team at Cambridge.

"It is one of the few truly integrated global healthcare firms, in the sense we have our own internally owned and operated field-work agency," says Sibley. Fieldwork International, based in London, does telephone interviewing in more than 30 countries around the world, including the United States. "It gives us control of management and costs."

Isis has more than 110 research executives worldwide. "We have major offices in Asia, not just 'a man and a dog' as the British would say," notes Sibley. Regional headquarters is in Hong Kong, plus there are offices in Beijing and those opening in Shanghai, Manila, and Kuala Lumpur. Europe has offices in Italy and

France with one planned for Spain. Because her office has responsibility for Canada, Mexico, and South America, she is president of ISIS Americas.

John Brandberg from Buschman Jackson-Cross represented her in leasing just under 2,000 square feet at Research Park. A colleague — Jane Donohue of Consumer Health Sciences LLC — helped point her to that space.

"It was the opportunity to build a team," says Sibley. "I do it very well and I love doing it. It re-energizes me." With the help of Bill Williams, of Cranbury-based Cardinal Management, she hired four vice presidents, and she notes how unusual it is for a start-up business to start out with so many top-level positions: Gerarda Collins, senior vice president of business development, was with Migliara/Kaplan. Louise Kier Zaretta, vice president, also came from Migliara/Kaplan. Dan Fitzgerald, vice president of operations, had headed up the panels for medical audits for IMF, the audit corporation for

Continued on page 48

A U.S. 1 ADVERTISING FEATURE

Persuasive Presentation

AlphaGraphics

David Kovacs, general manager of AlphaGraphics in the South Brunswick Square Mall, knows that when customers need design, printing, and finishing services for their presentation documents, they may have the concept, they may have the copy...the one thing they don't have is time. "So, in this business," says Kovacs, "turnaround is everything."

Quick turnaround is the very foundation of the success of AlphaGraphics. In its 28 years, the company has grown from a single print shop in Tucson, AZ, to over 300 franchises worldwide. By the turn of the century AlphaGraphics anticipates a presence in 35 countries with more than 475 stores.

What does that mean to the local professional who needs a print job done yesterday? Everything. Most professionals know the feeling — a deadline is pressing and pulling a project off will take a miracle. That's when they call on the miracle workers. With its technological expertise, breadth of services, and presentation experience, AlphaGraphics can perform miracles, producing a project to perfection and always delivering it on time and on budget. "All you have to do," says Kovacs, "is take the credit."

Adds Kovacs: "Our goal is to make your job easier, faster, and better." One way AlphaGraphics does that is with the latest digital pre-press and printing technology, which produces the highest quality jobs. In addition, AlphaGraphics has the capabilities to accept project orders and digital files over the Internet or with AlphaLink Direct (the network system of franchise locations worldwide, allowing customers to receive a job where it's needed most).

Kovacs understands that the secret to success is understanding the customer's business, recognizing needs and providing solutions that meet objectives. Kovacs cites the work produced for a training company. He attributes the success of the project to deciphering how the client wanted to use training documents, and then providing options that would give the project pizzazz as cost-effectively as possible.

During the first week of July, AlphaGraphics in South Brunswick will be moving from its home of the last 10 years to a larger facility in Dayton. The success of the South Brunswick store prompted significant growth and the need for a shop four times the space of the current facility. The new

Continued on following page

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Braun Research has grown in just 2½ years to \$2 million in billings; CrestanCorp's services include consulting, materials, events, & training.

Continued from preceding page

13,000 square foot facility will make room for AlphaGraphics to meet increased demand with new services and equipment, including four-color digital printing, tab creation, and full-service bindery.

AlphaGraphics, 12 Stults Road, Suite 100, Dayton. 732-329-8900. Fax: 732-329-8907. E-mail: us281@alphagraphics.com. Web Site: <http://www.alphagraphics.com>.

Braun Research Inc.

The only thing telephone research has in common with telemarketing is the telephone line. "The important distinction," notes Paul Braun, president of Braun Research Inc. in Princeton, "is that telephone research is better received because no one's trying to sell you anything. What they are asking for is your opinion." And that opinion is valued by businesses that know to make the sale you have to give customers what they want and what they need. The only way to do that is to define those factors.

Formerly known as Leitner/Braun Research Inc., Braun Research is a marketing research firm providing telephone and mail data collection for many of the area's research firms that don't have call centers. Clients include Princeton Survey Research, Mathematica Policy Research, and Gallup International. Braun Research also completes work for many weekly national magazines and newspapers, the three major television networks, CNN, and the Associated Press.

What started in Braun's basement as an entrepreneurial venture has grown in just two and a half years to \$2 million in billings, and seven full-time and 150 part-time data collection employees.

Braun cites industry expertise as the foundation for the company's growth. Braun began in marketing research in 1979 as a telephone interviewer and learned everything from the bottom up. Today, he finds his firm being cited in national newspapers like USA Today.

Says Braun: "We got off the ground running with clients like America Opinion Research, Cohn Research, and Spencer Associates." In fact, the firm has long relied on word-of-mouth as the primary source for its marketing efforts. "Part of our success is about being in the right place at the right time. Princeton is fast becoming the marketing research capital of the country. For Braun, a member of the American Association of Public Opinion Researchers, his firm proved the adage made famous in the movie Field of Dreams, "If you build it, they will come."

Braun Research has a chronic need for reliable callers and interviewers, with good phone voices. Hours are flexible, ideal for students and retirees: evening wages start at \$7 per hour, daytime wages at \$8

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"At CrestanCorp, we believe the above holds true for all business communications, regardless of the medium," says Laura C. Mosiello, M.F.A., president of CrestanCorp Communications, a full-service

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DevCom has specialized in the healthcare, biotech, pharmaceutical & medical device industries for over 16 years. The firm's clients include many of the major players.

business communications firm in Flemington. "While others focus solely on format, we focus on function by understanding business objectives, not just project specifications. Clients often tell us they're looking for fresh copy or eye-catching design. What they really need is a fresh approach. With CrestanCorp, that fresh approach is what establishes a balance of strategy with creativity and results in on-target copy, ingenious design, and meaningful communication."

CrestanCorp focusses on strategic and creative business communications, including consulting, materials, events, training, and integrated solutions for advertising, publicity, and corporate relations programs and campaigns. CrestanCorp helps clients communicate their ideas and messages and promote their products and services using a variety of mediums, including print, electronic, audio/visual and new media, and event planning.

"Our broad service offerings, resources, breadth of experience, and skill sets enable us to meet the needs of any communications project. And our strategic approach, combined with project-appropriate teams and extensive allied resources, ensure that a job is done on time, on budget, and, most important, in a way that truly meets business objectives. We partner with our clients to leverage communication strategies and mediums to their advantage."

That's why clients from entrepreneurial start-up organizations to Fortune 100 corporations turn to CrestanCorp. The typical project calendar might include producing an event or developing internal communication programs for a human resources department, producing an annual report for a corporate finance division, or creating marketing materials for a sales or communications division. Recent work includes an annual report for Hunterdon Regional Cancer Program, an advertising campaign for a medical marketing firm, and a media kit for a consulting firm. "Clients turn to us because they know they'll get a project that has substance and purpose and yet is innovative and unique," says Mosiello.

"Clients need a reliable communications resource to help them define and reach their strategic objectives," says Mosiello. CrestanCorp is that resource, delivering comprehensive communications services for any project or integrated communications program. CrestanCorp focuses on communications as a whole, the message and the method, the reason and the result.

When you have a host of other communications agencies vying for your attention, why choose CrestanCorp? "Is there a difference between one agency and another?" asks Mosiello. "You bet there is. The difference is results. What we do and how we do it makes a world of difference for our clients." To learn more about CrestanCorp, download the electronic brochure (PC/Win 95 compatible) from its web site.

CrestanCorp Communications, 203 Main Street, Suite A-152, Flemington, 908-788-2886. Fax 908-788-1786. Web site: <http://www.crestan-corp.com>. E-mail: Crestan-Cor@aol.com.

DevCom

Well-known for its work with health industry clients, DevCom, a full-service marketing communications firm in Kingston, has been finding lately that its expertise is not only requested by those within the industry but also by those who serve it in one form or another.

Recently the real estate development company Eastern Properties turned to DevCom to develop its corporate image. The company holdings, including East Park and Cedar Brook Corporate Center, are home to a wealth of healthcare corporations, including Pharmacopoeia, Biomedicine, Intercardia, Hydromed Sciences, Enamelon Inc., Vector Corporation, Allelix, and Epigenesis. Who better to help the development company reach its target market than a firm that understands that market.

It's that same expertise and understanding that contributed to the success of a recent pro bono

project. DevCom produced the American Heart Association's 1997 annual report. "Typically we don't enter award competitions," notes Gross, CEO of DevCom. What a compliment that the client did it on DevCom's behalf: The project won the Pyramid Award from the Public Relations Society of America, noting that the "1997 book was a significant departure from the reports of the previous five years and conveyed a warm, human feeling and sense of urgency about the mission of the AHA."

DevCom has been specializing in the healthcare, biotech, pharmaceutical and medical device industries for over 16 years. The company's client roster includes many of the major players in the pharmaceutical industry, including Merck, Pfizer, Wyeth Ayerst, Schering, and Janssen Pharmaceutica. "There are a number of wonderful marketing firms who do tremendous work for the con-

Continued on following page

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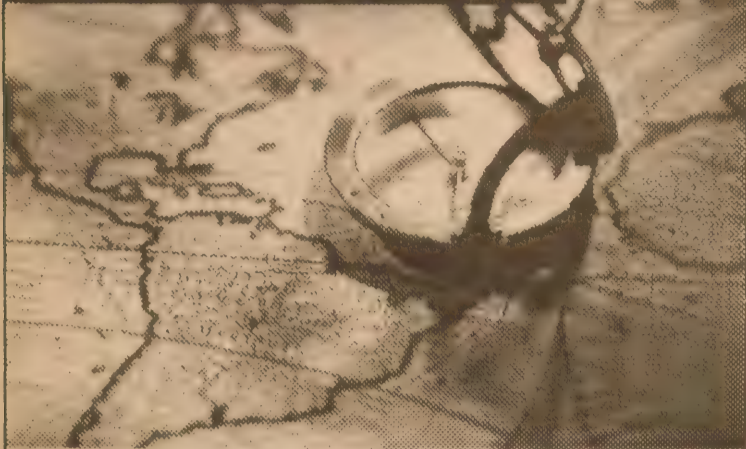
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*Digital Arts & Graphics is not just a service bureau, it's a solutions bureau;
Fusion Internet is dedicated to Internet marketing solutions for small businesses.*

Continued from preceding page

sumer market," notes Gross. "But you can't go from producing a communications vehicle for Coca-Cola to writing about pheochromocytoma. The healthcare industry needs communication firms that have a level of expertise and comprehension that is highly technical and specialized. You need to speak the language and see the big picture in a way only those who specialize in it can."

DevCom's reputation is for capturing the essence of a message so that it is understood the first time and has lasting impact. Much of what DevCom does focuses on simplifying the complex. Says Gross: "If it isn't understandable, it cannot reach its market. If it cannot reach its market, it will not meet its objectives."

As Princeton is fast becoming to healthcare what Silicon Valley is to microchips, Gross notes that the area offers tremendous opportunity for growth in the biotech arena. "The Princeton Corridor is

well-positioned to become one of the great forces in the global marketplace." DevCom itself is positioned to help its clients get there.

**DevCom, 114 Main Street,
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Digital Arts & Graphics

As this issue was going to press, Rick Skinner, co-owner of Digital Arts & Graphics, was preparing to take to the track in the company-sponsored race car for Pocono Raceway's ARCA 300. Last year Skinner was national champion in World Karting Association. At the wheel, Skinner understands that to win you have to understand the car and the track and always anticipate the other cars' moves.

Skinner and partner Joe Brady apply that same proactive approach to their business. "That means anticipating client needs so that you have everything in order when the project order comes in," says Brady.

For a national pharmaceutical company, the comfort in knowing that Digital Arts & Graphics understood its industry, its language, and its needs prompted them to turn to the Princeton company for recent in-house and external presentations. "The client was under a tight time line and it was a big job," says Brady. "Others might not have been willing to work right up to the last second, to take on such a last-minute job. But to succeed in this business, what's important to your client has got to be important to you."

Others might also not have had the ability to manage the project from concept to delivery because it wasn't just a design or production job. Digital Arts & Graphics also provided the client with the hardware necessary for the presentation. "We're not just a service bureau, we're a solutions bureau," says Brady. "Service bureaus, printer resellers, training firms, why shop around when at Digital Arts & Graphics, you have all of that under one roof?"

Brady and Skinner believe in giving clients everything they need, not just for a presentation, but also to prepare them for any potential emergency by including backup presentations, such as overheads and slides. "If we make a promise to get something done," says Brady, "we get it done whatever it takes."

As both a service bureau and a printer, scanner, and slide-maker reseller, if ever your equipment goes down, Digital Arts & Graphics can provide equipment or production services, rentals, sales...whatever suits your needs. "We give our customers the tools, support, and resources, from knowledge to services to technology," says Brady. A customer's most important resource? Digital Arts & Graphics' phone number

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Fusion Advertising & Communications

The one thing clients of Fusion Advertising & Communications Inc. in Cranbury have in common is a desire for results, but that's where the similarities end. "We don't provide off-the-shelf programs for our clients," says company president Victor Scire. "We make sure they are targeted for the results they're looking for."

Some clients want an agency experienced with their specific industry, others want the agency to come to the table with a completely open mind. "Most important to the process, however," notes Scire, "is that we listen and we learn."

By learning about the client's objectives, goals, and plans, Fusion is able to develop marketing materials appropriate to individual client needs, using all the communications mediums and methods available.

Says Scire: "Results may mean different things to different people. You may be planning an aggressive program to build sales. Another client may want to build the company's image. The

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'Internet technology provides an enhanced service that print can't offer. The Internet brings an entirely new dimension to the marketplace,' says Bob Lane of Princeton Internet Group.

one thing all situations require is positive results. First and foremost, we focus on results and build around that."

Fusion recently developed a Web site for a shopping center that would provide customers with the ability to find out what stores were in mall and what they carry before ever getting in the car. "The objective was to think about what the client needed. What the client needed was focus on what was important to its customers."

Last winter the National Envelope Corporation, the largest private manufacturer of envelopes in the United States, turned to Fusion to develop its new catalog. Fusion produced a full-color catalog, using photography and descriptive copy to highlight the more than 2,000 diverse client products.

Visit Fusion online at <http://www.fusion-adv.com> for more information, discussion groups, and downloads, or <http://www.fusion-adv.com/fusion-internet> for information on Fusion Internet, a division of Fusion dedicated to Internet marketing solutions for small and mid-size businesses.

Fusion Advertising & Communications, Inc., 70 South Main Street, Cranbury, 800-858-5376 and 609-395-8293. Fax: 609-395-1403. E-mail: info@fusion-adv.com. Web Site: <http://www.fusion-adv.com>

Princeton Internet Group

The Internet offers so many opportunities, as long as you know how to recognize and achieve them. "The power of the Internet can go far beyond marketing when you know how to utilize that power to your advantage," comments Bob Lane of Princeton Internet Group. "To do that requires an understanding of the technology, a cognizance of a client's

need, and the skills and resources to deliver solutions. When you match opportunity with purpose, you're rewarded with results," says Lane.

Lane cites a recent client project. At <http://www.boathouse.com>, visitors get more than an online brochure. PlnG developed a site for The Boathouse that utilized on-line product design and electronic commerce applications. Online, visitors can custom-design team sportswear to their color and logo specifications, visualize various features and combinations, view the product online before purchase, and order the final product online. "This is something that a print catalog simply can't do. It's not that Internet technology is attempting to replace traditional print technology, but rather Internet technology provides an enhanced service that print can't offer. The Internet brings an entirely new dimension to the marketplace," says Lane.

Though still in its youth, the Internet has proven to be more than a trend and PlnG focuses on providing services that deliver a real return on investment for its clients by focusing on the methodology, not the mystique, of the Internet. "The benefits can be dramatic...if you do things the right way," says Lane.

That means more than just jumping on the Internet bandwagon; it means utilizing the intrinsic capabilities of the technology to meet real needs and objectives. PlnG has carved its niche by focusing on a relationship of strategy and technology to ensure benefits and results. Says Lane: "We focus on the business objectives of the client and how the technology can meet those objectives on an on-going basis. By involving business processes (such as the

Continued on following page



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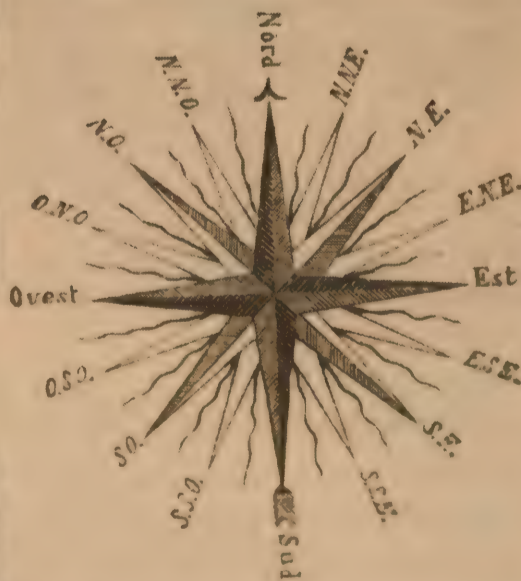
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RAC Productions provides video, CD-ROM, and Internet/Intranet development for all kinds of business needs. 'We don't push people in one direction.'

Continued from preceding page

delivery of services and products), the Internet can do more for the clients' customers and therefore more for the client.

"At PlnG the focus has always been on making technology work for the client, not the other way around. Whether the goal is to generate marketing leads, develop processes, or meet business objectives, the focus must be on providing the appropriate solution in order ensure the client a return on investment. It simply depends on a client's individual needs."

PlnG helps its clients identify the ever-increasing opportunities for using information technology to streamline and enhance their businesses. In addition to developing next generation Internet applications, the firm provides strategic Internet services, PlnG offers customized web, database, and Intranet/Extranet applications, network consulting and multimedia design.

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13 Roszel Road, Princeton,
609-452-1667. Fax: 609-452-0063. Web site: <http://www.PlnGsite.com>.

RAC Productions

Having known each other for over 25 years, Pete Sandford and Bob Christensen have a way about them, a banter, that suggests the depth of their friendship. It's a friendship that makes their work as partners

at RAC Productions in Princeton both enjoyable for them and successful for their clients.

When Sandford and Christensen decided to form RAC Productions they came to the venture with experience working for a variety of television stations and media production companies. They wanted to break beyond boundaries, forego the status quo for something that has greater impact, and they knew many businesses that needed electronic business-to-business communications desired that same kind of fire from their vendors and their projects.

This July RAC will celebrate its 10th anniversary. Bob brings energy to the creative direction of the company and its client projects; Pete manages the business. It's been a recipe for success. Says Christensen boldly: "We don't always give the client exactly what they come to us for, but we always give them what they need." Sandford adds that focusing on meeting needs is the driving force behind the company's work.

Says Christensen: "Clients may come to us with no idea, or a fully-developed idea, of what they think is needed. We take the time to explore what they really need and what will be the most successful course of action."

Currently RAC Productions is involved in developing a comprehensive training program for Baringer Instruments, a leading manufacturer of trace detection devices used at airports for locat-

ing narcotics and explosives. "When we first met with them," notes Sandford, "they were interested in producing a training video. After thorough research into the company and the product and how it would be used, we determined that linear video was not the way to go. A comprehensive interactive CD-ROM training application would truly be more effective. It allows for interactivity, which improves understanding and recall, and provides virtual hands-on practice." RAC has completed the first CD-ROM, which will be used to train airport security representatives. It's now working on the second CD-ROM, which will be used to train officers in the Coast Guard on how to use the IONSCAN to interdict narcotics.

"We don't push people in one direction because that's all we have," says Sandford. "We provide video, CD-ROM, and Internet/Intranet development for all kinds of business needs. The greatest compliment is when a customer says they like a project we did for another client. But we won't give them that job again. What we will give them is a custom solution for their particular needs."

RAC Productions, 182 Nassau Street, Princeton, 609-688-0100. Fax: 609-688-0444. E-mail: info@racproductions.com. Web site: <http://www.racproductions.com>.

Continued on page 47

Interactive communication is more than **child's play.**



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PREVIEW

Nature Embracing Art

Piano
Dynamo

Wu Han's musical pursuits extend from traditional concerts like the one she'll give in Princeton to CD production and Internet marketing.
Elaine Strauss reports, page 46.



*Angela Jones helps elevate dance to myth at *Terpsichore SAND*, an art and nature sanctuary shaped by Tommy Flagg near Frenchtown. The inaugural season continues June 27. Nicole Plett reports, page 34.*

DAY-BY-DAY EVENTS, JUNE 24 TO JULY 1

Wednesday
June 24

Classical Music

Phyllis Alpert Lehrer, Westminster Choir College, Bristol Chapel, 609-921-2001. Piano recital features Bach's "Fantasy and Fugue in A minor," and works by Mozart, Chopin, and Schumann. Free. 7:30 p.m.

Folk Music

Harvey Reid, George Street Playhouse, 9 Livingston Avenue, New Brunswick, 732-246-7717. The playhouse launches its first Summer Folk Music Series with the singer-songwriter with folk, country, classical, blues, ragtime, rockabilly, Celtic, and bluegrass influences who plays guitar, banjo, autoharp, mandolin, and fiddle. \$15. 8 p.m.

Jazz & Blues

Al Jarreau, AT&T Community Partners Concert, New Jersey Symphony Orchestra, New Jersey Performing Arts Center, Newark, 800-ALLEGRO. Five-time Grammy winning jazz and pop vocalist Al Jarreau headlines the benefit concert with all proceeds benefiting 40 community non-profit programs. Also making its stage debut, the NJSO Community Chorus. Tickets \$15 to \$45. 7 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. Bonnie Monte directs Edmond Rostand's poignant classic. \$25 & \$30. 8 p.m. See review page 27

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 musical about the Ziegfeld Follies star. \$32 to \$47. 8 p.m.

Submissions

Notify the U.S. 1 Preview section of your upcoming event ASAP. Announcements received after 1 p.m. on Friday may not be included in the paper published the following Wednesday.

Submit releases by mail (U.S. 1, 12 Roszel Road, Princeton 08540), fax (609-452-0033), or E-mail (info@princetoninfo.com).

All events are subject to last minute changes, sell-outs, or cancellations. Call to confirm details.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. Pete Townshend's musical. All seats \$3; children free. 8:30 p.m.

Film

Man With a Movie Camera, New Jersey International Film Festival, Borders Books, Mid-State Mall, Route 18-S, East Brunswick, 732-932-8482. This 1929 Soviet film by Dziga Vertov is known as the greatest experimental documentary ever made, a complex and kinetic interplay of images recording one day in the life of a city. It features a new musical soundtrack by Alloy Orchestra. Free. 7 p.m.

Dancing

Princeton Country Dancers, Suzanne Patterson Center, Borough Hall, 609-683-7956. Contra dancing to live music. 8 p.m.

History

Video Evening, Kuser Farm Mansion, 390 Newkirk Avenue, Hamilton, 609-890-3630. "Shirley Temple Dolls" and "Raggedy Ann & Andy." Free by reservation. 7 p.m.

Hot Spots

Allan Vache Quartet, Cornerstone Restaurant, New and Pearl streets, Metuchen, 732-549-5306. Jazz. 8 p.m.

Evelyn & Co. Columbus Lounge, corner of Roebling & Franklin, Trenton, 609-392-1880. Easy listening. 9 p.m.

House of Swank, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. World jazz. 9 p.m.

Matt Sircely, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. 9:30 p.m.

Acoustic Open Mike, Court Tavern, 124 Church Street, New Brunswick, 732-545-7265. With Keith Hartel. Free. 10 p.m.

Cool Spots

Dan Hart, Bucks County Coffee Company, 5 Palmer Square West, 609-497-6877. Contemporary folks with social commen-

Continued on following page

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JUNE 24
Continued from preceding page

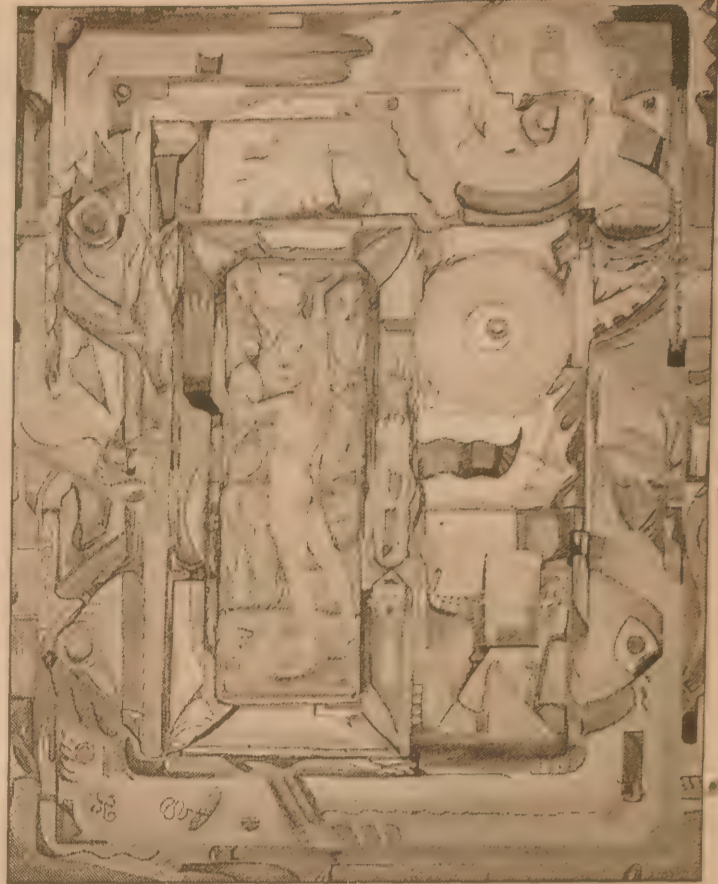
tary by the former psychologist who put away his Rorschach cards to follow an even more dubious profession. His third album is "To a Silent Drum." No cover. 8 p.m.

Kids Stuff
Borders Books, Nassau Park, 609-514-0040. Kids' night "End of School Party." Free. 7 p.m.

For Families
Firefly Parade, Stony Brook Watershed Association, 31 Titus Mill Road, Pennington, 609-737-7592. A night hike with light show. Preregister. \$5. 8:30 p.m.

Singles
Professional and Business Singles Network, Washington Crossing Inn, Route 532, 610-353-4624. After work social, free. 5:30 p.m.

Sports for Causes
Benefit Tennis Tourney, SERV Behavioral Health System, Mercer County Park, 609-406-0100, extension 109. "Volley for SERV" fundraiser for the not-for-



profit that specializes in alternatives to psychiatric hospitalization for adolescents and adults. \$350 per pair.

'The Juggler:' Annelies Van Dommelen's work is part of the combined show at Summit Bancorp and DeLann Gallery. Reception June 25 from 5 to 8 at DeLann. 609-799-6706.

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Thursday June 25

Classical Music

Nancy Froysland Hoerl, Westminster Choir College, Bristol Chapel, 609-921-2001. The soprano presents the premiere of two works by Olga Gorelli set to poems by Princeton author Marvin Cheiten. J.J. Penna is the accompanist. Free. 7:30 p.m.

Cheiten says his poems, both in Elizabethan sonnet form, "commemorate two extraordinary women who gave of themselves to the world when they didn't have to." One is Princess Diana, memorialized in the poem, "A Princess, in Death," the other, titled "Deborah," commemorates the generous life of the Raritan Valley nurse who cared for Cheiten's mother in her last illness.

Outdoor Concerts

Sounds of Italy, Princeton Shopping Center, North Harrison Street, 609-921-6234. Pat Mercuri and musicians play a tribute program for sister city Pettoranello, Italy. Bring a blanket or chair. Free. 6 p.m.

Art

Six New Jersey Artists, DeLann Gallery, Princeton Meadows Shopping Center, Plainsboro, 609-799-6706. Opening reception for a group show by Malcolm Bray, Dan Fernandez, Milt Liebson, Fran McIlvain, Doug McIlvain, and Annelies van Dommelen. Show continues to September 18. Works by this group of artists are also on exhibit at the gallery at Summit Bancorp Headquarters in Carnegie Center. Both shows to July 10. Free. 5 to 8 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. Edmond Rostand's poignant classic. \$25 & \$30. 8 p.m.

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 musical about the Ziegfeld Follies star. \$32 to \$47. 8 p.m.

Harvey, Princeton Summer Theater, Hamilton Murray Theater, Princeton University, 609-258-4950. Mary Chase's comedy about a man and a six-foot-tall rabbit, made famous by

Jimmy Stewart. \$10 adults; \$6 children. 8 p.m.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. Pete Townshend's musical. All seats \$3; children free. 8:30 p.m.

Literati

Lounge Hour, Borders Books, Nassau Park, 609-514-0040. Rhona Kasper, author of "Woman's Guide to Cigar Smoking," and Ray Foley of "Dummies Guide to Bartending" are hosts. Free. 5:30 p.m.

The Erotics of Chocolate, Barnes & Noble, MarketFair, 609-897-9250. Novelist Eric Futterman talks about her endive novella, "Bittersweet Journey." Free. 7 p.m.

Faith

Barnes & Noble, MarketFair, 609-897-9250. "Spiritual Perspectives: A Night of Conversation and Connection." Frederka Ebel leads a discussion of "Pathways to Love" by Deepak Chopra. Free. 8 p.m.

Hot Spots


City Gardens, 1701 Calhoun Street, Trenton, 609-392-8887. The Big Dance, every Thursday, with a live open stage in the back room, \$1. 9 p.m.

Jennie Avila, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. With Chip & Annie. 9 p.m.

John Bianculli Group, Old Bay Restaurant, 61-63 Church Street, New Brunswick, 732-246-3111. Jazz, Latin, and fusion. 9:30 p.m.

Outdoor Action

Viewing Arcturus, Bucks County Audubon Society, Honey Hollow Education Center, Route 263, Solebury, 215-297-5880. Tour the constellations with the Bucks-Mont Astronomical Association and see Arcturus, the fourth brightest star in the sky, in the constellation Bootes. Bring binoculars. \$3 donation. If skies are cloudy, call the BMAA hotline at 215-579-9973. 9 p.m.



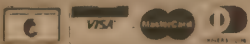
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Singles

Work of Heart, JOPS. Coster's Art Gallery, Highland Park, 732-738-5225. Jewish Oasis of Professional Singles or JOPS makes its debut with a benefit wine tasting and art exhibit. The new group, a division of Jewish Family & Vocational Service's Center for Jewish Identity, is a social and social action group of professional Jewish singles, ages 25 to 40. Call Risa Simpson. 7:30 p.m.

Gay People Princeton, Unitarian Church, 50 Cherry Hill Road, 732-521-5380. Chiropractor James Healey. 8 p.m.



At Westminster: Olga Gorelli, left, has written two works set to texts by Marvin Cheiten. Nancy Froysland Hoerl, above right, will sing them June 25, accompanied by J.J. Penna. 609-921-2001.

**Friday
June 26**

Classical Music

Il Barbiere di Siviglia, Met in the Parks, Buccleuch Park, New Brunswick, 212-362-6000. Free outdoor performance of Rossini's comic opera by New York's Metropolitan Opera Company. Edoardo Muller conducts, with Sumi Jo as Rosina, Dwayne Croft as Figaro, and Bruce Ford as Almaviva. Tickets not required. 8 p.m.

The Marriage of Figaro, Opera Festival of New Jersey, McCarter Theater, University Place, 609-683-8000. Mozart's comic opera, sung in English. \$22 to \$58. 8 p.m.

Pop Music

YES, PNC Bank Arts Center, Holmdel, 732-335-8698. With the Alan Parsons Project. \$20 to \$49.50. 8 p.m.

Spice Girls, PNC Bank Arts Center, Holmdel, 732-335-8698. Grrl pow-wah! \$30 to \$47. 8 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. Bonnie Monte directs Edmond Rostand's poignant classic. \$25 & \$30. 8 p.m.

Is There Life After High School?, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. A youthful musical comedy. Dessert & show, \$18.50. 8 p.m.

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 musical about the Ziegfeld Follies star. \$32 to \$47. 8 p.m.

West Side Story, Playhouse 22, 210 Dunhams Corner Road, East Brunswick, 732-254-3939. \$15 adults; \$10 students & seniors. 8 p.m.

Harvey, Princeton Summer Theater, Hamilton Murray Thea-

ter, Princeton University, 609-258-4950. Mary Chase's comedy about a man and a six-foot-tall rabbit. \$10 adults; \$6 children. 8 p.m.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. Pete Townshend's musical. All seats \$3; children free. 8:30 p.m.

Film

Post-Coitum, New Jersey International Film Festival, Scott Hall 123, College Avenue, New Brunswick, 732-932-8482. Forty-something housewife dumps hubby and kids for younger man in Brigitte Rouan's attack on French family values. \$5. 7 p.m.

Dancing

Friday Night Folk Dancing, YWCA, Paul Robeson Place,

Continued on following page

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Joan Belknap, *The Times*, June 12, 1998

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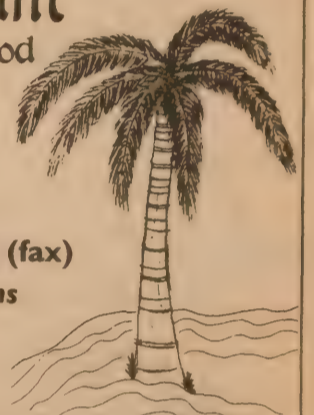
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JUNE 26*Continued from preceding page*

908-369-8906. International dancing. No partner needed. Beginners welcome. Free. 8 p.m.

Mando Madness LCD. Yardley Community Center 64 South Main. 609-882-7733. Bor Pasquarello presents the 9th annual. Liz Bradlev calls \$7. 8 p.m.**Tango Salon. Theater/Dance Workshop** Actor's Dance Studio. 1012 Brunswick Avenue Lawrenceville. 609-882-6095. An evening of tango lessons, demos, and dancing. Reservations. \$8. 9 p.m.**Literati****Eric Kraft, Encore Books** Princeton Shopping Center, 609-252-0608. The author introduces his newest novel. "Leaving Smalls Hotel" (Picador), a chronicle of ex-urban American life that critics say entertains even as it evokes the likes of Mark Twain and James Thurber. The main character, Peter Leroy, like Scheherazade, offers nightly readings from his memoirs to guests at his failing Long Island hotel. Free. 7:30 p.m.**Faith****Princeton Church of Christ, 33** River Road, 609-581-3889. Divorce recovery support group. Free. 7:30 p.m.**Food & Dining****Hamilton's Grill Room, Union-**ville Winery, Ringoes, 609-397-4343. Gourmet diner at the winery, with Marc BrownGold, chef, and John Almaier, wine maker. \$110 7 p.m.**Wellness****Princeton Center for Yoga & Health, 113 Commons Way,** Montgomery Commons, 609-924-7294. Yogarhythmics taught by Pamela Jane. \$30 series. 7:30 p.m.**Hot Spots****Allan Vache Quartet, Corner-**stone Restaurant, New and Pearl streets, Metuchen, 732-549-5306. Jazz. 8 p.m.**Patty Greer & Fred Wackenhut,** Jenny's, Peddler's Village, Lahaska, 215-794-4020. 8 p.m.**Ezekiel's Wheel, John & Peter's,** 96 South Main Street, New Hope, 215-862-5981. Reggae-ish original music. 9 p.m.**Razorbacks, Club Bene, Route** 35, South Amboy, 732-727-3000. Swingfest dance night with three bands. King Kerose opens followed by the Hellcats. All ages. \$8. 9 p.m.**Plex, Havana, 105 South Main****On Stage: Novelist** Eric Kraft, left, discusses 'Leaving Smalls Hotel' June 26 at Encore Books. Dan Hart sings June 24 at Bucks County Coffee and June 29 at Triumph Brewing Company.

Street, New Hope, 215-862-9897. R&B and '70s disco. 9:30 p.m.

Carl Wethersby, Old Bay Restaurant, 61-63 Church Street, New Brunswick, 732-246-3111. 9:30 p.m.**Cool Spots****Nassau Brass, Borders Books,** Nassau Park, 609-514-0040. Classical quintet. 8 p.m.**Singles****Princeton Singles, Roosevelt** Park, 609-883-9407. Outing to "Tommy" musical for 55-plus, \$5. 5:50 p.m.**Central Jersey Tall Friends Club,** Sea Gulls Nest, Sandy Hook, 908-329-8366. Drinks and snacks. 6:30 p.m.**Among Friends, Unitarian** Church, Cherry Hill Road, 732-297-7173. Nonsectarian discussion groups and DJ dancing; every Friday, \$5. 7:30 p.m.**Singles Speak-Up Toastmasters,** Fleet Bank, 1 Washington Street, Rocky Hill, 609-443-8289. A group to improve communication, speaking, and leadership. 7:30 p.m.**SingleFaces, Forsgate Country Club,** Jamesburg, 732-462-2406. Dance party, \$12. 9 p.m.**Yardley Singles, Sheraton** Bucks County, Langhorne, 215-736-1288. Dance party, age 40 and up. Cash bar, \$5. 9 p.m.**Sports for Causes****Charity Basketball Game,** Princeton Family YMCA South Brunswick High School Ridge Road, 609-497-9622. NFL Players take on D.A.R.E.-NJ police officers with proceeds going to the children's cancer center at the Robert Wood Johnson Hospital. NFL celebrities include Cory Sawyer, Tyrone Hughes, Dave Remington, Will Shiels, Donta Jones, Laurance Pete, Tommy Vigorito, David White, and Heisman trophy winner Mike Rozier. \$10. 7 p.m.**Saturday June 27****Classical Music****Summerfest Preview, Rutgers SummerFest '97, State Theater,** Livingston Avenue, New Brunswick, 732-932-7511. Pianist Carol Wong and the Amabile String Quartet are featured artists in a preview of the month-long music and arts festival that begins July 4. Admission is free. 7 p.m.

Following the concert, the audience is invited to the opening re-

Continued on page 28

Leisurely Lunch



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- Red Bliss Potato Salad
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- Boston Baked Beans
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- Chips
- Chilled Watermelon

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- Red Bliss Potato Salad
- Texas Alarm Chili
- Corn on the Cobb w/Drawn Butter
- Boston Baked Beans
- Sauerkraut
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732-521-1108 or 1-800-95-CATER Fax: 732-521-1114**We Look Forward to Working Together with You to Make Your Corporate Picnic One to Remember!**

Review: 'Cyrano de Bergerac'

Of all the famous historical noses, from Pinocchio to Surante, the most extravagantly sculptured facial appendage belongs to "Cyrano de Bergerac." The size, dimensions, and above all, fate of this famous poet-warrior's passionately directed nose, made so prominent in Edmond Rostand's rarely performed, epic turn-of-the-century play, seems to have perpetrated one of the great lyrical love stories of all time.

One might assume that finding an actor who, by virtue of his own genetic construction, does not need any putty-enhanced facade to carry off the pretense would be difficult, if not impossible. However, you may be assured that Gabriel Barre, who plays the title role in his own formidable schnozzola, has more reason to impress you in Bonnie J. Monte's fine staging of "Cyrano" for the New Jersey Shakespeare Festival. The "Cyrano de Bergerac" that is the opening attraction at the new \$7.5 million F.M. Kirby Shakespeare Theater on the campus of Drew University is as handsome a production as the nose that propels it.

Instead of bowing to its namesake, NJSF has picked this exemplary piece of theatrical panache to open its brand new theater. It could not have picked a better play to show off the new facility. Although forced to cancel the first public performance due to mechanical problems with a reluctant stage lift (an identical problem held up Broadway's "Titanic"), and to have an auditorium-clearing fire drill the second night when a smoke screen set off the fire alarms following the second intermission, the gala opening on Saturday, June 13, went on without a hitch.

Getting the full treatment of traditionally-conceived and vibrantly embroidered designs by Chris Muller (sets) and Murell Horton (costumes), "Cyrano" seems to respond best to traditional trappings, and indeed traditional stagings. Having survived the recent misconceived, heavily cut and horrendously acted production on Broadway by the otherwise excellent Frank Langella, "Cyrano" can generally be counted upon to respond favorably to traditional conceits. When it does, the play stands mightily on its own exalted terms, both as a poignant ode to unrequited love, and as a stirring tale of heroic valor.

One hundred years after its 1897 premiere, Edmond Rostand's saga of Cyrano continues to affect our conscience, as he rebukes the pride, prejudice, and hypocrisy of 17th-century Paris. As portrayed with a reserved declamatory bravado by Barre, this Cyrano reaches our hearts. And Barre's triumph comes with plenty of swashbuckling fervor and lovestruck ardor.

Barre, who earned a Tony nomination nine years ago for his role as a lizard in the memorably wretched Broadway musical "Starmites," and who is about to direct "The Jazz Singer" on Broadway, is not only an eloquent Cyrano, but also an appealing one. This may be the first production of "Cyrano" in which the epee-wielding title character is prettier to look at than the jaw-dropping swain, Christian.

Although Barre seems to run out of steam and vocal invention (he may energize and color some of his speeches as the run continues), his unhurried pacing seems to be part of the general pulse of a performance that suits the Quixotic hero's aging excesses. But Barre's ugly Cyrano also poses a major problem in a production where the



Panache: Gabriel Barre as Cyrano and Tricia Paoluccio help inaugurate the new Kirby Theater.

articulate hero appears more attractive in every way than the dim-witted, almost dopey Christian, with whom he has made a pact to win and woo the fair Roxane. Certainly, Cyrano has its fair share of comedy and pathos, but some of those aspects may strike some as oddly perverse and reversed in this production. While we expect Christian to be a virile well-meaning clod, no one is ready for the slack-jawed village idiot that Steve Wilson portrays. Under his blonde Rapunzel wig, the tall and tenuously-tied-to-the-text Wilson makes no case for a face or a form that could ever dazzle an impressionable Roxane.

In contrast to lighting designer Bruce Auerbach's commendable lighting for the bristling melees and rhapsodic musings, he is notably ineffective in putting the glow on the pert, charming but hardly radiant Tricia Paoluccio, who plays Roxane. This beauty should take our breath away. But if her beauty does not blind us as it does the lovestruck men, it is the fault of an artistic vision that fails to transcend the ordinary by illuminating a Buffy instead of a Helen of Troy.

Edmond Genest provided us with a wry Comte de Guiche, whose tendencies toward villainy are tempered by love and duty. Herman Petras stirred up laughs with his demonstrable Ragueneau, poet, pastrycook, and the James Beard of his day. The large cast of more than 30 players, all several notches above adequate, take their orders well from director Monte who, with the help of fight director Rick Sordelet, brought considerable bravado to "Cyrano."

I imagine that the less high falutin' translation by Anthony Burgess (used by the Royal Shakespeare Company in their 1984 visit to Broadway) would rest better on the tongues of many of the supporting actors than does Brian Hooker's very popular, but grandly florid, translation. A warm response, however, at the conclusion of the three and a half hour spectacle seemed to imply that Monte, the play's director, had fulfilled the wishes of the majority. A

few might say that nothing more than reverential respect for the source was considered by Monte. But fewer still will say that her direction lacks control and conviction. I submit the production on the whole is a significant achievement.

— Simon Saltzman

Cyrano de Bergerac, F.M. Kirby Shakespeare Theater, on the campus of Drew University, 36 Madison Avenue, Madison, 973-408-5600. \$20 to \$35. Through July 5.

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JUNE 27

Continued from page 26

ception of two new exhibits of art from Central America at the Mason Gross School of the Arts next door

Tosca, Opera Festival of New Jersey, McCarter Theater, University Place, 609-683-8000 Opening night for the festival's first-ever staging of Puccini's popular work, set in Rome during the Napoleonic era, and sung in Italian with English subtitles. Louis Salemno conducts the production directed by Dejan Miladinovic, with Elizabeth Byrne as Tosca, Michael Rees Davis as Cavaradossi, and Christopher Robertson as Baron Scarpia. \$22 to \$58. 8 p.m.

Katherine Rohrer gives a pre-concert talk at 7 p.m. in the McCarter rehearsal studio. \$5 admission.

Karl Haas, WWFM Classical Network, Richardson Auditorium, Princeton University, 609-587-8989. The classical radio station fundraiser features Karl Haas, musician, conductor, and long-time host of "Adventures in Good Music." \$75 patron; \$35 donor; \$20 children. 8 p.m. See story page 31.



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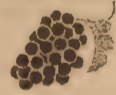
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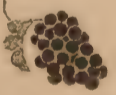
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Folk Music

Rangzen Festival, Unitarian Universalist Church, Titusville, 215-862-1327. Benefit for Tibetan independence with music by Tibetan singer Dadon, with Jennie Avila and Michael Di Giamo. \$15. 7:30 p.m.

Broadside Electric, Stony Brook Coffeehouse, 31 Titus Mill Road, Pennington, 609-737-7592. Traditional folk by the unusual electric quintet includes Klezmer, bluegrass, Balkan, blues, and classical. \$6 adult; \$4 child. 8 p.m.

Jazz & Blues

Jazzfest '98, New Jersey Jazz Society, Fairleigh Dickinson University, Madison, 973-543-2039. Dozens of artists including Buck Creek Jazz Band, Diva, Marlene Verplanck with the American Saxophone Quartet, Houston Person and Etta Jones, and the Byron Stripling Quartet. Today and Sunday, June 28, to 6 p.m. \$25 single day; \$45 both days. Noon. See story page 40.

Pop Music

Yes, Blockbuster/Sony E-Center, 1 Harbor Boulevard, Camden, 609-635-1445. With Alan Parsons Live Project. \$23 to \$54. 8 p.m.

John Fogerty, PNC Bank Arts Center, Holmdel, 732-335-8698. \$18 to \$45. 8 p.m.

Art

Photography Workshop, Stony Brook Watershed Association, 31 Titus Mill Road, Pennington, 609-737-7592. Nature photographer Phil Moylan leads, "Pine Barrens Flora," a day-long field photography workshop at Martha's Furnace in the Pine Barrens. Transportation by car-pool. Preregister. \$25. 7 a.m.

Recycled Art Sale, Bucks County Audubon Society, 2877 Creamery Road, Solebury Township, 215-297-5880. Fundraiser features pre-owned art by Bucks County artists and others with 25 percent of all sales to benefit the society's environmental education programs. Also sculpture, mirrors, and decorator pieces. Duffy Holland is chair. Sale continues Sunday, June 28. 10 a.m. to 5 p.m.

Artsbridge, Prallsville Mills, Stockton, 609-397-3349. Opening reception for the fourth annual juried exhibition by the Lambertville-based arts organization. Jurors are Lisa Tremper Barnes, director of the Berman Museum at Ursinus College, and Anne Fabbri, director of the Paley Design Center of the Philadelphia College of Textiles. Show runs to July 12. Free. 6 to 9 p.m.

At Ellarslie: Eric Fowler's 'The Simoniacs - Sellers of Divine Office' is part of the TAWA show opening June 27 at the Trenton City Museum.

TAWA Invitational, Ellarslie, Trenton City Museum, Cadwalader Park, 609-989-3632. Opening reception for the first of three members' shows featuring Marguerite Doernbach, Eric Fowler, Julian Kernes, Charles McCollough, and Marge Miccio. Jurors are Mel Leipzig, Molly Merlino, and Bernard Moore. Show continues to August 9. Free. 6 to 8 p.m.

Central American Arts, Mason Gross School of the Arts, Civic Square Building, 33 Livingston Avenue, New Brunswick, 732-932-7511. Opening reception for "Mexico Exports" featuring five large paintings by Noe Hernandez, and "Puerto Rican Graphic Arts, 1950-85," an exhibit of 65 prints and posters by significant artists from Puerto Rico and New York City. To August 14. Free. 8 to 10 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. Bonnie Monte directs Edmond Rostand's poignant classic. \$23 to \$35. 2 and 8 p.m.

Harvey, Princeton Summer Theater, Hamilton Murray Theater, Princeton University, 609-258-4950. Mary Chase's comedy about a man and a six-foot-tall rabbit. \$10 adults; \$6 children. 2 pm and 8 p.m.

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 Tony-winning musical about the Ziegfeld Follies entertainer. \$32 to \$47. 3 and 8 p.m.

Is There Life After High School?, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. A youthful musical comedy. Dessert & show, \$20. 8 p.m.

West Side Story, Playhouse 22, 210 Dunhams Corner Road, East Brunswick, 732-254-3939. \$15 adults; \$10 students & seniors. 8 p.m.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. Pete Townshend's musical. All seats \$3; children free. 8:30 p.m.

Dinner Theater

Good Time Charley's, Route 27, Kingston, 609-924-7400. "Marked Down for Murder," an interactive comedy mystery from Hewitt Productions. \$35. 7 p.m.
Murder Mystery Dinner, Coach and Four, Route 33, Hightstown, 609-443-5598. Dinner and mystery. \$42. 7:30 p.m.
Peddler's Village, Cock 'n Bull Inn, Lahaska, 215-794-4000. "Slaughter Off-Broadway," an interactive comedy mystery, plays Fridays & Saturdays through August. \$33.50. 7:30 p.m.

Film

Black Maria Film & Video Festival, 120 Long Beach Boulevard, Loveladies, 609-494-1241, extension 301. Noon.
Post-Coitum, New Jersey International Film Festival, Scott Hall 123, College Avenue, New Brunswick, 732-932-8482. Second night, \$5. 7 p.m.

Fairs

Blueberry Festival, Whitesbog Historic Village, Route 530, Browns Mills, 609-893-4646. Nestled in Lebanon State Forest, fun, food, folk music, crafts, Pinelands art, photography, fresh blueberries, blueberry baked goods, and blueberry sundaes in historic Whitesbog Village. Traditional blueberry pie-eating contests for children and adults. Walking tours and hay rides. Raindate is Sunday, June 28. \$5 per car. 10 a.m. to 5 p.m.
Festival of Children's Games, New Jersey Museum of Agriculture, College Farm Road and Route 1, North Brunswick, 732-249-2077. Learn potsie, skully, marbles, yo-yo, and other pastimes of the pre-silicon chip days. \$4 adults; \$2 children. 11 a.m. to 4 p.m.
Cowtown Rodeo, Route 40, Woodstown, 609-769-3200. Weekly rodeo with seven standard events: Bareback Bronc Rid-



Players: Sinbad the comedian performs at the Trop in AC June 27 and 28 (609-340-4020). WCBS news anchor and singer Therese Crowley performs at the June 28 polo fundraiser at Hillsborough Country Club (973-316-6676).

ing, Calf Roping, Saddle Bronc Riding, Steer Wrestling, Brahma Bull Riding, Team Roping, and Girl's Barrel Racing. Tough on cowboys and cowgirls, the rodeo's safe for couch types — and it's sanctioned by the Professional Rodeo Cowboys Association. \$10 adults; \$5 children. 7:30 p.m.

Faith

Diamond Jubilee Dinner Dance, Aduth Israel Congregation, 1958 Lawrenceville Road, 609-896-4977. The celebration of the congregation's 75th anniversary honors Rabbi Daniel Grossman, spiritual leader for 10 years. 6 p.m.

History

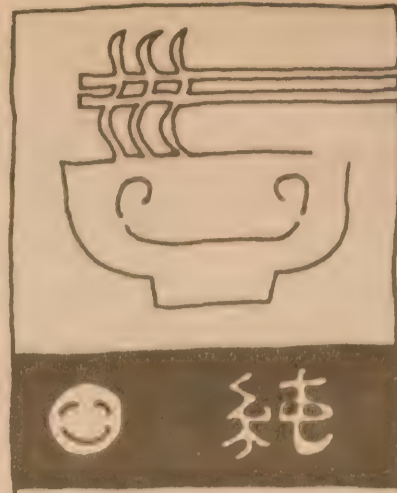
Conservation Workshop, Association of Gravestone Studies, Monmouth University, West Long Branch, 800-813-1724. The national organization that

fosters the study, appreciation, conservation, and preservation of burial grounds includes public participation sessions in its three-day annual conference. Preregister. \$40. 8:30 a.m.

Hot Spots

Blues Deluxe, Havana, 105 South Main Street, New Hope, 215-862-9897. Blues. 6 p.m.
Ray Gallon Quartet, Cornerstone Restaurant, New and Pearl streets, Metuchen, 732-549-5306. Jazz. 8 p.m.
Walt Willey, Club Bene, Route 35, South Amboy, 732-727-3000. The comedian who moonlights on "All My Children," \$22.50. 9 and 11:30 p.m.
Sound Scientists, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. With 3 p.m. show by the Uncle Buzz Blues Band. 9:30 p.m.

Continued on following page



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JUNE 27

Continued from preceding page

Magic Slim & the Teardrops, Old Bay Restaurant, 61-63 Church Street, New Brunswick, 732-246-3111. 9:30 p.m.

Cool Spots

Princeton Garden Statesmen, Borders Books, Nassau Park, 609-514-0040. Barbershop quartet. 7:30 p.m.

Tom MacFarlane, Small World Coffee, 14 Witherspoon Street, 609-924-4377. Folk. 8:30 p.m.

Cafe Improv, Arts Council of Princeton, 102 Witherspoon Street, 609-924-8777. Music, words, and comedy at the Loft Theater. \$1. 9 p.m.

Kids Stuff

Barnes & Noble, MarketFair, 609-897-9250. Storytime reading, "Hello, Red Fox" by Eric Carle. Ages 3 and up. Free. 11 a.m.

Borders Books, Nassau Park, 609-514-0040. "Pet Stories" story and craft. Free. 11 a.m.

For Families

Honey Harvest, Howell Living History Farm, Valley Road, off Route 29, Titusville, 609-737-3299. All the farm's 240,000 bees will be on their best behavior according to the beekeepers who will uncup the combs and extract the honey. Free. 10 a.m. to 4 p.m.

Tree Knowledge, Stony Brook Watershed Association, 31 Titus Mill Road, Pennington, 609-737-7592. Visit and identify the trees on the Watershed property. Preregister. \$8. 10 a.m.

Greyhound Adoption, Borders Books, Nassau Park, 609-514-0040. Garfield and other live greyhounds are featured in the presentation by the New Jersey Greyhound Adoption Program. Free. 3 p.m.

Outdoor Action

Knowing Native Ferns, Bowman's Hill Wildflower Preserve, River Road, New Hope, 215-862-2924. Learn about ferns on the Wherry Fern Trail. Preregister. \$10. 10 a.m.

Princeton Ski Club, 732-431-0118. Pine Barrens canoe trip, \$20. 10:30 a.m.

Singles

Princeton Singles, Tara Greens, 732-828-1358. Pitch & putt, over 55s. 10 a.m.

Weekend Racquets, The Club at Woodbridge, 732-937-9317. Singles tennis party, \$28. 2 p.m.

Princeton Singles, Marroe Inn, Lawrenceville, 609-771-4060. Dinner and Dixieland. 7 p.m.

New Horizons for Catholics, Greenbrook Lanes, Greenbrook, 908-626-1388. Bowling party. \$9. 9 p.m.

Sports

New Jersey Devils, Pegasus,



'Tosca' at McCarter: Christopher Robertson, as Scarpia, and Elizabeth Byrne, as Tosca, lead in the production opening June 27. 609-683-8000.

Meadowlands Racetrack, East Rutherford, 201-935-6050. Draft Day Party, with simulcast of the draft in Buffalo. The hosts of the event are Mike Miller and Randy Velischek, commentators from Devils radio 770 AM. 12:30 p.m.

Sports for Causes

Mercer County Independent Insurance Agents, Peddie Golf Course, 609-587-4333. The Independent Agent Junior Classic Tournament is held once a year, with national finals in Oklahoma. This tournament was won by both Tiger Woods and Billy Andrade, as junior golfers. 9 a.m.

Sunday June 28

Classical Music

The Marriage of Figaro, Opera Festival of New Jersey, McCarter Theater, University Place, 609-683-8000. Mozart's comic opera, sung in English. \$22 to \$58. 2 p.m.

Jazz & Blues

Jazzfest '98, New Jersey Jazz Society, Fairleigh Dickinson University, Madison, 973-543-2039. Dozens of artists including Buck Creek Jazz Band, Diva, Marlene Verplanck with the American Saxophone Quartet, Houston Person and Etta Jones, and the Byron Stripling Quartet. To 6 p.m. \$25. Noon. See story page 40.

Outdoor Concerts

Borderline, Kuser Farm Park, Hamilton, 609-890-3630. Free. Concert evenings also feature free tours of Kuser Farm Mansion (by reservation). 6 p.m.

Art

Recycled Art Sale, Bucks County Audubon Society, 2877 Creamery Road, Solebury Township, 215-297-5880. Fundraiser features pre-owned art by Bucks County artists and others with 25 percent of all sales to benefit the society's environmental education programs. 10 a.m. to 5 p.m.

Faces in the Crowd, E.M. Adams Gallery 397, 8 Coryell Street, Lambertville, 609-397-7800. Open house for painter and sculptor Edward M. Adams' showcase of a new painting series, "Faces in the Crowd." Also limited-edition miniatures of the 13-foot bronze abstract sculpture he created to honor Raoul Wallenberg, the Swedish diplomat who saved 100,000 Jews from Nazi concentration camps. The sculpture was dedicated in June at Smith Park in Parsippany. 3 to 6 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. Bonnie Monte directs Edmond Rostand's poignant classic with a cast of 30. \$23 & \$27. 2 p.m.

Continued on page 39

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Dr. Haas Comes to Town

With all due respect to the ever-youthful Karl Haas, it seems as if I have been getting the low down on high notes from him since I was a child. How many famed composers from history can you name who had equal talent conducting their work? Can you identify a composer after listening to only a few bars of music? And how many compositions can you name that are based on the sound of a cuckoo?

If all these questions fail to stump you, you too have surely been listening to and enjoying Dr. Karl Haas and his "Adventures in Good Music," broadcast for the past 36 years over classical music radio stations across the nation and around the world.

But did you ever think you might get a chance to see and say thank you in person to the man who changed your life when he played and extolled the scratchy but extraordinary recordings of opera legends Caruso, Melchior, Traubel, and Ponselle?

Karl Haas, the renowned pianist, conductor, and student of the legendary Artur Schnabel, will perform "in concert and conversation" on Saturday, June 27, at 8 p.m. in Richardson Auditorium on the Princeton University Campus, in a benefit for WWFM.

Although this occasion marks Haas' first performance in Princeton, his unseen presence is that of an old friend and, indeed, mentor. Didn't all "Vissi d'Arte" arias sound alike until Dr. Haas played

and commented upon umpteen versions back to back, as interpreted by the most famous divas of their day? And don't think you will ever walk through a forest again without hearing the various musical motifs that have been created by composers in commemoration.

Haas, an active conductor and performer on the recital tour circuit as well as on radio and television, is close to being a legend in his own time. He has served as a distinguished visiting professor at leading universities in the United States, and received eight honorary doctorates in music, fine arts, and humanities. Yet for many of us, Haas was the man who made classical music accessible and who focused humorously and authoritatively on the great artists and personalities who interpreted classical works. Haas and his "Adventures in Good Music" went earnestly and commendably further than informing us that the theme from "The Lone Ranger" and was a portion of the "William Tell" overture, or that Maria Callas would never have sung at the Met if she hadn't lost weight.

The name Karl Haas brings a smile to the faces of those who have and continue to be coached in our appreciation of classical music by a master with a sense of humor, a great love, and unabashed enthusiasm for his lifelong work. Whether the theme of his show is historical, biographical, analytical, or topical, Haas is sure to make it entertaining. After 15 years, his



Classical Master:
Karl Haas will appear at Richardson Auditorium June 27.

book "Inside Music," an elaborate reference work dealing with all phases of music, remains a music lover's must. After the concert, some of us are hoping that Dr. Haas will autograph our well-worn edition. As he offers every weeknight on WWFM at 7 p.m., we'll "Come on up and linger a while."

— Simon Saltzman

Karl Haas, WWFM Classical Network, Richardson Auditorium, Princeton University, 609-587-8989. Tickets \$75 patron; \$35 donor; \$20 children. Saturday, June 27, 8 p.m.

For many of his radio listeners, Karl Haas made classical music accessible.

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Review: 'Dinah Was'

In "The Lion King" we are dazzled by a myriad of cavorting beasts and birds of all descriptions. In the epic "Ragtime," we are deluged by a multitude of major characters. But in "Dinah Was," the vastly entertaining and intimate new musical, we are merely mesmerized by the story of one significant talent, the great rhythm and blues singer Dinah Washington.

Originally presented at the Williamstown Theater Festival and subsequently for a limited run at the WPA Theater Off-Broadway where it garnered excellent reviews, "Dinah Was" is no longer a "was." "Dinah" IS, having moved to a new, 499-seat Off-Broadway theater — The Gramercy, (a converted movie house) — for what should be an extended run.

"The Queen of the Blues" is portrayed by Yvette Freeman, a force of musical nature to be reckoned with in her own right, and an actress who has continued to deepen and expand her highly emotional performance since I first saw the show at the WPA. Unlike some recent musicals that have trampled on legends like Judy and Tallulah, "Dinah Was" offers a credible, if necessarily simplified, overview of Washington's life and career. While the vast majority of the 13 songs that Freeman delivers pay uncanny homage to the Washington style, they do not attempt mimicry. And unlike the hapless integration of old Cole Porter songs into the current "High Society," many of the standards and not so standard songs are used to heighten and charge the dramatic urgency of the scenes. Washington's pop classic, "What a Diff'rence a Day Makes," and "I Wanna Be Loved," propel the action as much as they present a showcase for musical nostalgia.

The simplified dramatic structure is the work of author Oliver Goldstick and director David Petrarca. They have devised an efficient and effective way to follow Washington, born Ruth Jones, through her never-ending and unsettling conflicts with her rigid, religious mother, her increasing despair over her failed marriages and love affairs, her gradual addiction to drugs, her dependence on alcohol, and her ongoing battles with her manager. The framing device is Washington's provocative coup d'état from which her story unfolds.

The story is contained in flashbacks as Washington, who, in 1959, just hours from becoming the first black entertainer to headline a show on the Las Vegas strip's famed Sahara Hotel, discovers that the hotel does not per-

mit blacks to book rooms or enter the hotel unaccompanied by a white. Accompanied by her black assistant (Adriane Lenox, who is

Unlike some recent musicals that have trampled on legends like Judy and Tallulah, 'Dinah Was' offers a credible overview of Dinah Washington's life.

sensational in four roles that include Washington's mother, a waitress, and a Sahara Hotel kitchen worker), Washington is determined to either change social history or not perform the show.

Refusing to accept the outside trailer accommodations provided by the management, and to enter and exit the hotel by way of the kitchen, Washington exercises her squatter's rights in the lobby. "Ain't nuthin' but a plantation with slot machines," she shouts, ignoring the pleas of a dorky bellhop and her distressed manager, and the condescending hotel manager (Vince Viverito) who attempts to get her to move with a sizable check.

Amid periodic returns to the hotel lobby, where various ploys and no amount of imploring manage to budge Washington, the show reveals Washington as an incomparable talent, but also as a difficult, abrasive, and insecure woman. Washington's raunchy and temperamental personality enters into Freeman's striking interpretations of the suggestive "Long John Blues" and "Baby, You Got What it Takes." These are balanced by the melancholy of "This Bitter Earth" and "I Don't Hurt Anymore." The songs are given exemplary backup by a dynamite jazz quintet on a moving bandstand.

Exciting musical segments show off Washington as the queen of rhythm and blues and her final years as a major crossover artist with hit romantic songs. But the show's trenchant dramatic detail is revealed by the combative scenes between Washington and her mother, who ends up raising Washington's two semi-estranged sons; the clever scenes between Washington and her husbands and lovers, compacted by Darryl Alan Reed in fine low-key portrayals; and the fights with callous booking

agents and her unnerved and nervous manager (splendidly acted by Bud Leslie).

But just when you think that the showcase for Freeman's extraordinary voice has ended, it offers an 11 o'clock showstopper to the sensational Lenox. As the formerly meek turned powerhouse kitchen worker who gets her big break from Washington, Lenox sends the adrenaline souring with her vibrant rendition of "A Rockin' Good Way" (sung as a duet with Freeman). The 20 years we get of Washington's life, which ended at age 39, begin as she finds comfort in the enveloping folds of a white fur coat. It ends, like other legends, in tragedy, but with a face on a postage stamp. ★★★

— Simon Saltzman

Dinah Was. Gramercy Theater, 127 East 23. \$35 to \$47.50. Ticketmaster 800-755-4000; box office. 212-777-4900.

On Broadway

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At the Gramercy: Yvette Freeman, left, plays the Dinah Washington role and Adriane Lenox is the kitchen worker who gets the big break.

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Side Man, Roundabout, 1530 Broadway, 212-719-1300.

Smokey Joe's Cafe ★★ Virginia, 245 West 52.

The Beauty Queen of Leenane ★★ Walter Kerr, 219 West 48.

The Judas Kiss ★★ Broadhurst, 235 West 44. Liam Neeson as Oscar Wilde.

The Last Night of Ballyhoo ★★ Helen Hayes, 240 West 44. Ends June 28.

☛ **The Lion King** ★★★★★ New Amsterdam, Broadway & 42. 212-307-4747. Best musical.

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The Sound of Music ★★ Martin Beck, 302 West 45.

The Sunshine Boys ★★ Lyceum, 45 Street. Jack Klugman and Tony Randall. Ends June 28.

Titanic ★★★★★ Lunt-Fontanne, 205 West 46. Ticketmaster.

Twelfth Night, Lincoln Center, 150 West 65. To August 30.

Wait Until Dark ★ Brooks Atkinson, 256 West 47. Ticketmaster. Tomei and Tarantino close June 28.

Off-Broadway

A New Brain, Lincoln Center, 150 West 65. Previews.

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Labor Day, Manhattan Theater Club, 131 West 55. By A.R. Gurney.

Late Nite Catechism, St. Luke's Church, 308 West 46, 800-432-7250.

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Visiting Mr. Green ★★ Union Square, 100 East 17. Ticketmaster.

When Pigs Fly ★★ Fairbanks, 432 West 42. Howard Crabtree.

You Never Can Tell, Roundabout, 1530 Broadway, 212-719-1300.

You Shouldn't Have Told, Playwrights Horizon, 415 West 42.

— Simon Saltzman

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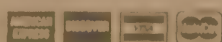
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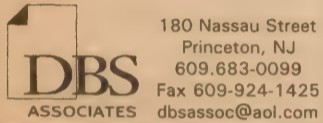
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In a Little Heaven, Terpsichore Takes

It's a perfect, cloudless June morning and Tommy Flagg is sitting outside in a little paved garden beside the 18th-century stone farmhouse he inherited from his parents. The first summer flowers are in bloom in the herbaceous borders, and golden orioles, cardinals, and purple finches flit busily back and forth in the trees above. When Flagg suggests that this country home, which has been in his family for a bit more than his lifetime, is "a little piece of heaven," we're not about to disagree.

Flagg, ruddy-faced and still youngish-looking at 42, is an insatiable talker. Dressed today in a natty pink Oxford shirt and chinos, his thinning hair combed straight back, his extravagant persona strikes us as slightly larger than life — as do his dreams.

Today he's talking about the five-year commitment of time, money, and sweat equity already invested to transform this spacious, tree-covered Hunterdon County farm into a perpetual sanctuary for art, nature, and dance. The property, he insists — 150 acres, just a mile from the banks of the Delaware River and two miles south of Frenchtown — is just like a hundred other New Jersey farms up and down the Delaware. Yet today so many of these farms have gone for soulless housing developments that his, a former corn farm that is now a working tree farm, holds unique promise. He calls his project, Terpsichore SAND, "a natural setting for the collaborative development and promotion of dance and art that will transform lives."

Flagg chose the name Terpsichore (pronounced terp-si-koree) to describe "a place of sanctity, a place where people can remember why people dance, a place to remind us why we're here on earth," he explains with passion. Terpsichore was the Greek mythological muse of dance and choral song, one of the nine muses. Their father was Zeus, and their mother was Mnemosyne (as in Memory). SAND is an acronym for "Sanctuary of Art, Nature, and Dance."

Like a treasured museum mas-

terpiece, Flagg recites the "provenance" of the farm and its 1767 farmhouse with reverence.

Significant in his chronicle, which goes back to the first decades of the century, are its ties to the arts. Just as Flagg invokes the mythology of the Greek muses for the farm, he also embodies a parallel mythology of American "show biz."

Under the former owner, fashion designer Josette Walker, Christian Dior was a weekend visitor here in the 1920s. From its days as a bootlegger's farm, Flagg says he can show you the quick exit route used when the revenueurs came calling. His parents, Jack Goode and Mary Flagg bought the place in the early 1950s, and his father named it "Pot Luck Farm," apt enough for the starving actor he was then. Cary Grant and Martha Rae were among the luminaries they hosted with or without the pot luck. Today, in the 18th-century timber barn that doubles as a dance studio and art gallery, a poster of Goode, in costume for his role in "The Pajama Game," reigns over the 100-foot high space

"The Smothers Brothers, Louis Armstrong, Maurice Chevalier, sitting around having cocktails. The spirit that was here has always been so clear to me," says Flagg, who has had a home here throughout his life. "I don't want to sound like John DuPont, but I used to see guys walking around here — ghosts. I'm a great believer that the spirit that exists here is very powerful and very genuine — and it's being chased out."

Now, looking out on the scenic surroundings, Flagg makes an allusion to one of his favorite films, "Field of Dreams" — the one where former baseball greats step soundlessly out from between rows of corn. But in Flagg's mind's eye, the characters who sometimes step out of these woods into his enchanted dance circle are of a different order: Isadora Duncan, Vaslav Nijinsky, and Martha Graham are a few of the spirits who wait here to be called upon. Across an expanse of mowed grass, as if on cue, we see a deer step out of the woods to stand quietly alert, its black-nose gleaming, blinking into



the sunlight.

Bolstering the mystical possibilities, in 1993 a tornado touched down in the woods carving out a perfectly circular, two-acre amphitheater. The trees were toppled like matchsticks; eventually cut up and hauled to the perimeter where they now offer well-seasoned wooden

The name Terpsichore describes 'a place of sanctity, a place where people can remember why people dance,' says Tommy Flagg.

seating. The event served to confirm Flagg's feelings that nature was speaking to him directly: "If we dance, they will come."

Last November, the non-profit arts organization was awarded a first-time grant of \$20,000 by the Geraldine R. Dodge Foundation to fund its first, four-performance subscription series that will help establish the site as a permanent center for dance and the arts. Other funders include the James A. Kearney Foundation, Bloomberg News, the Red Devil Foundation, and the Glenmede Trust Company.

The 1998 inaugural series, already supported by 100 subscribers, began on Mother's Day weekend in May, on a day of unprecedented monsoon-like rains. Yet 90 souls packed the timber barn adjacent to the farmhouse to watch the dancers and musicians Stacey Pepper, Brian Farias, Charlene Arrias, and HALA, the Hispanic American League of Artists of the Lehigh Valley.

Performed to live music, the concerts are opened by dancer Suzanne Goldman who, in the guise of Terpsichore herself, "comes out and greets the earth, the sky, and the audience, and then runs away," says Flagg. "She basically says, 'I am the embodiment of the best that we can be. I am the embodiment of spirit, of mythology, of history, of our future, and I bless you all. Now watch the show.'" Says Flagg: "Families can share this day and reacquire themselves with what they've forgotten. You can mistake it for heaven."

Each of the series' four concert days includes a nature walk, a wildlife demonstration, an art exhibit, and a dance lecture and demonstration, all conducted by professionals in their fields.

With extra prayers to Terpsichore (or perhaps her dad, Zeus) for clear skies, the series continues Saturday, June 27, with a four-hour afternoon program of performances that features Umoja, an Afro-Caribbean modern dance ensemble directed by Karen Love; two solos by Randy James and Will Turner to music by Joe Renzetti; and the Alborada Spanish Dance Theater. Remaining dates in the series are "Dance International" on September 26, and "Fall Tapestry" on October 10. Partial season subscriptions are available for \$50 and \$75.

The 1998 subscription season represents another hard-fought victory: Terpsichore SAND was forced to wage an expensive, 18-month campaign for a zoning variance from Kingwood Township. Flagg says that while long-time residents were open to his concept of an arts sanctuary that would also preserve open space, area newcomers fought the proposal tooth and nail. "What we went through with zoning was one of the most terrifying, one of the most painful things I've ever done in my life. It was appalling — people screaming at me; they put out leaflets." Nevertheless, the zoning board eventually voted unanimously to grant the variance.

The colorful and expansive Flagg is the offspring of an unusual marriage. His father married seven times; his mother, three times.

His father was a song-and-dance man from Ohio who made good — quite literally, a man called Whittridge who made his name in the entertainment business as Jack Goode. "He could sing, dance, and he was a wonderful comedian," says Flagg. Goode made a name for himself in light opera and summer stock — including the Lambertville Music Circus — and on Broadway.

Flagg's mother, Mary King Flagg Biddle, came from one of the nation's oldest, prominent Philadelphia families. At 20, she married her first husband, the prominent American arts patron Livingston Biddle, who later became the first director of the National Endowment for the Arts. She made her reputation as a pioneer in radio



Wing



At Terpsichore: *The old farmhouse, above left, is home and office to Tommy Flagg, left. Above, dancer Angela Jones in performance performs outdoors. Below, on opposite page, the spirit-filled dance space. All photographs by Boz Swope.*

with "The Mary Biddle Hour," in which she interviewed performers and visiting celebrities and became the nation's highest paid spokesperson for product placement.

Flagg's parents' marriage lasted five years — the longest stretch for either of them — and they divorced during his first year of life. After the divorce his mother changed his birth name, Irwin Thomas Whittridge Jr., to Thomas King Flagg.

"My mother died when I was 12, and I met my father for the first time when I was 14," says Flagg who learned to take care of himself at an early age. Goode was starring on Broadway opposite Ethel Merman in "Hello Dolly" when Flagg met him. But a year later, his father died, and the orphaned Flagg was truly alone. At 13, the young Flagg was living on his own, with a trust fund, at boarding school and in a New York City apartment.

An assortment of godparents and surrogate mothers, aunts, and uncles were in the wings to assist Flagg on his life path. His godmother was Trenton's Mary Roebling, one of the most powerful bankers in America, who paid for his parents' 1951 wedding. He also credits Kay Mather of Philadelphia with helping him into adulthood. He spent a lot of time with Lambertville Music Circus producer St. John Terrell, who was like a godfather to him, and directed him in summer stock shows. Yet another "godmother" was the Los Angeles actress Donna Reed.

Flagg began dancing at four, with classes in tap and ballroom dance. He says he was raised primarily at boarding schools (Browning and Fay), and graduated from Southfield in Connecticut

as a so-so student but an outstanding wrestler. He hoped to get into Princeton University on the strength of his wrestling. He failed at that, but was offered wrestling scholarships by three other colleges.

Nursing the wound of his rejection by Princeton, at a time during the 1970s when single-sex women's schools were accepting men, "I thought I'd make the best of it," says Flagg. "I applied to every women's school on the Eastern Seaboard." He settled on Skidmore, for its 17 to 1 ratio of women to men, and its hometown, Saratoga, "that had more bars per capita than any other city in the United

States. So there I was, an ex-wrestler studying ballet with Melissa Hayden in New York City Ballet's summer home."

slapped me with a two-by-four." "It was the most amazing experience — to suddenly 'get it.' Like the best Balanchine, Jewels has an almost a subconscious structuring of movement. You'll see something in the first phrases that, in the last culmination, that movement comes back again. Especially the way Emeralds and Rubies are Diamonds laid out — it was just fabulous. It's still one of my favorite ballets."

As he went on to raise money for NYCB and for three modern dance causes, he fell into the dance world and felt akin to it. "I would give and I would raise a lot of money for those entities."

"I suddenly said, 'Why am I doing all this for them?' I had a hunger to make my own mark." He went on to forge a six-year association with a dance theater company in Paris call Calck Hook, directed by the young American dancer Wendy Shankin. "It was an extraordinary avant-garde company, good work, esoteric — a great hodge-podge of theater and dance." Although he successfully brought the company to the U.S., six years and millions of dollars later ("I went through money like a hot knife through butter"), he ended the association and turned to acting.

"Wrestling was about overcoming, succeeding, and winning. You can succeed at anything, is what I learned. Acting to me was one of the most difficult challenges — I didn't have a great longing to por-

Mary Roebling, Kay Mather, St. John Terrell, and Donna Reed are among the adults who helped the orphaned Flagg.

Throughout his teens, his aunt, who was a leading ballroom dance teacher, had taken Flagg to performances of New York City Ballet. "I enjoyed it to a certain extent. I mean she'd take me because her husband didn't want to go," he says. "But then one evening I saw 'Jewels' with Patricia McBride — It was like God came down and

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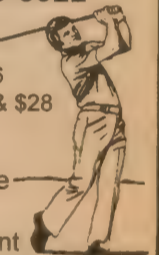
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Continued on following page

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Continued from preceding page

traying great characters. I wanted to win at the toughest thing I could, and that was acting.

Independent and already acting in New York under the stage name "Jack Goode Jr.," he became a regular on "All My Children," where he spent a year playing "Peter the psychopath," after which he appeared in Woody Allen's "Radio Days" and "Manhattan Stories." Moving on to Los Angeles, he "spent seven years getting pummeled in the industry." During these years he became regular on "Moonlighting," and landed small roles in "Dick Tracy" and "Tango and Cash," among others.

"I didn't win. I got pummeled. I grew up with magic — what I saw in L.A. was crap," says Flagg, who fled back to Frenchtown in 1992. "It was the most unpleasant people, the most unattractive people, and people doing it for one thing, money. I grew up with magic. Watching my father with Ethel Merman, was pure, palpable magic. Aunt Donna [Reed] had magic, she was a magical person.

"After I finished acting and it beat the hell out of me, and I lost, I looked back at dance and realized that it wasn't acting, it was dance that was the most difficult challenge."

In Los Angeles he also watched the landscape being consumed by careless and expensive development. If he could make a success, hit it big, he hoped to come back to Frenchtown and buy the neighboring farms.

Today Flagg is passionate about all dance forms, from the percussive American tap practiced by his father, to its global cousins, Spanish flamenco and Indian Kathak. Ballet, African ritual dance, European folk dance forms, and contemporary Japanese Butoh are all on Terpsichore's program.

"Dance is a huge commodity that has been mismanaged and misguided," says Flagg, emphatically. "Dance is one of the most difficult languages to digest. It became very clear to me, that you're only going to only get one shot at most people, and you have to do something they can digest, something they can relate to. What we do here is family oriented, and nature oriented. It's dance in relation to nature, music, fine art, and wildlife. Here at Terpsichore, they 'get it' — they understand why the dancer dances — and that's key. Even dancers don't know why they dance."

"The part I like best is selling," says the indefatigable Flagg, who is quick to confess that selling dance in America can be akin to selling ice to the Eskimos.



Plein-air Dance: Angela Jones, above, and Christmas Phinney, below, at Terpsichore SAND. Photo by Boz Swope.

"This is a country where you have a rookie pitcher from the Dominican Republic who's offered \$75 million for a five-year contract, while a ballerina can't get the money for a chicken salad sandwich. This is a country that spends \$2.5 million more for military marching bands than it does for the entire National Endowment for the Arts budget. It's appalling. We are in absolute, abject cultural poverty.

"My goal is to make the land more valuable than money: What we try to create here is a sense of commerce. The value of the gift. The value of inspiration. The value of nature. The value of great artists. You cannot put a money value on it."

Under Flagg's tireless leadership, Terpsichore SAND, which has in its long-range plan housing for retired dancers, is active throughout the region as agent and manager for a dozen dance artists and companies. Flagg current produces 50 shows a year, 80 percent of them off-site in locations that include New York's Joyce Theater, Kingwood School, Bucks County Community College, the Hunterdon Art Museum, Barnes & Noble in Princeton, and the Trenton Avant-Garde Festival.

At Terpsichore he has presented Patrick Corbin of the Paul Taylor Dance Company, Margo Sap-

ington and the Daring Project, Lori Belilove and Company of the Isadora Duncan Foundation for Dance, the classical Indian dancers and musicians of the Bala Ensemble, Deborah Sayles, principal with New Jersey Ballet, Lynne Taylor Corbett, and Susan Jaffe of American Ballet Theater.

"My responsibility is to save the land and to educate an audience. That has to be done. If that's not done, why do it. We don't need any more dancers! We don't need any more choreographers! We need people who will support the dance," says Flagg. "And we need visionaries." — Nicole Plett

Summer Dance Concert. Terpsichore SAND, RD 1, Frenchtown, 908-996-6744. **Saturday, June 27 at 1 p.m.** (Rain-date Sunday, June 28). Call for directions.

Also "Dance International," Saturday, September 26; and "Fall Tapestry," Saturday, October 10.



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In the Galleries



Art in Town

Arts Council of Princeton, 102 Witherspoon Street, 609-924-8777. "Still Movement," an exhibit of works in porcelain by Mariana Heilmann. To July 10.

The Firebird Gallery, 15 Witherspoon, 609-688-0775. The children's folklore and fantasy gallery features works by Russian-born illustrator Gennady Spirin from his next book, "The Crane Wife." To July 12. Gallery hours are Tuesday to Sunday, 11 a.m. to 6 p.m.

Gratella Gallery at the Forrester, 100 College Road East, 609-452-7800. First day for Bill Taylor's exhibit, "In Focus: India-Nepal," a photo exhibition by Bill Taylor, well known for his architectural photography, and president of Taylor Photo. The show features scenic and portrait photographs taken on a recent trip to India and Nepal. To August 29. The gallery on the lower level is open daily from 10 a.m. to 10 p.m. Artist's reception is Friday, July 10, from 5 to 6:30 p.m.

Historical Society of Princeton, Bainbridge House, 158 Nassau, 609-921-6748. "Practical Photographers: The Rose Family Studio," images from the awesome collection of 10,000 glass plate negatives, dating from shortly after the Civil War to the early 1950s. The Rose Studio was founded in Princeton in 1873 by Royal Hill Rose whose commercial photography studio stood on Nassau Street through three generations of family owners, until its closing in 1951. To December 30. Free. Museum hours are Tuesday to Sunday, noon to 4 p.m.

Medical Center at Princeton, Merwick Unit, Bayard Lane, 609-497-4192. Show of work by the Senior Center watercolor class, directed by Carol Scott, that has been meeting weekly since 1992. Artists are Jennie Angley, Henry Chao, Al Conti, Beverly Maynard Jeffers, Angeline Pacifico, Elsa VonColln, Nancy Wan, Josephine Wang, Frieda Weiss, Jackie Wouwenbery, and Ya-Yen Yu. To September 10. Open daily, 8 a.m. to 7 p.m.

Skidmore Art Consultants Gallery, One Airport Place, Route 206, 609-924-1875. An exuberant group of recent paintings by Anne Boysen, abstract flower studies in a profusion of different hues. A

At the Princeton Art Museum: Mark Klett's 1996 photograph, 'Resting in the Tent After a Long Hike,' is part of the exhibit on 'The West' opening June 30. 609-258-3788.

former Philadelphian, Boysen now lives in an old farmhouse in Bucks County where she finds the countryside a constant source of inspiration. To July 23. Gallery hours are Thursday and Friday, 1 to 5 p.m., and by appointment.

Small World Coffee, 14 Witherspoon Street, 609-924-4377. Paintings by Ellie Fox, to June 30.

The Williams Gallery, 8 Chambers Street, 609-921-1142. "Twentieth-Century Paintings & Prints," a group show featuring Japanese printmakers Rieko Fuji-

nami and Kenichi Tanaka. To August 15. Gallery hours are Wednesday to Saturday, 11 a.m. to 5 p.m.

Fujinami received her BA from Tokyo University of Art & Design and her MA from the Tama Art University. She has won awards in set production, book cover, and book and calendar illustration. "I attempt to take in the human memories and nostalgia locked up inside objects or forms," she says. "In this approach, I do not attempt to seize the objective existence of a thing. Rather, I try to grasp the

Continued on following page

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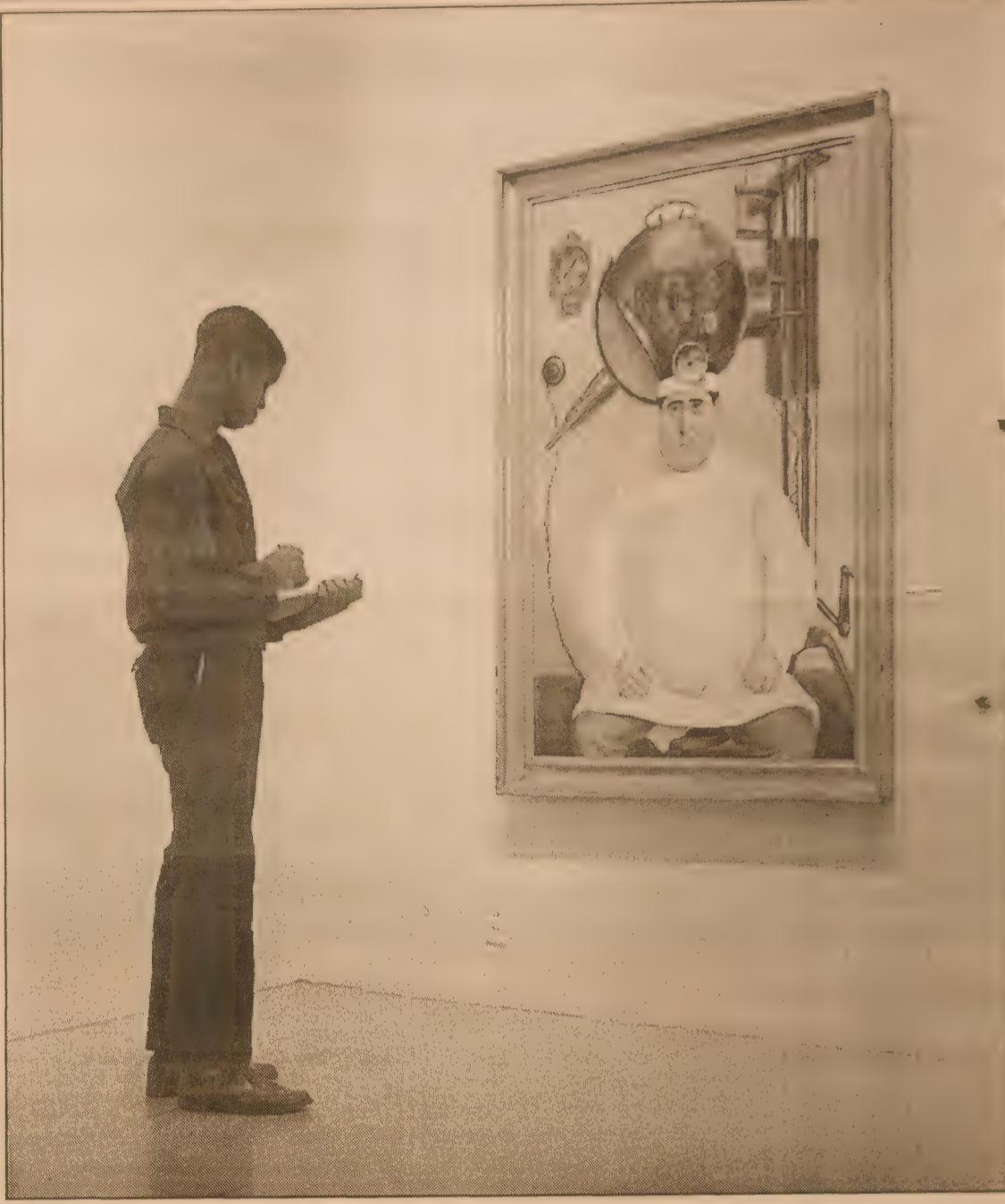
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Continued from preceding page

existence — or the latent existence — with which the object describes itself through interaction with people and through memories.”

Art On Campus

Art Museum, Princeton University, 609-258-3788. Open Tuesday through Saturday from 10 a.m. to 5 p.m.; Sunday from 1 to 5 p.m. Tours are given every Saturday at 2 p.m.

The permanent collection features a strong representation of Western European paintings, old master prints, and original photographs. Collections of Chinese, Pre-Columbian Mayan, and African art are considered among the museum's most impressive. Not housed in the museum but part of the collection is the John B. Putnam Jr. Memorial Collection of 20th-century outdoor sculpture, with works by such modern masters as Henry Moore, Alexander Calder, Pablo Picasso and George Segal located throughout the campus.

Firestone Library, Princeton University, 609-258-3184. “Sing Whatever is Well Made,” an exhibition of Irish poetry, celebrating the library's acquisition of the

‘The Art Student:’ Harry Rubel's photograph is part of a father-daughter exhibit at the Plainsboro Public Library to June 30. 609-275-2897.

Leonard Milberg '53 Collection of Irish Poetry, comprising more than 1,000 printed works by 50 poets. To September 20.

Art by the River

Artists' Gallery, 32 Coryell Street, Lambertville, 609-397-4588. A shared show by Gordon Haas and Peter Cottingham. Haas is an impressionist painter of landscapes, sculling, and canal scenes who uses the color theories of the French Impressionists to develop mood. Cottingham is also a landscape artist, but one who works in pastel. To July 5. Gallery hours are Friday through Sunday, 11 a.m. to 6 p.m.

Bell's Union Street Restaurant, 183 North Union, Lambertville, 609-397-2226. Photographs of San Francisco and Paris by Joyce Gulick and vintage photographs of Lambertville in the 1960s by her father, the late Frank Gulick. To August 22.

Howard Mann Art Center, 45 North Main Street, Lambertville,

609-397-2300. Lambertville art dealer Howard Mann liquidates his art collection after 34 years in the business. Works by Gorman, Erte, Boulanger, Dali, Tarkay, Vasarely, Ebgi, Alexandra Nechita, and others are all on the block. Sale continues until the art is gone. Gallery hours are Wednesday to Sunday, noon to 5 p.m.

Sculpture Showcase, 156 South Main Street, New Hope, 215-862-3890. “The Art of Dance” with paintings and sculpture by Robert Sarsony, Maggie Parker, John Ake, Barbara Chen, and DeLoma Davis. To June 27. Gallery hours are Wednesday to Sunday, 11 a.m. to 5 p.m.

Washington Crossing Historic Park, Visitors Center, Routes 32 and 532, Washington Crossing, 215-493-4076. Oil paintings of American antiques by Pauline Campanelli and watercolor landscapes of historic architecture by Dan Campanelli are on exhibit. Together the artists have written and illustrated eight books on art, antiques, and the ancient origins of holiday traditions. To June 28.

Art In Trenton

Artworks, 19 Everett Alley, Stockton Street, Trenton, 609-394-9436. “Kuumba: Africans & African Americans in Touch,” a mixed-media of show by artists from the tri-state area. To June 30. Gallery hours are Tuesday to Friday, 11 a.m. to 4 p.m.; Sunday 1 to 4 p.m.

Extension Gallery, 60 Ward Avenue, Mercerville, 609-890-7777. “Wrap the Wind in Silence,” indoor and outdoor cast metal, steel and ceramic sculpture by Laura Lindsey, a former teacher

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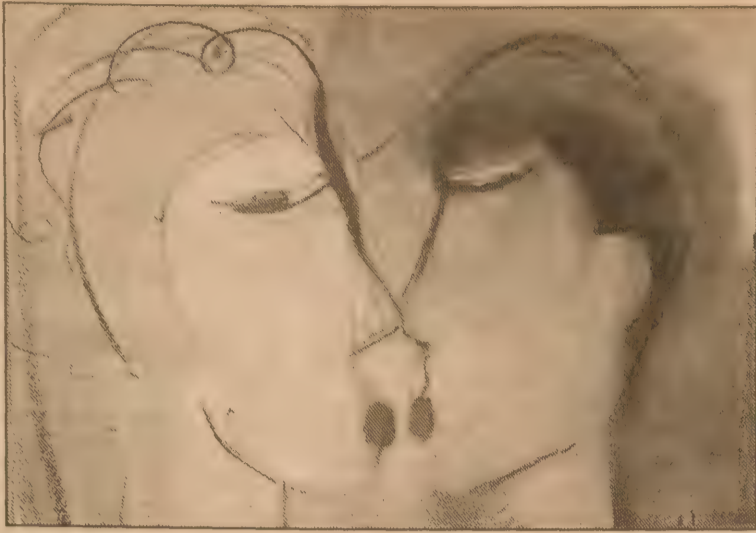
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At Gallery 397: E.M. Adams's 'Goodnight Kiss' is part of the 'Faces in the Crowd' exhibit in Lambertville. 609-397-7800. Reception June 28 from 3 to 6.



JUNE 28

Continued from page 30

Is There Life After High School?, Off-Broadstreet Theater, 5 South Greenwood Avenue, Hopewell, 609-466-2766. A youthful musical comedy. Dessert & show, \$18.50. 2:30 p.m.

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 musical about the Ziegfeld Follies star. \$32 to \$47. 3 and 8 p.m.

Film

Love & Death on Long Island, New Jersey International Film Festival, State Theater, 15 Livingston Avenue, New Brunswick, 732-932-8482. Richard Kwietniowski's tale of a British stiff, John Hurt, running up against a Nassau County stud. Also "Twilight of the Ice Nymphs" by Guy Maddin. \$8. 7 p.m.

Dancing

Ballroom Dancing, Nottingham Ballroom, 200 Mercer Street, Hamilton Square, 609-890-4891. Tom Nash gives lessons every Sunday, followed by dancing 'till 10 p.m. \$8. 6 p.m.

Literati

Janet Evanovich, Borders Books, Nassau Park, 609-514-0040. The mystery author presents her latest mystery novel, "Four to Score," set in Trenton, and featuring the spunky and smart detective Stephanie Plum,

also known as "the Jersey juggernaut." The South River author's previous mysteries are "One for the Money," "Two for the Dough," and "Three to Get Deadly." Free. 5 p.m.

Evanovich was a fine arts major at Rutgers' Douglass College who never felt quite right with canvas. She started writing, and after collecting and burning a cardboard box full of rejection letters, she sold her first romance. She spent five years writing romances mostly for Bantam Loveswept.

"It was a rewarding experience, but after 12 romance novels I ran out of sexual positions and decided to move into the mystery genre," she says. "I spent two years retooling — drinking beer with law enforcement types, learning to shoot, practicing cussing. At the end of those years I created Stephanie Plum. I wouldn't go so far as to say Stephanie is an autobiographical character, but I will admit to knowing where she lives."

Beer Fest

Garden State Beer Festival, Historic Waterloo Village, Stanhope, 973-347-0900. Live music, sponsored by the Garden State Craft Brewers Guild. \$18 over 21; \$12 non-drinkers & youth; children free. Noon.

Circus Time

Allan Hill's Great American Circus, Chamber of Commerce of Princeton, Carnegie Center, behind Summit Bank, Route 1 North, 609-520-1776. Three big shows for the chamber's annual fundraiser. Clown capers, acrobats, aerialists, trained dogs, and death-defying wire walker. \$9 adults; \$5 children. 1, 3:30, and 6 p.m.

Health

Blood Drive, St. David the King Church, New Village Road, 800-26-BLOOD. 8 a.m. to 1 p.m.

Bowman's Hill Preserve, New Hope, 215-862-2924. Lyme Disease program with Louis Gringeri MD. Free. 2 p.m.

Hot Spots

The Regulars, Havana, 105 South Main, New Hope, 215-862-9897. Rock 'n roll. 6 p.m.

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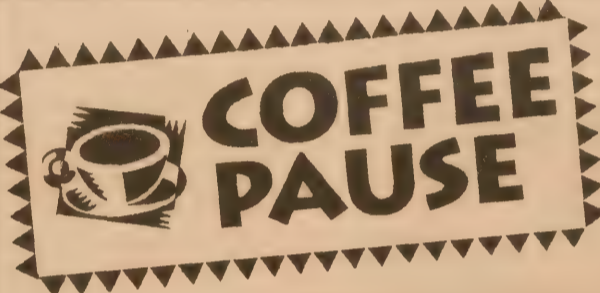
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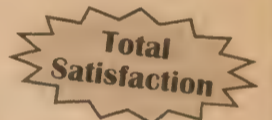
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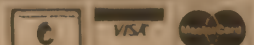
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JazzFest '98: Reaching Out

With little more than 1,000 members, many of them now in their 50s and 60s, the New Jersey Jazz Society has recognized that if the organization is to continue to thrive, it needs to attract a younger, and more diversified audience. So says Joe Lang of Chatham, vice president of the jazz society and chairman of the upcoming Jazz Fest '98 that takes place, Saturday and Sunday, June 27 and 28, on the campus of Fairleigh Dickinson University in Madison.

"We're really anxious for this to become what it used to be at Waterloo Village in Stanhope," Lang explains. Last year attendance was down at the festival that is one of the Jersey Jazz Society's keynote annual events.

"We're hoping that from young peoples' point of view, it'll be a lot more attractive this year," he says, noting children under 12 will be admitted free. There is also a discount rate for college students. But it's through the choice of artists that visitors will see most change.

"We've tried to diversify the musical lineup," says Lang, who works at Scotti's Record Shops, with stores in Morristown, Summit, and Madison. "We're hoping to escape the stereotype that we're a bunch of gray hairs, because these past couple of years I really don't think it's deserved. We think the diversity of talent will bring the festival a broader appeal."

To that end, organizers have booked saxophonist Houston Person and his longtime singing partner, Etta Jones, the nationally acclaimed alto saxophonist Jerome Richardson and his quintet, and vocalist Marlene VerPlanck.

Houston Person and Etta Jones, long a favorite with the African-American crowd in clubs and theaters around Newark and Harlem, should add an element of Southern-fried soul to the proceedings. Person, born and raised in Florence, South Carolina, has performed on recordings by Lena Horne, Lou Rawls, Dakota Staton, and bluesmen Johnny Adams and Charles Brown. Similarly, Jones, raised in New York City, has always been much more of a Billie Holiday-inspired blues singer than jazz balladeer or cabaret singer.

Lang, the father of two teenagers, notes that his 19-year-old son became interested in the music of Count Basie and Big Joe Williams after taking a course in jazz at

Monmouth County's Brookdale Community College. "All of a sudden, he's coming to me and saying, 'Hey Dad, you got any Thelonious Monk I can borrow or any Miles Davis I can borrow?'" he says.

Lang credits the swing music revival going on in New Jersey clubs with helping fuel both his sons' interest in traditional jazz. After hearing the music of groups like the Cherry Poppin' Daddies and Squirrel Nut Zippers, their interest is stimulated to go further back to the music of Louis Jordan and Count Basie.

Other performers on the bill at JazzFest '98 include the Buck Creek Jazz Band ("the only Dixieland group in the lineup this year," Lang notes); Diva, an all woman big band from Manhattan that has made frequent appearances at Tavern On The Green; vibraphonist John Cocuzzi and his quartet; Manasquan-based clarinetist Kenny Davern and his sextet; and pianist Rio Clemente, who will be joined by vocalist Pam Purvis and saxophonist Bob Ackerman.

Lang says he considers Houston Person and Etta Jones and Jerome Richardson his biggest coups, in terms of who the booking committee has chosen to perform. "Jerome Richardson is one of the biggest alto saxophone players to come along," Lang says. "Also, Marlene VerPlanck has done a couple of albums with a group from France, Saxomania, and she's only once performed those charts in this country. This is the first time she's performing with them in New Jersey, with the American Saxophone Quartet," he adds.

Lang says the Jersey Jazz Society has booked some previous events at the New Jersey Institute of Technology in Hoboken because they believed it would be more accessible than Stanhope. However, with the Fairleigh Dickinson campus in Madison this year, they believe they have found an even more attractive venue, right off of Route 287 in Madison.

Aside from the nationally-known acts like Houston Person and Etta Jones and Jerome Richardson's Quartet, youth bands will be performing on each of the festival's three stages to open the program on both days.

In recent years, Lang points out



From France: Marlene VerPlanck is bringing some new tunes to JazzFest. 800-303-NJJS.

proudly, the society has expanded its role in jazz education, and created a one-hour program on the history of jazz, presented by pianist Rio Clemente and others, that it offers to public schools as a cultural assembly program.

Since the festival has two tents and an auditorium for its use, Lang says the contingency plan is already in place if it should rain. While no alcohol will be sold on the campus, ticket-holders can bring beer or wine along with their picnics. Shuttles will pick up those arriving by train at the nearby train station and vans will be available to shuttle people from outer parking lots on the campus, he says.

Given their attempts to reach out to the African-American community as well as the younger white suburban kids who taking an interest in jazz via swing music, JazzFest '98 may help erase the memory of a Jersey Jazz Society that only catered to one segment of today's ever-broadening jazz audience. — Richard J. Skelly

JazzFest '98, New Jersey Jazz Society, Fairleigh Dickinson University, Madison, 800-303-NJJS. Tickets \$25; \$45 for both days; children under 12 free. **Saturday and Sunday, June 27 and 28, noon to 6 p.m.**

Take I-287 North to Exit 36A for Morris Avenue, and get on to the Route 24 Expressway to Route 510 (Columbia Turnpike), following signs for the FDU campus, which is located off Park Avenue in Madison.

JUNE 28

Continued from preceding page

LeVay Smith & the Red Hot Skillet Lickers, KatManDu, Waterfront Park, Route 29, Trenton, 609-393-7300. Hot West Coast swing band. \$10. 6 p.m.

Suran Song in Stag, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. Multimedia art and performance show. With free 3 p.m. show by Faded Blue. 9 p.m.

Cool Spots

McDonald Jazz, Borders Books, Nassau Park, 609-514-0040. Jazz. 3 p.m.

House Tours

Annual Garden Tour, Borden-town Historical Society, Quaker Meeting House, Farnsworth Avenue, Borden-town, 609-298-3334. "History in Bloom" features 12 summer gardens in a town that boasts 316 years of history. Tea is served in a gracious garden overlooking the Delaware. Day concludes with a guided tour of the cemetery, final resting place of Napo-

leon Bonaparte's niece. Proceeds benefit the 1725 Gilder House Museum. \$7 adult; \$1 child. 1 p.m.

For Families

Science of Crime-Busting, Plainsboro Public Library, Plainsboro Pond, 609-275-2897. Detective Rick Furda of the Plainsboro Police experiments with the chemistry and gadgetry that helps catch crooks. Free. 3 p.m.

Outdoor Action

Canoe Trip, Delaware & Raritan Greenway, Moore's Creek, 609-452-0525. Co-sponsored by the Mohawk Canoe Club, a day trip from Moore's Creek to Cadwalader Park in Trenton. Preregister. \$25. 9 a.m.

Introduction to Whitewater, Kit-tatinny Canoes, Matamoras, Pennsylvania, 800-356-2852. Canoeing lessons & 10-mile whitewater river trip. \$32.33. Call for reservation. 9 a.m.

Bike Hike, Friends of the Delaware Canal, Millcreek Manor Park, Morrisville, 215-862-2021. A 14-mile round trip that follows the scenic canal towpath from Washington Crossing Historic

Park to the Virginia Forrest recreation area. Park ranger Charlie Broadwater leads the group. Free. 2 p.m.

Singles

Somerset Hills Single Hikers, Hillside Avenue at Willie's Tavern, Bedminster, 732-863-4909. Hike at Sunfish Pond, Delaware Water Gap. \$5. 10 a.m.

Princeton Singles, The Inn at Lambertville Station, 609-655-4885. Lunch and jazz, 55-plus. 1 p.m.

New Horizons for Catholics, St. James Church, Basking Ridge, 908-626-1388. Dinner and discussion: Mars and Venus. \$12. 6 p.m.

Beth Chaim 35-plus Singles, Congregation Beth Chaim, Village Road, West Windsor, 609-655-4231. Summer social, \$5. 7 p.m.

Sports for Causes: Polo at Hillsborough

Polo Classic XI, Alzheimer's Association of Northern New Jersey, Hillsborough Country Club, Neshanic Station, 973-316-6676. The annual benefit features tailgating, hot air balloons,



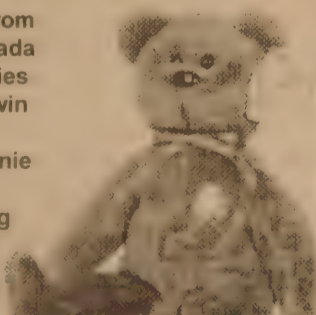
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antique cars, a parade, children's games, a post-match awards ceremony — and of course lots of hoofs, mallets, and swats. Singer-songwriter and newsradio anchor Therese Crowley opens the match at 3 p.m. with "The Star Spangled Banner." Sponsors are Eisai Inc. and Pfizer Inc. General admission \$10; children free. Preferred parking and reserve tailgate space at \$125 per vehicle. Raindate is July 13. 1 p.m.

Bryce Thompson has transformed his Hillsborough grounds below the golf driving range to a huge polo field that polo players from year and far think is top notch. With matches held throughout the summer, the Alzheimer's Association benefit is still the biggest polo match of the year.



NJ Film Fest: John Hurt and Jason Priestley star in 'Love and Death on Long Island' screening June 28 at the State Theater. 732-932-8482.

**Monday
June 29**

Classical Music

David Finckel & Wu Han, Princeton University Summer Concerts, Richardson Auditorium, 609-497-1642. David Finckel, cello, and Wu Han, piano, in works by Beethoven, Strauss, and Grieg. Wu Han took first prizes in Taiwan's major competitions before coming to the U.S. where she has performed with Music from Marlboro and with many soloists. Free tickets required for admission. 8 p.m. See story page 46.

Free tickets are distributed at the Richardson Box Office beginning at 6 p.m. on the day of the concert only. All tickets are distributed on a first-come, first-served basis, with a limit of four tickets per person. Seating is unreserved and early arrival recommended.

Folk Music

Folk Sing, Westminster Choir College, Bristol Chapel, 609-921-2001. Composer and arranger Alice Parker leads the sing. Free. 7:30 p.m.

Drama

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. Pete Townshend's musical. All seats \$3; children free. 8:30 p.m.

Literati

Stammtisch, Small World Coffee, 609-688-1185. German speaking club, for learners and native speakers. Free. 7 p.m.

Barnes & Noble, MarketFair, 609-897-9250. Women's literary fiction group discusses "A Map of the World" by Jane Hamilton. Free. 8 p.m.

Good Causes

Carrier Classic Golf, Carrier Foundation, Raritan Valley Country Club, Somerville, 908-281-1528. Annual outing includes lunch, reception, and dinner. Proceeds benefit Carrier's patient equipment, furnishings, and programs. \$250. 11 a.m.

Events

Making It In the Music Industry, Borders Books, Nassau Park, 609-514-0040. A panel of industry professionals from New York and Philadelphia offer up-and-coming musicians information on everything from press kits to making discs. Free. 7:30 p.m. See Survival Guide story page 6.

Hot Spots

Kelly Meashy & Randy Sarles, Jenny's, Peddler's Village, Lahaska, 215-794-4020. 8 p.m.

Dan Hart, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Contemporary folk with social commentary by the former shrink. His third album is "To a Silent Drum." No cover. 9 p.m.

Cool Spots

Jared Kessler, Cafe 52, 52 Easton Avenue, New Brunswick, 732-249-1900. Acoustic rock. 9:30 p.m.

Sports

Trenton Thunder, Waterfront Park, 609-394-8326. Portland. 7:05 p.m.

Sports for Causes

Streckewald Memorial Golf Classic, Thomas Edison State College Foundation, Trenton Country Club, 609-984-4839. The golf tournament tees off at 1 p.m. 11:30 a.m.

**Tuesday
June 30**

Classical Music

Choral Sing-In, Westminster Choir College, Bristol Chapel, 609-921-2001. Mendelssohn's "Elijah" with Melanie Jacobson, conductor. Free. 7:30 p.m.

Pop Music

The Allman Brothers Band, PNC Bank Arts Center, Holmdel, 732-335-8698. \$25 to \$45. 8 p.m.

Art

Greg Kwiatek, Johnson & Johnson World Headquarters Gallery, New Brunswick, 732-524-3698. In the New Jersey Artists Series, oil on linen abstract paintings by the Hoboken painter known for his landscapes who now works with biomorphic abstractions. To August 3. Free by appointment. 9 a.m.

The West, Art Museum, Princeton University, 609-258-3788. First day for "The West: Recent Acquisitions of American Photography," featuring 20 photographs by 15 artists. Featured photographers include Barbara Bosworth, Peter de Lory, Wanda Hammerback, Mark Klett, and Richard Misrach. To September 6. Free. 10 a.m.

Curator Toby Jurovics says the show explores the myths of the West, tracing its history, and the continuing power of its iconography. "Expanding the boundaries of traditional landscape photography, these artists confront the environmental problems facing the region, examining the impact of mining, logging, the military, and the use and manipulation of water throughout the arid West. While not without the lyrical quality that has always characterized traditional landscape photography, these images recognize that the Western landscape is not only about place but also about people and cultures."

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival, F.M. Kirby Theater, Drew University, Madison, 973-408-5600. \$25 & \$30. 8 p.m.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. \$3; children free. 8:30 p.m.

Dancing

Middle Eastern Folk Dance, Arts Council of Princeton, 102 Witherspoon, 609-443-4531. Taught by Deshara. \$10. 6:30 p.m.

Literati

Memoir Workshop, Barnes & Noble, MarketFair, 609-897-9250. Author Pablo Medina leads a workshop exploring ways the writer can reach deeply rooted memories of personal experience and family lore. He is the author of "Exiled Memories: A Cuban Childhood," "The Marks of Birth," and "Archiving into the Afterlife." Free. 7 p.m.

Health

American Cancer Society, Merrill Lynch Conference Center, Plainsboro, 609-895-0101. Prostate Health Awareness Program, with presentations by six physicians and Q&A. For prostate cancer patients, and anyway interested in becoming informed

Continued on following page

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Last Call for Fiction

Writers of fiction and poetry and cartoonists are invited to participate in U.S. 1's second annual Summer Fiction issue, coming Wednesday, July 29. Mail short stories, poems, or cartoons by Wednesday, July 1, to U.S. 1 Preview, 12 Roszel Road, Suite C-205, Princeton 08540. Or fax them to 609-452-0033. Please include your name, address, and daytime phone number with your submission.

Preference will be given to works by central New Jersey writers that address a theme or place relevant to the greater Princeton business community.

Auditions

Princeton Summer Theater auditions for Anton Chekhov's "The Sea Gull" will be Friday and Saturday, June 26 and 27, from 1 to 4 p.m. and Sunday, June 28, from 7 to 10 p.m. at Murray-Dodge Hall on the university campus. Show runs weekends August 13 to 29. Sign up at the theater or call 609-258-5155.

Volunteers Please

Lawrence Historical Society seeks volunteers to help supervise students participating in the John Brearley House archaeological dig in September. Volunteers will be trained by Hunter Research of Trenton, and assigned to work with students from 9 a.m. to 2 p.m. Call Chris Lahoda, 609-844-0857.

American Cancer Society seeks drivers to transport patients to area physicians and treatment facilities. Call 609-895-0101.

Donations Needed

Big Brothers Big Sisters of Mercer County is kicking off its car raffle. The grand prize: a 1998 Mercedes-Benz 230 SLK Kompressor. Only 1,299 tickets priced at \$100 each will be sold. The drawing is Saturday, September 12.

The Salvation Army's Camp Tecumseh needs items to improve its camp for needy children: 10 four-channel walkie-talkies, 20 life jackets, four teepee tents, a video movie projector, a 19-inch TV and VCR, 20 fishing pole kits, and one golf cart. Prices range from \$20 for a life jacket to \$2,000 for the video movie projector. Call 908-851-9300.

Participate Please

Stanley E. Stolarski, a CPA, is inviting high school juniors and seniors to compete in H.D. Vest Financial Services' national scholarship program. The winner receives a \$5,000 scholarship. Contestants submit a typed, one-page, single-spaced essay that describes a situation where they understood the importance of investing for their financial future. Deadline is September 15. Call 609-737-7829.

Non-resident pool memberships are now available at the WaterWorks in West Windsor Community Park. The facility features three pools. Non-residents pay \$170. Call 609-799-6141.

Summer art classes are being offered by Pietro Designs. They include creative drawing, Wednesdays at 8 p.m. (\$21); mask making, July 18 at 10 a.m. (\$100); and experimental watercolors, August 8 at 10 a.m. (\$100). Call 609-799-3714.

JUNE 30

Continued from preceding page

about it. Dessert buffet precedes the program. Free by pre-registration. 6:30 p.m.

Hot Spots

Zan Gardener & Randy Sarles, Jenny's, Peddler's Village, Lahaska, 215-794-4020. 8 p.m.

Bobby Syvarth Combo, John & Peter's, 96 South Main Street, New Hope, 215-862-5981. 9 p.m.

David Leonhardt, Triumph Brewing Company, 138 Nassau Street, 609-924-7855. Jazz piano. 9 p.m.

Kids Stuff

Barnes & Noble, MarketFair, 609-897-9250. Picture book story time. Free. 7 p.m.

Sports

Trenton Thunder, Waterfront Park, 609-394-8326. Portland. 7:05 p.m.

Sports for Causes

Golf Outing, West Windsor Chamber, Cranbury Golf Club, Southfield Road, 609-393-4143. 17th annual event. Proceeds benefit scholarship and internship awards. \$125. 11 a.m.

Wednesday July 1

Classical Music

Gavin Black, Westminster Choir College, Bristol Chapel, 609-921-2001. Harpsichord recital. Free. 7:30 p.m.

Tosca, Opera Festival of New Jersey, McCarter Theater, University Place, 609-683-8000. Puccini's dramatic work, sung in Italian with English supertitles. \$22 to \$58. Buy one ticket and get a second ticket at half-price. 8 p.m.

Katherine Rohrer gives a pre-concert talk at 7 p.m. \$5.

Outdoor Concerts

Dave Weber, Carnegie Center Concert Series, Greenway at 202 Carnegie Center, 732-545-7200. Guitarist and singer. Free. Noon.

Art

Art For Lunch, Jane Voorhees Zimmerli Art Museum, George and Hamilton streets, New Brunswick, 732-932-7237. "Vladimir Veisberg: Exploring Color and Shape" by Alla Rosenfeld, curator of Russian and Soviet art. \$3 museum admission. 12:15 p.m.

Drama

Cyrano de Bergerac, New Jersey Shakespeare Festival,

F.M. Kirby Theater, Drew University, Madison, 973-408-5600. \$25 & \$30. 8 p.m.

Will Rogers Follies, Paper Mill Playhouse, Brookside Drive, Millburn, 973-376-4343. The 1991 musical about the Ziegfeld Follies star. \$32 to \$47. 8 p.m.

Tommy, Plays-in-the-Park, Roosevelt Park, Route 1 South, Edison, 732-548-2884. All seats \$3; children free. 8:30 p.m.

Dancing

Princeton Country Dancers, Suzanne Patterson Center, Borough Hall, 609-683-7956. American contra dancing to Ridge Kennedy and Pick-up band. Beginner's workshop begins at 7:45 p.m. \$6. 8 p.m.

Crafts

Embroiderer's Guild of America, Plainsboro Public Library, 609-737-0357. New members welcome. Free. 7 p.m.

Hot Spots

Terry Blaine, Cornerstone Restaurant, New and Pearl streets, Metuchen, 732-549-5306. With Mark Shane Trio. Jazz. 7:30 p.m.

Karen Akers, Odette's, New Hope, 215-862-3000. \$22.50. 8 p.m.

Sports

Trenton Thunder, Waterfront Park, 609-394-8326. Portland. 12:05 p.m.

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Film

New Jersey International Film Festival. Screenings are in Scott Hall, Room 123, on Rutgers College Avenue campus, and at the State Theater, New Brunswick. All films begin at 7 p.m. Tickets \$5; \$8 at the State Theater. Call 732-932-8482 or go to web site www.rci.rutgers.edu/~nigrin

Man With a Movie Camera by Dziga Vertov and known as the greatest experimental documentary film ever made, June 24, Borders Books, East Brunswick. Free
Post-Coitum, 40-something French housewife dumps hubby and kids for younger man, June 26-27, Scott Hall. **Love and Death on Long Island**, Richard Kwietniowski's British stiff, John Hurt runs up against Nassau County stud, Jason Priestley; with **Twilight of the Ice Nymphs** by Guy Maddin, June 28, State Theater.

Lonesome Cowboys, Andy Warhol's seedy epic with Joe Dallesandro and Viva, July 10, Scott Hall. **Taste of Cherry**, Abbas Kiarostami's Persian parable about a suicidal man's search for a grave digger; also **Moon Over Broadway**, documentary of the staging of the show of the same name on Broadway, with guest appearance by filmmakers D.A. Pennebaker and Chris Hegedus, July 11, State Theater. **Four Days in September**, Brazilian student radicals, July 12, State Theater.



comes in between Chenoa Maxwell, college friend, and the next Marvin Gaye. *MarketFair*.

Hope Floats. The nominee for Worst Title '98 hitches Sandra Bullock and Harry Connick Jr., sans piano. *MarketFair, Regal*.

Mulan. Disney's latest features an Asian woman warrior who cuts her hair for an animated fight against the Huns. *Kendall, MarketFair, Montgomery*.

Paulie. Green-and-blue peripatetic parrot divines truth; with Gina Rowlands, Cheech Marin, and Buddy Hackett. *East Windsor*.

Quest for Camelot. Warner Brothers tries to hack out a piece of Disney's animated terrain, with voices by Pierce Brosnan, Jane Seymour, and Gabriel Byrne. *Regal*.

Six Days, Seven Nights. Harrison Ford, pilot in paradise, vies for Anne Heche, stressed magazine editor with an engagement ring, on a desert island. *Kendall, Mercer, Montgomery, Regal*.

The Horse Whisperer. Robert Redford, horse-curer, PG-13s Kristin Scott Thomas. Steamier novel. *MarketFair, Regal*.

The Last Days of Disco. Harvard guys and publishing girls try to get it on, very blandly. No "Boogie Nights." *MarketFair*.

The Truman Show. The whole world is a serial. Starring Jim Carrey as the unwitting star/escapist. *Garden, Kendall, MarketFair, Montgomery, Regal*.

The X Files. It's all one big con-

'Post-Coitum:'
Brigitte Rouan and Boris Terral star.
 June 26 & 27 at the NJ Film Festival.

spiracy; with David Duchovny, Gillian Anderson, and aliens. *Garden, Kendall, Mercer, Montgomery, Regal*.

Titanic. Nine Oscars, including best picture and best director for Cameron's bigger-is-better ocean-going hit. *East Windsor*.

— Peter J. Mladineo

Venues

East Windsor Cinemas, Routes 130 & 571, East Windsor. 609-443-9295. \$3 shows; \$2.50 matinees. Also shows Sunday Indian language films.

Garden Theater, 160 Nassau Street, Princeton, 609-683-7595.

Kendall Park Cinemas, Route 27, Kendall Park, 732-422-2444.

Loews Theaters, Route 1 South, New Brunswick, 732-846-9200. Stadium-seating multiplex.

MarketFair-UA, Route 1 South, 609-520-8700.

Mercer Mall General Cinemas, Route 1 and Province Line Road, Lawrence, 609-452-2868.

Montgomery Center Theater, Routes 206 and 518, Rocky Hill, 609-924-7444.

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MEN SEEKING WOMEN

average. Please provide a phone number, best time(s) to call (photo optional). Box 208846.

Fire, Wit & Wisdom: If you can't believe you're seriously considering the personals, you may be the one. Conscious, inspired male, 39, seeks talented, together woman who's asking the big questions of life. We're creative, kind, educated, attractive, fit, musical and literate. We know who we are and

MEN SEEKING WOMEN

how we got here. Now let's dance. Your letter and photo will get mine. 209200.

Heartbroken in Trenton: DWM, 46, 5'5". Not looking for love anymore. At this point I would be satisfied with someone to talk with once in a while. Friendship and (gasp) romance would be wonderful, but who can predict lightning? Would like to meet someone who is educated, honest, sensitive, attractive, funny, nurturing and physically fit.

MEN SEEKING WOMEN

Age not important. Kids OK. Smoking is not. Running a plus. Box 209227

Life Is So Uncertain: Discreet white male, 35, 5'11" tall, 150 lbs. Attractive, fit, emotionally and financially secure, disease and drug free. Recognizes that true intellectual and emotional compatibility are at the very least difficult, if not impossible to come by. Seeks discreet, monogamous female who prefers the more temporal gratification of sheer physical attraction. Realize that there are opportunities to say and do things that will never come back. What would you be if you didn't even try? Seize the moment. You know what I want, tell me what you want. You won't be disappointed. Box 209181.

Lonely In NJ: Asian, clean cut, physically fit, professional male, 23, 5'10". Recently graduated from college, I find it difficult to arrive at a new environment, make new friends, and meet new people. People are often near-sighted and always in a rush in this hectic world to just talk to someone on the street. I'm seeking a friendly female, 20-30, to help integrate me in fun and legal social events. Honest replies will not be disappointed. Box 209102.

SBM: 41, 5'11", 185 lbs. Looking for a hardworking female, non-smoker, 29-48, to share walks in the park, movies. Sense of humor and honest. I am not looking for sex, just friendship. I drive a truck for a living. Kids OK. I am a gentleman. Box 209247

SWM: 22, brown hair, blue eyes. New to Jersey from down south. Looking for female 20-26 to make my Jersey experience memorable. 209221.

MEN SEEKING WOMEN

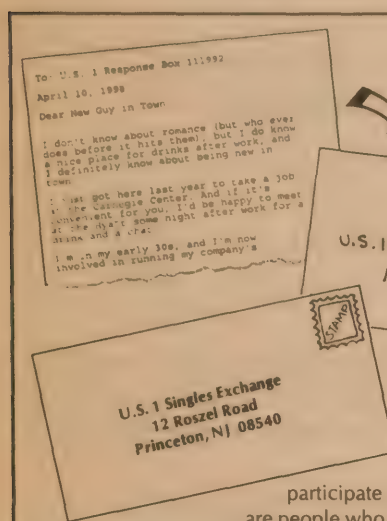
SWM: 30, hardworking, moral and handy like Tim Allen. Enjoys the outdoors, music and good conversation. Seeking SF 25-35, race unimportant, for friendship based on mutual trust and respect. Sense of humor and positive attitude a must. Box 208826.

SWM: 59, non-smoker that enjoys life, physically active, likes the outdoors, hiking, concerts, theater, travel. Looking for LTR with a lady who enjoys being close to share experiences. I will answer all responses. Box 209251

SWPM, 35, 5'10": 190 lbs. Italian, professional, energetic, sincere, great sense of humor. Enjoys DJ music, movies, sports, jet skiing, going to dinner or walking on the boardwalk. Looking for someone petite, 25-34, great smile, honest, sharing similar interests/values and who is commitment-minded. Box 209140.

Want to Live Life Again? I'm 53, 5'6" and weigh 160 pounds. I live in Toms River and have been divorced 4 years. If you love: visiting NYC, theater, art museums, romantic dinners, sightseeing, New Hope, Cape May, long walks on the beach, talking, small social parties, and maybe even bicycle riding, you must write to me. Really. I'm caring, sensitive and understanding. This could be a great beginning for both of us. Box 209110.

WWM, 6'3", 230lb., 60 Years: Seeking a lady any age, any nationality and ethnicity, whose looking for romance and fun times and of course lovemaking. I like Atlantic City, Vegas and walking along the beach. Enclose recent photos and shore number in your first letter. 209127



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MEN SEEKING WOMEN

609 **DWM** 35, 5'9", 165 lbs. I'm hard working & a weekend dad of 2. I seek a single or divorced female 120-135 lbs. & age 30-40. Call Ext. 14302

609 **SWM** 39, 5'11", blue eyes, dirty blonde hair. I like roller blading. I play ice hockey. I like most anything athletic. I love music & play the guitar. I love children & have 2 of my own. I'm sensitive, honest & caring. Looking for the same qualities in a woman. Looking for a woman to share good times with & friendship with. Call Ext. 14291

609 **SM** 35, blonde hair, blue eyes. Looking for a woman between 30-40, who is interested in TV watching, long walks, romantic evenings & a great sense of humor. No alcoholics or drugs. Call Ext. 14306

609 **SM** 6', handsome, brown hair, blue eyes, extremely well built, 180 lbs. I'm a romantic at heart & have a great sense of humor. I love dancing, candlelight dinners, walks in the park, tropical vacations, the shore & country inns. Interested in someone slender, extremely pretty, well spoken & affectionate. If you are interested in an exciting, spontaneous & fulfilling relationship, leave a message soon. Call Ext. 14308

609 **SBM** 33, 5'8", slender build, professional. Looking to meet a mature minded lady in her mid-20's-mid-30's, who is self assured, funny, easy going & open minded. I'm interested in companionship that could lead to a relationship. I have a variety of interests such as jazz, poetry, fishing & the shore. I'm a father of 1. Call Ext. 14252

609 **SWM** Looking for a SWF between the ages of 23-28, who enjoys biking, night clubs, playing pool, quiet nights at home & long walks on the shore. Looking for friendship & more. Call Ext. 14044

609 **SBM** 20, hazel eyes, long hair, fit, very attractive. Searching for a girl, who I can be friends with at first & then maybe prolong the relationship. Looking for someone I can trust. I'm in college. If you are an independent woman & want to get down with me, call. Call Ext. 14281

609 **SM** 6', handsome, brown hair, blue eyes, extremely well built. I own several homes. I enjoy a very nice boat for the summer time. I'm a romantic at heart. I love candlelight dinners, walks in the park & the ocean. I love to travel in the tropics. I'm interested in someone who is slender, intelligent, very pretty, well spoken & especially affectionate. If you are interested in having a very exciting, spontaneous, extremely fulfilling relationship, leave a message. Call Ext. 14274

609 **SWM** 35, 185 lbs., good looking, great shape, have my own business and also work for another company. I enjoy going out to nightclubs, movies, dining out. Looking for a SF, 25-35 that enjoys going to movies and having fun. Call Ext. 14287

609 **SWM** 27, 5'11", blonde hair, blue eyes, 170 lbs., attractive. I like to do just about anything, a night at the ball park, sports, the shore, walking on the boardwalk, the zoo & anything outdoor. Also going to movies & out to dinner. Looking for a nice female between the ages of 25-35, who is somewhat attractive. Call Ext. 13890

609 **SWM** 31, professional, brown hair, brown eyes, 5'6", 160 lbs. I like the shore, fine dining, movies, clubs, shopping on south street & hanging out in coffee houses. I'm easy going, but with a fiery, passionate side. I'm a fun loving person, who knows how to treat a lady. Looking for a fun loving, down to earth, honest female, who is emotionally & mentally stable & does not play games. Must enjoy life to its fullest. Call Ext. 13860

609 **DM** Professional. Looking for a young lady, who would appreciate a man like me. I'm hard working, passionate, sensual & looking for someone who is the same way. I don't want a woman who is cold. I prefer someone over 155 lbs. & in her 20's or 30's. Someone who is ready for a man & love. Someone not afraid to give of herself & enjoy all that life has to offer. Call Ext. 13859

609 **SM** 39, never been married, Catholic, attend church regularly, 6', 205 lbs., fit, handsome, nice, sincere, easy going, professional. New to the area. Seeking a single White or Asian female between the ages of 26-36 years old, who is educated, fit, professional, nice, sincere & looking for a steady relationship with marriage potential. I enjoy working out, biking, tennis, running, playing on AOL daily, shooting pool & going to movies. I haven't seen the Titanic yet. If you are interested in seeing the Titanic, let me know or having a good meal someplace. Call Ext. 13851

609 **SWM** 60, non-smoker. I'm a sincere, honest, caring, very compassionate & sensitive person. Looking for a single or divorced White female between the ages of 45-55 years old, with the same interests who likes to spend quiet evenings at home & traveling. I love sports, the shore, dining out, shows, walks on the boardwalk, taking trips, bowling & movies. No games please. I enjoy life & looking for someone to share things with. Call Ext. 13875

609 **SM** 32, 6', 185 lbs. I like to keep in good physical shape & work out regularly. I've never been married & have no children. I'm a non-smoker and a non-drinker. I'm interested in meeting new people. Call Ext. 13904

609 **SM** 6'1", 160 lbs. I love enjoy life & people. Looking for a woman who is about it. Call Ext. 13932

609 **Adventurous** White male, 45, 5'8", 160 lbs. Looking for a special lady to share life's ups and down, good and bad and have a good time with. If you're a SWF between the ages of 38-48 years old, I'd like to hear from you. Call Ext. 13908

609 **SWM** 5'5", 138 lbs., blonde hair, blue eyes, professional, well educated, fit, non-smoker, social drinker, non-drug user. I'm separated with 2 children, to whom I am devoted. I enjoy being with my children & other people. I enjoy running, reading, going out, staying home, camp, cook, eating & sports. I want to learn how to dance & play piano. I'm funny, serious, quiet & outgoing. I like myself. Seeking a caring, honest, bright, funny woman. Call Ext. 13836

609 **SM** 38, 6'2", blue eyes, dark hair, 180 lbs., good shape, handsome. I exercise a lot. I'm educated. I'm from Europe, but have been in this country for a long time. I'm very interesting. I like traveling, sailing, hiking, reading, concerts & dance clubs. Call Ext. 13955

609 **SM** 5'7", 47, brown hair, medium build. I like to go out & party. I'm a dancer. I like to occasionally drink. I'm a non-smoker. Looking for a young lady who is between the ages of 24-42, who likes to spend time down at the shore, bike ride, roller blade & do activities outdoor mostly. If you are that kind of a person, please call. Call Ext. 13954

609 **SWM** Professional, 42, 6', 190 lbs., brown hair, blue eyes, non-smoker, take pride in my appearance. I'm easy going, down to earth, up front & sincere & can appreciate these qualities in a female. I like open, honesty & sincerity. I like to be able to say what is on my mind & share my feelings. No games, lies or secrets. I want to share my life with someone. I want a best friend & ultimate lover. Let's spend quality time together. Call Ext. 13906

HOW TO USE THIS SYSTEM - Dear Reader: Enjoy reading all the ads in the category of your choice, highlighting the ones you'd like to respond to. Then call 1-900-484-1466 (\$1.98/min.*) and follow the instructions. Ads are kept 10 weeks, replies are kept 7 days and then erased. If you need any help using the system, just call Customer Service at 1-360-636-9267 (Longview, WA). What you see here is only a small portion of the ads currently on our Voice Personals system, so you might wish to call and browse through the latest ads all over the country. To record your own FREE voice personal, call 1-800-756-8739. You'll automatically be assigned a voice box number. Remember, we screen our ads daily, but we are not responsible for the advertisers. We urge you to screen people yourself. Talk by phone, and meet first in a public place. Publisher reserves the right to review, revise or refuse any ads. Must be 18+ to use this system. Touchtone phone required. *Average length of call is 3 minutes, total cost determined by length of call. (U.S. 1, Princeton, NJ)

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WOMEN SEEKING MEN

Active/Eclectic/Fun: Upbeat, attractive, cultural, caring, sensual, intelligent, professional DWF, 48, 5'5", 135 lbs. Enjoys life, NY, hiking, biking, walking, travel, people and photography. Looking for tall, honest, direct gentleman for LTR. **Box 208191.**

Deeply Passionate, But Shy SWF: Early 40s...ISO mature, responsible kindhearted and honest companion. I have many interests/hobbies; non-smoker, loves the out of doors, the shore, fishing, boating, animals, enjoy meeting new people, etc. But, I do not have time for head games. Seeking a gentle person with a sense of humor, balance, tranquility, joy and romance. Please send phone number and best time to call. Brief personal description appreciated. **Box 209174.**

DWF, 48: Non-smoker, enjoys nature, hiking in the woods. Listens to classical and jazz music, loves ballroom dancing, animals and adventures in travel. Seeks similar gentleman with a desire to enjoy life. **Box 209144.**

Full figured SWF: 56 years old, would like to meet a SWM age 57-62 who would like to go to the shore, AC, parks, out to dinner, ballroom dancing, or just be a good person to be with and have fun with. Loves animals too! Please respond soon! **Box 209233**

I'm "Over 39": And looking for a sweet, old-fashioned, maybe even handy guy who wants to start out slowly with companionship. He's between 60 and 78 and willing to let me be the absolute boss. He's intelligent, has depth and is adorable. Is that you? Please send your picture and I'll send mine. Write and tell me things about yourself and I promise to answer. According to my friends, I am wonderful. Interested mainly in a sweet pal, someone who knows the meaning of the word devotion. **Box 209162.**

WOMEN SEEKING MEN

I'm an Active, Energetic Artist: In my fifties. I also own a pet service. I'm an amateur musician, too, and would enjoy hearing from you if you want to meet a cheerful, witty woman who enjoys her friends, particularly if you make art, or music, or have an interest in animals and birds. I have a full life, but there's something missing. Maybe it's you? If you are single and available, that is. Sorry, separated doesn't count. **Box 209258**

Maverick? So am I: If you're 60-ish, with an adventurous spirit and the stamina to follow through, write to me and include your phone number. This DWF, new to New Jersey, has lived around the world, raised and launched two kids, built a formidable career, is still professionally active, is amply built, loves music and books and good craftsmanship. Looking for light times, some sharing, a little mental Judo with your inquiring and flexible mind, and a guy who likes dogs. Give me another reason to enjoy life in Princeton! No smokers or TV/sports addicts. **Box 209261**

New to the Area: DWJF, non-smoker, petite, slim, attractive, intelligent. Enjoys music, theater, the outdoors, nature, long walks, music, NYC. ISO 50-55 year old male with similar tastes. Please send a note with your number. All responses will be answered. **Box 209187.**

She: has it all...except someone to share it with! Success, health, financial independence, meaningful work, good looks (slim and pretty), loving family (launched), abundant cultural, intellectual, outdoor pursuits. He: Well-traveled, well read, liberal, humanistic, communicative, late fifties, sixties. Browning called it "the best of life, for which the rest was made." Together is better. **Box 208730.**

WOMEN SEEKING MEN

Single White Female: Outgoing, easy going, attractive 5'5" green eyes. Enjoys dining out, movies, dancing, the shore & more. Seeking sincere, honest, single/divorced/widowed white male, 49-64, non smoker with similar interests for friendship, possible long term relationship. **Box 209230.**

SWF: 27, professional scientist, never married, no kids. Likes antiques, art, animals, baseball games, bookstores, cooking, microbrews, the seashore, walking, unique junk found at yard sales, various other fun things. I'm very nice, smart, social, witty, have a great sense of humor, positive outlook. I'm 5'9", brown hair and eyes, pretty attractive. I'm drug-free, Catholic, want marriage and children someday. I would like to meet a tall, SWM, 27-33 with similar interests who would like to hang out and become friends. Really short hair and tattoos a plus. **209235**

SWJF: Mid 40s, seeking LTR and possibly more. Searching for a romantic type male. I enjoy football season, going for long walks, NY, Atlantic City, movies and oldies music. If interested please write. **209250**

SWPF, 56: Non-smoker, blond hair, blue eyes, medium build. Would like to meet SWPM to share the good times and the not-so-good times. I'm old fashioned and hopelessly romantic. I love to cuddle, hold hands, walk arm-in-arm. I'm family oriented and enjoy visiting my children and grandchildren. I bring no "baggage" to a relationship. Traveling, theater, the shore, music, walking and exercise are some of my favorite things. The summer is just beginning and I just know there is an old fashioned man out there who share my interests and would love taking care of a lady. Who knows, it could be the best summer yet for the both of us. **Box 209208.**

WOMEN SEEKING MEN

Take Me Out to the Ball Game! DWF, cute, cultured and only 50 years old - seeks companion for games and more. Men 48-62 only. **209128**

The Real Thing: Fun, energetic, happy, thinking SWF, NS, 40s, successful professional. Attractive, independent, shapely. Loves the arts, blues, jazz, XPN, gardening, walking, seashore, travel, movies (but didn't see Titanic), NY Times. Looking for upbeat, financially successful, open, friend. A good woman seeking a good man. **Box 209141.**

Warm, pretty SWF: Ph.D. seeks LTR with a single man between the ages of 40-55. I am 5'6" tall, of medium build with dark hair, a fair complexion and green eyes. Most people would consider me to be down to earth, creative, imaginative, sincere, well balanced, sensuous, kind and open minded with a good sense of humor who also appreciates these traits in others. Included amongst my varied interests are nature, travel, music, films, art, dancing, the theatre, reading and photography. Although I think mutual interests are important in a relationship, I believe common values and characteristics such as kindness, a compassionate nature and a good sense of humor and a broad minded, tolerant outlook on life are the foundation upon which a good relationship is built. **Box 209260**

WW, Pretty, 64: Good background. Likes concerts, dining out, movies, theater, some operas and travel. Seeks white widower or single gentleman over 5'7", age 62-70 with values. Likes to drive. Companionship first. If you care, please write. **Box 209163.**

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Singles By Mail: To place your free ad in this section mail it to U.S. 1, 12 Roszel Road, Princeton 08540. fax it to 609-452-0033, or E-mail it to info@princetoninfo.com. To respond place your note in an envelope, write the box number on the envelope, and mail it with \$1 to U.S. 1 at the address above. If you prefer you may place a Personal ad in the telephone answering system described elsewhere on this page. See the details under Singles By Phone.

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U.S. 1 Newspaper's 2nd Annual Summer Fiction Issue

While some publications are telling you what to read at the beach this summer, U.S. 1 Newspaper invites you to share your original short fiction, humor, poetry, or cartoons with our readers.

Writers of fiction and poetry and cartoonists are invited to participate in U.S. 1's Summer Fiction issue on Wednesday, July 29. Submit short stories, humor, poems, or excerpts (2500 words or less) no later than Wednesday, July 1, by mail to U.S. 1 Preview, 12 Roszel Road, Princeton 08540, or by fax to 609-452-0033.

Preference will be given to works that address a theme or place relevant to the greater Princeton business community — but as readers of this newspaper know, that could include almost anything. Include your name, address, and daytime phone number with your entry. Selected authors will retain all rights to their work. For the privilege of one-time publication rights, U.S. 1 will pay a modest honorarium. All those who submit will be invited to a writers' reception.

Business Class By William Hamilton



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PREVIEW

A Marriage in Music – Wu Han and Finckel

The word “joy” surfaces several times in a telephone interview with pianist Wu Han. The pianist is in Jerusalem, Israel, where she and her husband, cellist David Finckel, are coaching chamber music at workshops organized by violinist Isaac Stern. The Wu Han-Finckels are accompanied by their four-year-old daughter Lilian and her current nanny. Joyfully, Wu Han throws herself into chamber music and into performance. Joyfully, she relishes the company of her husband. Joyfully, she rears her daughter.

Less than two weeks after their return from Israel Wu Han and David Finckel, the cellist of the Emerson Quartet, appear in the second of five Princeton University Summer Concerts. Their concert takes place in Richardson Auditorium Monday, June 29, at 8 p.m.

For their performance at what has become a Princeton summer institution, Wu Han and Finckel will play Beethoven's Sonata for Piano and Cello in G minor, Op. 5, No. 2; Richard Strauss' Sonata in F major, Op. 6; and Edvard Grieg's Sonata for Piano and Cello in A minor, Op. 36. They have recorded all three of the sonatas on the ArtistLed label, an enterprise that they organized in order to give ultimate and unconditional artistic control to the performing artists. ArtistLed CDs are not obtainable in record stores, but must be ordered directly through the Internet (www.artistled.com) or through a telephone order line (888-278-5332). Save these addresses. Even to the very fussy ears of a very fussy music writer, the five recordings released so far are phenomenal both in their musical interpretation and in their sonic presence.

ArtistLed is just one of the collaborations of Wu Han and Finckel. In August they spend three weeks in California as the newly appointed directors of the La Jolla SummerFest. Is Wu Han spending enough time with Finckel? “Of course not,” she says from Jerusalem. “The quartet plays a lot of concerts and so do I. David plays 120 concerts a year. I play 70. The duo concerts is our time. The family is together. My daughter is with me. Doing the duo concerts is the best time we have.”

Wu Han in chamber music performances is a sensitive and energetic collaborator. Maintaining eye contact with the other performers, she supports their efforts in either a retiring or an aggressive manner, whichever is called for. When she performs with Finckel, we experience two performers who seem to inhale a single breath of air and exhale it in the form of flawless musical interpretation. One instrument seems to pick up the overtones of the other. Their common conceptions of the music leave the listener aware only of the piece inevitably unfolding, not of the separate instruments.

Now 38, Wu Han began her piano studies at the age of nine in her native Taiwan. “Pretty soon I was turning pages for every professional pianist in Taipei,” she told Charles Michener of the BBC Music Magazine. “Because there wasn't much Western musical culture, I pretty much had to figure out everything for myself.”

In her early 20s, Wu Han came to the Hartt School of Music in West Hartford, Connecticut, invited by Raymond Hanson, who heard her play in Taipei. The Emerson Quartet, including cellist David Finckel, was in residence at the school. In 1985 Wu Han won the first competition to play chamber music with the quartet. In short order, it became obvious, first, that Finckel and Wu Han had an extraordinarily compatible understanding of music, and, second, that their compatibility went beyond music. Finckel explains their mutual attraction. “It's about not having to talk everything through. When we start a new piece together, we just feel it. Sure, we're very different. If Wu sees a swimming pool she jumps right in. I stand there and plan my dive.”

In addition to Hanson, Wu Han has also studied with Lilian Kallir, Menahem Pressler, Herbert Stessin, and Rudolf Serkin. She participated in Serkin's Marlboro Music Festival, and remembers the awe which he inspired in her. “Playing for him was like reading the Bible to Jesus Christ,” she told one journalist. Kallir remains a constant presence in Wu Han's life. The couple's daughter is named for her.

Lilian hasn't started music study yet. “She's been asking a lot,” says Wu Han. “She thinks everybody in the world plays an instrument. The people in our circle all play, and the aunts and uncles play.” Wu Han's younger sister teaches cello, and freelances in Houston. Her brother is the principal second violinist of the Honolulu Symphony Orchestra. “Lilian thinks it's funny that her nanny doesn't play an instrument. She thinks that playing an instrument is like eating food. She's always been hanging around backstage at concert halls. She says she wants to play violin and piano. I told her that she has to choose one instrument and stick with it. I'll make her beg me long enough before I let her begin.”

Wu Han considers herself fortunate to have been able to find a series of talented nannies to take care of Lilian. She knows that child care, especially for the life that she and Finckel lead, is a demanding endeavor. “The nanny has to be independent,” she says, “and learn a city quickly. She must be flexible and cheerful, and take to a very complicated schedule. It's not nine to five. There are long hours and lots of travel. Our four nannies are

all very extraordinary. I'm very happy for these kids. It's quite a training.”

“I did the same thing,” she says. “I lived with an American family when I first came to the United States. That's how I learned English. It was a wonderful thing. I had a fantastic family. They had a humongous house, and they took me everywhere. They're still part of my life.”

The ArtistLed label is very much a family affair. It originated with the wish, common among recording artists, to make final artistic decisions. Finckel and Wu Han decided that they would act as record producers of their own performances for the sheer pleasure of making CDs that they considered artistically sound. Finckel, is enough of an audiophile for Deutsche Grammophon Gesellschaft, the company for which the Emerson Quartet records, to take his opinions seriously. (He is happy about that relationship.) Wu Han was happy to look into churches and other recording venues that met their exacting requirements.

For technical assistance they turned to Da-Hong Seetoo, a violin graduate of both Juilliard and Curtis. So great is Wu Han's and Finckel's respect for Seetoo that they invited him to join them in recording pieces by Tchaikovsky and Kodaly on an ArtistLed CD. He is the only other person whose music making appears on the label.

Before ArtistLed became a corporate entity, Wu Han and Finckel had produced a considerable stockpile of recordings, which they gave to friends or sold at concerts. The turning point came when Finckel happened to meet Fiona Maddocks, the editor BBC Music Magazine, at a dinner in London. He told her that he and Wu Han intended to keep making the recordings even though they didn't know how to sell them. Maddocks offered to distribute one of the CDs with the magazine, which has a circulation of 300,000. The readers' enthusiastic reaction incited Finckel to brainstorm until he came up with a way of distributing their CDs. He finally hit upon the Internet as a means of distribution, and ArtistLed came into existence as a corporation.

Wu Han explains that the business aspects of their CD production are simple. “Sales are through the Internet or at concerts. It saves a lot of bureaucracy. We don't do distribution.”

“The beauty of the company is that we keep our freedom,” Wu Han says. “We like to go into a room and record, to be spontaneous and daring. We don't want to announce anything. If we announce what we're going to do, what happens if it doesn't come out



Cello, Piano, & More: David Finckel and Wu Han strike joyful notes June 29 at Richardson.

well? We would feel the pressure of having to release it. What we have now is a fantastic policy. We go in there, and tape the music. If it sounds good, we edit it. If, after editing, it still sounds good, we release it.”

With the wizardry of engineer Seetoo, who revels in tinkering with equipment, shortcuts are possible. Click on “Tech Info” on the ArtistLed web site, and you learn that “ArtistLed's microphones, converters, pre-amplifiers, mixing board, amplifiers and monitor speakers used no longer can be identified as the products they originally were, due to extensive modification.” The technical modifications are designed to approach perfection. One of the advances that ArtistLed has developed consists of robotic controls by which hundreds of microphone placements can be tested in advance.

Once the music is taped, says Wu Han, the cost of pressing a single CD is less than \$2, depending on the number of pages in the accompanying booklet, the use of color, and the graphic design.

Wu Han mulls over whether the intimacy and clarity of her recordings with Finckel can be replicated with other artists. “The performance always has to be there,” she says. “You can't substitute technology for playing. When we asked Seetoo to join us on the CD, we were sure that we all heard things the same way. If there are other artists on ArtistLed, we will make sure that we all hear things the same way, too. Otherwise you run into a lot of trouble.”

With producing records just one of her activities Wu Han sounds contented about how the next season seems to be shaping up. “Lilian is always with me,” she says. “It's the mother's job. David travels a lot. But he talks to us a lot. I feel his support. Next season we'll have about 40 duo concerts. The Emerson is cutting back to 80 concerts. That's the reason we can have so many duo concerts.” Stressing that the duo concerts are a species of family event for her and her husband, she notes. “If the parents are happy, the kids are happy.”

Happiness is Wu Han's default emotional state. Frequently she keeps her spirits up on only four or five hours' sleep a night. Emphatically she says, “You know, I have a kid. She's up at 5:30 or 6 a.m. We have a lot of travel and jet lag. I just don't think about it. It's what's demanded in our life. We arrived in Jerusalem at 3:30 a.m. We were still on Japan time, but I wanted to see Jerusalem. So we were up at 8:30. If you want to do something very much in life, you do it with joy. Sometimes I crash. But I'm really excited about what I'm doing. If I wasn't so excited about my life, and my music, and my family I would probably sleep 12 hours a night.”

— Elaine Strauss

David Finckel & Wu Han, Princeton University Summer Concerts, Richardson Auditorium, 609-497-1642. Free tickets required for admission. Monday, June 29, 8 p.m.

Free tickets are distributed at the Richardson Box Office beginning at 6 p.m. on the day of the concert only. All tickets are distributed on a first-come, first-served basis, with a limit of four tickets per person. Admission to Richardson Auditorium begins at 7:30 p.m. All concerts begin at 8.

When Wu Han performs with David Finckel, two performers seem to inhale a single breath of air and exhale it in flawless musical interpretation.

Continued from page 22

Slide Design

Corporate vice president's decision making might be worth \$10,000 of revenue per hour. "Having that individual spend 20 minutes deciding whether a blue background is appropriate for a presentation is ridiculous," comments Richard Van Fleet, owner of Slide Design and Production Inc. in Pennington.

"All the wonderful software out there has given people of different skills and abilities the chance to create their own presentations," says Van Fleet. "The problem with this is that the results can be unprofessional. We can't all be presentation experts."

Van Fleet knows that a good image is his clients' best selling tool. "You need to turn to the experts to put your best foot forward. Going to the professionals allows businesses to do things right the first time." Van Fleet uses the following analogy. "At home I have a great riding lawn mower and a good edger, but I still have a lawn service do the work because 1.) they're experts and 2.) I simply don't have time."

Van Fleet and his staff at Slide Design and Production are presentation graphics experts. "We're not a photo shop used to mixing chemicals all day that went out and bought an electronic poster printer and consider themselves digital graphics experts," says Van Fleet. "Ask them the difference between an EPS and a TIFF file and they probably won't be able to answer you. But we can. We've been creating presentations since before digital imag-

Slide Design provides digital services for presentations, including 35mm slides; animated presentations; Fiery, Kodak, and Tektronix overhead transparencies; Stonehouse Media has extensive experience in design, editing, graphics animation, and programming for high-end videos, broadcast spots, and new media.

ing and know every trick in the book. And when digital imaging became popular, it was a natural outlet for us."

Slide Design spares no expense at having the best and latest equipment. Recently Slide Design purchased a photographic quality 60" poster maker. The company has spent thousands of dollars on state-of-the-art equipment. In a time when businesses often outsource for certain aspects of work, Van Fleet brings the work in house to better serve client budgets and deadlines.

One client recently called to have about a dozen 60" x 75" posters printed and laminated under a tight deadline. To expedite the project, one of the shop's drivers was immediately sent out to pick-up the drafts. Using its own 60" photographic quality poster printer, Slide Design was able to deliver results on time.

Recently the Armani organization in New York turned to Slide Design to develop overheads from scratch. All they provided was the data. Others might come to Slide Design with a rough digital image. Often they assist clients who have begun the creative development work in house.

"For a presentation to be a success, it is crucial to have strong presentation materials." Slide Design provides digital services for corporate presentations, including 35mm slides; animated electronic presentations; Fiery, Ko-

dak, and Tektronix overhead transparencies and prints; electronic slide shows; 4x5 chromes and negatives; and 60" photographic poster capabilities (including lamination and mounting).

Whatever the project, the common denominator is success — a great-looking job completed on time and on budget.

Slide Design and Production Inc., 44 South Main Street, Pennington, 609-737-1123. Fax: 609-737-6345. E-mail: slidepc@aol.com.

Stonehouse Media Inc.

It's not every day that you get to burn a house down in the name of business, but for Rod Ammon and James Paulus, co-owners of Stonehouse Media Inc. in Princeton, it's like any other day on the job.

When the Bureau of Alcohol, Tobacco & Firearms was looking to produce an interactive CD-ROM on the topic of arson investigation, they researched companies nationwide. They quickly turned to Stonehouse Media to create a virtual reality arson investigation that will ultimately be distributed to every fire, police, and insurance investigator in the United States.

"The purpose of the CD-ROM is to teach investigators how to conduct a proper arson investigation by taking them into an actual arson scene," says Ammon,

president of Stonehouse. "The investigator can click on front door, go inside the house, pick up evidence, move it around in 3D, and make a decision whether the evidence should be collected for the investigation." The scenario, directed by Pat Corbitt, is a recreation of an actual arson.

To produce such unique concepts and images, the staff at Stonehouse Media have extensive experience in design, editing, graphics animation, and programming for producing high-end videos and broadcast spots and programs for advertising, corporate communications, training, and the entertainment industry. Recently Stonehouse expanded its capabilities into new media, including CD-ROM and Web technologies. "We have all the tools of the New York firms," says Paulus, vice president. "The difference is ultimately knowing how to inform and entertain with moving images, graphics, animation, and audio while maintaining focus on quality and the bottom line."

Sales have more than doubled in the past year alone as the company recently moved into the national market. With clients in the Fortune 100s and the Federal government, Stonehouse has made its mark with cutting edge concepts and technology, "yet we focus on supporting relationships in the production industry that we have maintained for years," says Paulus.

Stonehouse specializes in supporting creators of commercial and corporate video, film and new media. To learn more about Stonehouse's technological capabilities, visit <http://www.stonehousemedia.com>.

Stonehouse Media Inc., 4390 Route One North, Princeton, 609-514-1680. Fax: 609-514-1681. E-mail: rod@stonehousemedia.com Web Site: <http://www.stonehousemedia.com>

Taylor Photo

This summer you can take a look at the world through photographer Bill Taylor's eyes during his upcoming show. In Focus: India-Nepal will be showing at the Gratella Gallery in Princeton's Forrestal Hotel and Conference Center from June 26th to August 29th.

Having gotten his start photographing architect Michael Graves' work, Taylor is famous for capturing the essence of architecture. His photograph of the Buddhist Stupa Temple in Nepal exemplifies the sense of place that transcends the moment.

"As an art form, photography is able to give you not just a sense of time and place, but also a sense of emotion and environment," says Taylor, whose photographs also include numerous portraits from his trip to India and Nepal in January of last year. One of his favorites is of three generations of men (including a young boy) in a family from Rajasthan.

In almost 25 years as a photographer, Taylor has learned how

Continued on following page

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Taylor Photo offers studio, lab, traditional photography & digital imaging; Triangle continues to serve architectural, engineering, and construction clients as well as offering high speed duplication, digital imaging, and computer graphics.

Continued from preceding page

to be a part of the environment when taking architectural photography. "Portraiture requires a different skill, however," says Taylor. "Photographing people requires interaction, making the subjects a part of the process, engaging them in the act of creation, getting them involved and interested. Even if you don't speak the language, photography eclipses all communication barriers." But of all the lessons he's learned, Taylor notes reflectively that photography has taught him about himself, giving him courage and patience.

It's been said that photography is an extension of the self and an expression of being. The current gallery showing allows the viewer to share in Taylor's experiences abroad — the exotic culture, the pride of the people.

Taylor, who owns Taylor Photo, applies those same tactics to commercial photography. From small businesses to Fortune 500s, businesses turn to Taylor Photo for the talent and quality products that Taylor and his staff have been delivering for the past 15 years. Taylor Photo offers studio, lab, traditional photography and digital imaging services to a variety of businesses in the greater Princeton area.

Taylor Photo has added a large format film recorder that creates a negative or a transparency from a digital file, and web graph-

ics preparation and design services. Visit <http://www.taylor-photo.com> to learn more about their services or to view samples from their portfolio.

Taylor Photo, 743 Alexander Road, Princeton, 609-452-9444. Fax: 609-452-9517. Web site: <http://www.taylorphoto.com>.

Triangle—Your Creative Center

Joe Teti, CEO and president of Triangle—Your Creative Center in Lawrenceville may not be the creative genius behind the latest Godzilla movie, but his business and the movie have one big thing in common — the understanding that size does matter.

"In presentations, sometimes it's about the image, sometimes it's about the message, but it's always about making an impact," says Teti. "With our BLT and Super BLT processes, you can create color images on paper or vinyl for projects that must be bigger than life (up to 52 feet wide by 100 feet long)." The BLT and Super BLT processes are ideal for back-lit display boxes and film posters, advertising, art, banners, convention booth headers, corporate wall graphics, courtroom displays, indoor and outdoor UV-stable signage, murals, and any large presentation or promotion.

"When you need to get your message across in a big way, you need BLT output," notes Teti. The BLT can print from any type

of original — including photographs, mechanicals, or MAC and PC developed images submitted on Syquest or CD. In addition, Triangle has the capabilities to accept files electronically. And to better meet client needs, Triangle has a fleet of 13 vans to serve the Route 1 corridor and beyond for pickup and delivery.

But just because it's big doesn't mean it will take forever to create. Triangle can work within the tightest, even same day, deadline. "Often clients come through our door afraid that they won't meet their deadline, their budget, or their vision," comments Teti. "They soon learn that Triangle can meet every presentation need from concept to completion."

Founded 60 years ago as a blueprint shop in Trenton by Teti's father, Triangle continues to provide reproduction services for architectural, engineering, and construction clients as well as offering business customers high speed duplication, digital imaging, and computer graphics.

Imagine your message, your vision, larger than life. When you've got something to say and you want to say it big, Triangle is your creative center. Says Teti: "Large or small format projects, our promise is quality and convenience you can trust."

Triangle—Your Creative Center, PO Box 8079, Princeton, 800-357-3776. Fax: 609-896-2250.

Continued from page 17

pharmaceutical market share. Don Marshall, vice president, came from Novartis and Bayer. Her staff also includes George Philip, who came from Prudential, and Adrienne Richter, formerly in competitive intelligence with Bristol-Myers Squibb, and office manager Debbie Hartman.

"It feels great," says Sibley, "from the initial details of finding the office space and arranging for telephones, it's been very exciting and a lot more fun than I would have believed."

Isis Research U.S., 2 Wall Street, Princeton 08540. Charlotte E. Sibley, president. 609-688-0474; fax, 609-688-0435.

NOP Healthcare: Hyver & Kozak

The days of hit or miss development are gone," says Harriet Kozak. "Every dollar has to be spent more wisely, both in R&D development and in marketing research. Pharmaceutical companies don't have the luxury of redundant studies."

Harriet Kozak and Karen Hyver opened a business unit of NOP Healthcare Advanced Consulting Group at Carnegie Executive Center and have moved it to 1 Palmer Square. As vice president of business development, Hyver heads the domestic team, and Kozak heads up the global team, working with multinational firms. The office is a subsidiary of Market Measures, based in Livingston, but it is also part of a conglomerate based in the United Kingdom,

United News & Media, which is traded on the London Stock Exchange.

Their firm collaborates with clients to provide and customize market-validated solutions. "One client might need to know where a product is positioned in the minds of physicians, another might want help making the switch from a prescription drug to an over-the-counter drug," says Kozak. "An advertising agency might need market research for qualitative assessment, concept testing, or message testing. A biotech firm might want advice on what indications it should look for in its clinical trial plan."

To answer these questions and more, NOP Healthcare provides data collection, data modeling, and forecasting on a consulting basis. "Consulting" is the key word for NOP Healthcare Advanced Consulting Group, which put the word in its name deliberately.

Combining research with consulting is really not such a new idea, counters the general manager of a competitive firm, Migliara/Kaplan. "Helping clients carry through with consulting — we have been doing that for the 20 years we have been in business," says Sheryl Olitzky, general manager of Migilara/Kaplan's 50-person Princeton office on College Road. Founded 20 years ago, it also has offices in Maryland and London.

But as Olitzky points out, the healthcare industry is just catching up with the packaged goods industry in its use of top consultants to help shape unusual programs that will sell more prescriptions more quickly. And the industry itself is growing, even faster than the telecommunications and information technology areas. So there is plenty of work to go around.

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"When the pharmaceutical industry was rich, it didn't second guess itself on putting out broad programs, but now it is cost-conscious," says Kozak, "and what we provide is market validation to say that a particular endeavor or business situation can be simulated in the market. It's one thing to do research in an ivory tower setting, but we provide the research to be actionable, so more meaningful decisions can be made."

Kozak points out that, overall, the firm has been doing international research for over 35 years, "and that combined with our industry perspective provides a unique benefit. We have also done a lot of research with clients. We put everything into the perspective of where client needs are evolving to."

The conglomerate, United News and Media, has 19,000 employees in 21 countries. Its United States-based holdings include a public relations firm (PR Newswire), a convention organizer (Miller Freeman), a stock photo firm (Visual Communication Group, VCG), a real estate magazine (Harmon Homes), and a magazine readership research firm (MAI).

As part of MAI, the NOP Information Group is one of the dozen or so largest market research businesses in the world, says Hyver. Market Measures is one of 15 companies that do research in such sectors as media, automotive, business-to-business, consumer products, and healthcare. The Palmer Square office of NOP Healthcare Advanced Consulting Group was created last year and is Market Measures' newest unit.

Hyver majored in medical technology at Louisiana State, has a doctor's degree in physical-analytical chemistry from the Univer-

sity of Mississippi, and did post-doc work in pharmacology and experimental therapeutics at Johns Hopkins' medical school. She worked as a chemist and as product development manager at Hewlett-Packard, was business development manager at Baxter Healthcare, and most recently had been an account executive with Migliara/Kaplan Associates, where she conducted more than 100 custom market research studies among healthcare professionals, patients, and payers.

Kozak earned bachelor's and

The healthcare industry is just catching up with the packaged goods industry in its use of top consultants.

master's degrees in business administration (concentrating on marketing and finance) from Temple and Philadelphia College of Textiles and Science. Her 16 years in the pharmaceutical industry includes Johnson & Johnson and Bristol-Myers Squibb, where she most recently was director of strategic and scientific evaluation. As vice president of the global division she offers "market-validated consultancy" to multi-national pharmaceutical clients based in the U.S.

NOP Healthcare Advanced Consulting Group, 1 Palmer Square, Suite 441, Princeton 08540. Karen Hyver, vice president. 609-688-0540; fax, 609-688-0542.

Jane Donohue

Pharmaceutical efforts to enhance the bottom line have brought consumer polling to the fore, says Jane A. Donohue, who has started a new kind of hybrid healthcare information company. "What is different now is an awareness of the importance of the consumer."

Donohue left Janssen Pharmaceutica to found a healthcare information firm, Consumer Health Sciences LLC, to do both outcomes and marketing research. It aims to fill a gap in information on what drives patients to seek medical advice and what happens to them when they leave the doctors' offices. All of its surveys include questions on quality of life reported by both patients and caregivers.

"The whole advent of direct-to-consumer advertising is a clear recognition of how patients can make decisions," says Donohue. "Though people think they have fewer choices under managed care, paradoxically they are forced to make more healthcare decisions than they did before."

The MCOs want to influence their clients to engage in healthier behavior, and pharmaceutical firms want to influence consumers to ask for a particular drug. Both benefit when they understand the consumer.

"It was quite clear that there weren't very good data sources on what the patient was doing," says Donohue. "We are collecting patient information. We try to be the voice of the healthcare consumer focusing specifically on patient issues, and we sell information on syndicated databases. Our analysis

Continued on following page

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Meet the Image Makers

Biologists, engineers, and software developers aren't the only people coming up with innovative ideas in the greater Princeton business community. Communications, advertising, and marketing people are turning on some light bulbs, as well, often in response to the bright ideas of the technology people.

Based on returns from a faxed survey sent out to U.S. I-area marketing, advertising, and graphic arts professionals, Phyllis Maguire and Barbara Fox filed the following round-up on the fast-changing nature of the presentation business.

Alan Brooks Design

"When I started, all you needed to be a good designer was a pad and a set of markers," says Alan Brooks, president of Alan Brooks Design Inc. of 20 Nassau Street (www.alanbrooks.com). "I used to pity photographers because they needed thousands of dollars worth of equipment to do their job — and here I am, sitting with \$50,000 worth of equipment."

But, the 42-year old Brooks points out, even though technology has revolutionized the performance of graphic design, the process still starts with creative thinking. Technology can provide only increasingly sophisticated tools to support the concept.

But more and more, graphic design includes Internet applications, a visual medium with its own guidelines. "When you're designing for the Web, you have to consider the time constraints and attention span of your audience," says Brooks, a 1977 graduate of Manhattan's School of Visual Arts who worked for CBS-TV creating on-air graphics and for Showtime Entertainment before launching his own firm, then known as Brooks Champion, in 1982.

"It is very different from designing a brochure which can be read at someone's leisure. Web designs are like television commercials: people are visiting a site for a specific purpose, and the challenge is to hold their interest for those few seconds."

Brooks's largest Internet client is the New York-based NetGrocer Inc., an online grocery supermarket, for whom Brooks supplies In-

ternet graphics and banners. When the firm first began designing for NetGrocer, a banner would take them a week to complete; now they do 10 a day, as Web graphics get more varied, complex, and interesting.

"There are pull-down banners with submenus, animated banners, ones that we add sound to or interactive games," he says. "But being from the old school, I still enjoy the tactile sensation of holding a newly-designed brochure."

Brooks's personal favorite among his design campaigns was one completed for the Arts and Entertainment Network several years ago, promoting a six-part series on "Dogs" to different station affiliates. Brooks designed a cardboard kit in the shape of a dog carrier, complete with stickers and dog tags — and frisbees with instructions on teaching a dog to fetch, as well as all the promotional printed material.

"We'll never be a paperless society," he says. "Electronic and print media are complementary, but personally, the first thing I do when I get E-mail is to print it out. I need to hold it in my hands."

Continued from preceding page

is completely quantitative."

She and her two sisters grew up in Chicago, where her father was a marketing executive at Readers Digest. She majored in psychology at St. Lawrence, Class of '74, and then earned a Ph.D. in social research from Bryn Mawr. Her most recent position at Johnson & Johnson was director of outcomes research at Janssen Pharmaceutica, and she founded this firm 18 months ago.

Her product line includes a General Health Audit with more than 15,000 respondents age 18 and over, which she says profiles the health of the nation in a large sample size. That database contains both attitudes and behaviors and resource utilization (frequency of seeing the doctor). It also includes unusual questions such as use of over-the-counter and alternative medicines.

She has also developed disease specific, longitudinal studies for depression, schizophrenia, Alzheimer's, and diabetes. More than 4,000 people are enrolled in a depression study that is updated every six months. A schizophrenia study contains data on 800 patients and more than 1,300 caregivers and contains what she terms "incredibly robust information that assesses satisfaction with care."

The Alzheimer's study involves 3,200 caregivers, and the diabetes study has more than 3,000 respondents.

"Every one of our studies has a medical advisory board for clinical oversight and analyses," says Donohue. Her 14-person firm has researchers with master's and doctor's degrees who design the questionnaires. The firm also scans, processes, and analyzes the data in-house. Though the studies are sold to pharmaceutical and managed care companies, the firm owns the data and will be publishing the results in medical journals.

"In the Alzheimer's study we have quantitatively documented that the time from when a caregiver notices the first signs and symptoms to the actual receipt of the diagnosis is about 3 years. So it's the first three years in which the Alzheimer's patients have an opportunity to put their life together before the disease progresses. When they are misdiagnosed, the opportunities to provide better care are missed. There are new Alzheimer's disease management drugs, and they have the potential of being most beneficial at the early onset of disease.

"I would argue that patients have the right to know so they can get their lives together. I would want the choice," says Donohue. This study was recently presented at the American Association of Neurologists, to better train practitioners and the public as to the

early signs of Alzheimer's disease.

The General Health Audit had an overwhelming response rate of more than 50 percent. Of 30,000 surveys mailed, 15,000 responded. "We get unbelievable letters and phone calls thanking us," says Donohue. "People are desperate to be heard."

Though the firm is self-funded, CoreStates has furnished an SBA line of credit. Mike Briehler of Buschman Jackson-Cross represented her in contracting space at Research Park. Ken Field of Field & Higgins is the accountant, and Barbara Spalding is the benefits consultant.

"I just took a huge risk," says Donohue, who left Janssen when she was 43-years old. "At times it felt as if I had jumped out the window, but the ground didn't come up as fast as I thought it would," says Donohue. "We have been phenomenally successful — last year we were profitable."

"I think what we are providing is a very important service. We are enhancing the public health of a nation, and the nice thing is it can be a win/win situation, it can be a good business. I'm happy I can be in the forefront. I am not aware of a competitor right now. It is indeed exciting."

Consumer Health Sciences LLC, 346 Wall Street, Princeton 08540. Jane A. Donohue, president. 609-924-4455; fax, 609-924-7794.

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River Graphics

Most of the design work being done by River Graphics in Lambertville (www.rivergraphics.net) is in printed material. But, says founder Stephen Wolock, the company offers complete Web presence with website design and hosting. "We really see a future in electronic distribution and it is remarkably exciting now to be a graphics designer," Wolock says. "What used to be almost impossible is now routine, and it is much easier to incorporate photography and other kinds of visual imagery into printed material, as well as into multimedia." One current website design project is for the New Jersey Performing Arts Center. While other recent ones include sites for Children's Software Revue in Flemington and the Princeton-based International School Services.

Wolock always combined a fascination with technology with his love of graphic arts. Now 45, he received a bachelor of arts from University of Colorado and then a master's in arts education from Rutgers in the early 1980s. He was teaching art at Hillsborough Middle School when what he calls "the Postscript Revolution" took place, referring to a language developed by Adobe in the mid-1980s. Technological design innovations fused with the entrepreneurial spirit, and Wolock and his wife, Barbara, began River Graphics in their home.

Their first big client was the Gallup Organization, for whom the Wolocks still produce a monthly magazine. "Being at the corner of Main and Bridge streets in Lambertville, we are seen by many potential clients who come in for the galleries and restaurants. Most of our clients are within a 30-mile radius." One of their largest ones is Paulaur Corp., a food products company based in Cranbury, yet business connections are now taking River Graphics farther afield: through a former Gallup connection, the firm is working with several news media organizations located in Washington, D.C.

There are challenges to designing for both print and electronic media, and, Wolock points out, "both have their strong points and limitations. On the Web, all the visuals and content have to fit on the screen and be very concise, while printed material can be much more subtle. The color palette on the Web is limited, with browsers offering only 216 colors, while in print there are thousands. Everyone makes their Web pieces look like their print ones, but our approach is one of software design."

Tramp Steamer

Electronic communications is a major stock in trade for Tramp Steamer Media (www.tramp-steamer.com). The image of a steamship taking on cargo at any port is an appropriate one for the Trenton-based firm and its 38-year old principal, Mark Feffer. A writer and multimedia producer, Feffer is collecting a growing, impressive list of clients — Dow Jones Interactive Publishing, XLibris Corporation, SE Technologies, Malmark Bellcraftsmen, and the Trenton Downtown Association — but he claims the provocative company name has as much to do with nostalgia as identity. "I grew up in Swampscott, on the coast north of Boston," he says. "Now that I'm 60 miles inland, I



Princeton Survey Research Associates

Logos: Alan Brooks' logo for the video games cable channel is at right. Above: River Graphics' design for a market research firm.



SEGA CHANNEL

need a nautical identity."

Feffer stayed in Boston through college, graduating in 1982 from Boston University with a bachelor's in broadcasting and film. After working as a videotape editor for a Boston production company named Multivision, with clients like Digital, ABC News, and CNN, Feffer got a master's in journalism at Northwestern and was recruited to the headquarters of Dow Jones in Princeton. Starting there as a writer for online services, Feffer worked his way up to product manager of Dow's private investor products group. There he helped develop information applications packages and in 1994 served as producer for "Plan Ahead for Your Financial Future," the Wall Street Journal's first interactive CD-ROM. Three weeks after the CD's introduction, Feffer and a friend, Ronnie Fielding, launched United Multimedia, a company that survived until last September.

"We produced FutureScan, an interactive career guide for teenagers," Feffer says. "We initially considered a CD format, but by 1995 with the Web becoming so big, we shifted to a site supported by sponsors and advertising." Feffer and his partner split the business, with Feffer keeping the editorial content and production side while Fielding joined Princeton Partners. While Feffer gets feelers from other companies to come on-board, he politely declines, happily remaining a solo steamer.

"Not many of us have years of multimedia writing experience," he says, "and people like me are more in demand. Right now, multimedia is focused on programming and graphics, but my starting point is content. As multimedia becomes more mainstream — which it is — content is becoming more important."

Feffer characterizes his projects as "information rich," offering as an example the "Bookplate" print and electronic newsletter he created for XLibris, the Trenton-based digital publisher.

He has just opened a second Tramp Steamer office in Portsmouth, New Hampshire, giving himself a presence near Boston's Route 128 — and East Coast coverage between Boston and Philadelphia. "As far as technology, there is more going on in Boston and San Francisco than New York."

While Feffer spends a good portion of his professional time writing press releases and newsletters for print media, he offers these electronic communications insights. "The biggest danger in multimedia today is that designers are working with video magazines in mind," he says. "Too often, the user is their second priority, and that needs to change." By way of example, he offers his own FutureScan website, criticized when it was first created for including too much content for the MTV

generation. "The presumption was that teenagers don't read, yet FutureScan gets 200,000 hits a month. It's delivering the information its audience needs."

For those potential customers for whom Feffer's \$100 an hour fee proves too steep, he's glad to refer them to less expensive writers

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or producers. But more and more clients realize the need for Internet and multimedia investments — and their potential returns. “Companies seeking a retail presence know a site is comparable to a producing a catalog or opening a new store,” he says. “Companies that won’t spend a lot for a website wouldn’t blink over numbers for a four-color brochure, even though the creative content is the same and the impact of the Internet and multimedia can be much greater — if it’s done right.”

Skye Multimedia

Interactivity is the specialty of Skye Multimedia Productions Inc. of Skillman (www.skyemm.com). Seth Oberman — who founded the company in 1995 with his wife and business partner, Elizabeth Strausbaugh — estimates that 35 percent of their business is devoted to Internet and intranet design and production. The remainder consists of computer-based training programs, marketing and sales presentations, trade shows and kiosks — all multimedia. Skye’s clients include Lucent Technologies, Bellcore, ITT Industries, Giorgio Armani, and J. P. Morgan.

Oberman graduated from Lehigh University in 1985 with a degree in marketing; Strausbaugh received an illustration degree that same year from Philadelphia University of the Arts.

Oberman finds the possibilities offered by multimedia — visuals, audio, and animation — particularly effective with high tech products. The example he cites is Skye’s sales presentation for ITT Industries’ “Dragonfly” network security product. “One of the problems pitching that kind of product is that you can’t watch data being encrypted,” he says. “With animation, it is much easier to communicate complex or technological concepts to help customers visualize how the product can be used.”

“Digital information lends itself to multiple re-use,” he points out. “A great front end of a marketing presentation can be used in a trade show or at an annual sales meeting.” For Lucent Skye did a multilingual CD-ROM, a corporate awareness piece to be sent all over the world. “We leveraged off the graphics and content to make accompanying websites.”

Creative Marketing

Jeff Barnhart, the 43-year-old president and CEO of Creative Marketing Alliance Inc. on Clarksville Road (www.cmasolutions.com), has a background in business rather than in art or graphic design. He credits his cor-

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porate know-how for the fact that, while he founded CMA with one staff person in 1987, the full-service advertising and marketing agency now has 37 employees and revenues topping \$10 million a year (www.cmasolutions.com).

“Before starting CMA, I was the marketing director for Philips Lighting, a Fortune 100 firm,” Barnhart says. “I became very comfortable with marketing strategies and planning for business growth.” His own corporate training is augmented by that of two key employees: Burt Lambert, who brought his financial and human resources skills from General Motors to CMA, and Rob Jones, formerly of Johnson & Johnson, now CMA’s vice president and general manager.

“It’s not that bigger is better,” says Barnhart, “but big business experience has many educational benefits. They were painful lessons to acquire, but they helped this company grow.”

The niche he successfully sought was in business-to-business advertising. “Other agencies offered consumer mass marketing which uses different tactics. Marketing to consumers includes buying a lot of TV time, making it very difficult to track direct response. Business-to-business is much more specific targeting, and it is possible to follow your investment and its return. I use the analogy of hunting: consumer advertising is like using a shotgun, while business-to-business is going out with a rifle and scope.” CMA has since expanded to include consumer marketing: “The opportunities were too great to turn away.”

Barnhart grew up in the Titusville-Washington Crossing area and earned a degree in journalism from Rider University. That training, he feels, was crucial to his business success. “I learned how to write” — a skill he claims places him “in the old school. I often find young graduates can cut and paste and save, but are less successful in formulating and presenting ideas.” Out of college, his first job was with Nassau Broadcasting, becom-

ing the first salesman sent to southern New Jersey to sell airtime for WPST. He moved to New York, working for financial printer R. R. Donnelly, getting a thorough introduction to corporate life and proof that “I’m not a New Yorker.” He switched to Philips’s Hightstown headquarters and stayed nine years; when its relocated to Somerset, Barnhart launched CMA.

While he tips his professional hat to the achievements of Madison Avenue, he’s found his own backyard very fertile business ground. “Growing up in Titusville, I remember when 95 stopped at Route 1,” he says. “Now it is one of the hottest areas in the country for any type of business, and a real boon that we positioned ourselves here.”

CMA’s clients include 3M, A-I Limousine, Advance Transformer Co., Millenifest 2000, and NBS Card Services; their pro bono clients include the American Diabetes Association, Rutgers Family Business Forum, Boheme Opera — and CAMA, the state-wide Communications Marketing and Advertising Association. The firm recently completed a global campaign for 3M and for a satellite services company. “Campaigns used to target just the United States, but more companies now promote themselves globally,” Barnhart says. “That presents different challenges, taking into account various languages and cultures.”

Another challenge is mapping out marketing for high tech companies. “With highly technical products, there is continuous enhancement and evaluation,” says Barnhart. “It is much more difficult to plan what basic strategy to implement when the market changes so rapidly and the product is undergoing constant upgrades.” There’s another high tech hurdle: “Engineers are eager to promote a product’s features, but the public doesn’t buy features — they buy benefits. Our job as marketers is to turn a product’s features into a benefit for consumers.”

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Braun Research

It has been a tumultuous year for Braun Research Inc. (braunres@aol.com), a telephone market research firm at 271 Wall Street. First principal Paul A. Braun bought out his partner, with whom he had founded the firm as Leitner-Braun in 1995. Then the company expanded its phone center to 53 stations and now employs seven fulltime and 150 part-time workers. And "business just flows in," says Braun, a graduate of Brooklyn College who has worked in market research for 20 years. Braun's clients include national news agencies, newspapers and magazines, and television networks — with major clients being other research firms, like Princeton Survey Research, American Opinion Research, and Mathematica Policy Research.

"This is such a rich area to work in," says Braun, who began as a telephone pollster himself. "Local clients enjoy coming in and seeing their data being collected." While it is the client companies that do database analyses, Braun Research provides the data processing. "They turn to us for number crunching."

Just about everyone needs a poll — and, it seems to Braun, everyone is conducting one. The need for data is exploding, as companies try to refine a niche and target an audience. But the competition is getting fierce. "Independent researchers can do so much now out of their homes," Braun says. "You used to need a corporate set-up for market research, but it has become much easier to develop sampling" — phone numbers needed for projects — "and to chart graphs."

And what about that bane of the industry, those harried consumers who just hang up? "I tell people that marketing research is their opportunity to be heard and to make a difference. We certainly want to hear what it is people have to say."

Zoe Graphics

In 1988, when Kim Waters began her Pennington-based graphics design business, Zoe Graphics (zoegraph@aol.com), she began without a computer. Though she now is very comfortable working with one, "my tendency is to not be so trendy," she says. "Not all my work is computerized."

Waters majored in graphics and fine arts at the University of Delaware, Class of 1981, and worked for Dana Communications in Hopewell before starting her own firm. Waters' client list includes St. Francis Medical Center (for whom she just designed materials for a capital campaign), Princeton Medical Center, Princeton's Woodrow Wilson School, and the Institute for Advanced Study.

Waters sees the emergence of graphic arts software as a great tool, but one that can hinder creativity, particularly for young people starting out. "I don't know if young designers are getting the training they need," she says. "They have better computer skills, but they need to spend more time generating ideas."

Considine Communications

Mardi Considine of Considine Communications (considine@aol.com) in Hopewell sees large ad agencies gobbling up many smaller ones, like her own. "But there are those of us who decline to be gobbled up," she



Zoe's Hand: Kim Waters says ideas are still more important than computer skills.

says. "I'm not a dynasty builder; I enjoy being lean and mean. I can offer quick turnaround, reasonable prices, and great service."

Considine designs monthly newsletters for MetLife and brochures and print ads for Nassau Interiors (which won her an ASTRA Award). Other clients include Princeton Center Stage and SICAM Corp., based in Somerville. "Each media has its own set of skills, but communications abilities apply to each and transcend them all," she maintains. "Each type of media allows a company to send a different message to a different audience, with various levels of detail and persuasion."

Considine spent 10 years in New York in the Wells, Rich, Greene advertising dynasty, and fondly remembers working under Mary Wells Lawrence. She moved to Princeton in 1984 to start an in-house agency within Princeton University Press, and then spent several years with Gillespie before launching Considine Communications in 1988.

"The core of any communications campaign is the writing and concept," she says. "My tagline for the last 10 years has been 'Writing Worth Reading,' and some old advertising tenets still apply. One of those is 'the more you tell, the more you sell.' Media now flashes messages a la MTV, but for an intelligent audience which is what business-to-business is, or for well informed consumers, you have to provide them the information they need."

APB Communications

Alan Paley, the 38-year old president of the audiovisual and multimedia production firm APB Communications at 88 Lakedale Drive, Lawrenceville (609-396-1975), is one of only three fulltime staffers. But he works with a large corps of freelance videographers and directors — most of whom have been trained in film. "People whose background is only in video have often come up taping parties and weddings," Paley says. "Film people know how to light a subject and tell a story."

The element of storytelling is vital to APB, which makes promotional, instructional, and business-to-business advertising presentations, from creative development through distribution. "We position ourselves as artists doing production work for corporations, while other companies view themselves as production facilities," he says. APB also emphasizes creativity in its burgeoning website design business. "We are graphic artists, not computer experts who have a sense of art."

Its approach has earned it an eclectic client list: the federal Environmental Protection Agency and Mercer County freeholders, Summit Bancorp and the New Jersey Hospital Association, and the biotech Pharmacoepia. Notable pro bono clients include the

Ronald McDonald House and The Anchor Project for troubled adolescents through the Jersey Shore Hospital. A video produced for the Mercer County Sunshine Foundation attracted the attention of Jermaine Jackson, and APB is now designing the website for Jackson's upcoming Earthvision Musical Awards Show, as well as video montages to be featured during the live Earthvision broadcast from Greece in September, 1999. Client variety is one of APB's assets, Paley says: "It keeps us fresh creatively, and what we learn from one industry, we can take to the next."

Paley founded APB in 1989, after attending the University of Maryland and the New School. Several early projects were for political campaigns, and political clients are still an APB mainstay. "Doing a film campaign for a political client, we serve much more as technicians, taking our direction from media consultants," Paley says. "The life of a corporate product or service is much longer than

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that of a political campaign. We have much more creative input in corporate work and strive to be much more subtle delivering a message."

Denby Associates

As all forms of communications become more pervasive, the trade show arena becomes more crucial. "Trade shows are still the only place a business is guaranteed to meet prospective clients," says Brooke Thomson, marketing manager of Denby Associates (www.denbyassociates.com), which has such clients as Turner Broadcasting, Lotus Development, Intel, IBM, Johnson & Johnson, Merrill Lynch, Prince Sports, Exxon, and Sunoco. "Someone attending a trade show is not driving past a billboard on a road; he has paid money to be there, and he's a serious buyer. Trade shows attract the most interested customers, and companies use shows to launch new products."

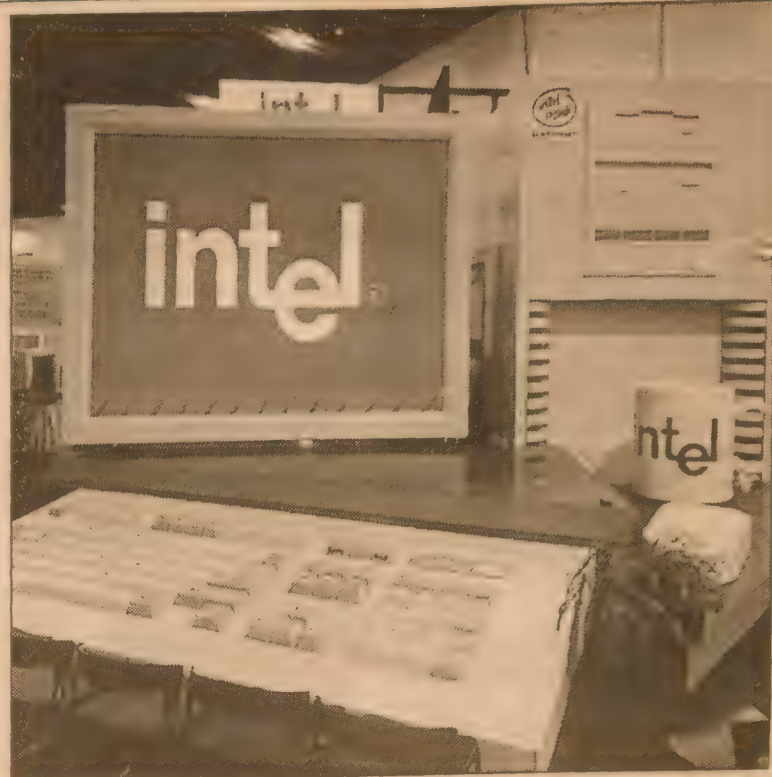
Denby's intent, says Thomson, is to find a way for the client's message to sing. The 85-person company, with annual revenues of \$15 million and 125,000 square feet of storage space on Fairgrounds Road, has stocked an exhibit with actors portraying Benjamin Franklin and Amelia Earhart for the History Channel, run a live Larry King broadcast from an exhibit for Turner Broadcasting, and set up a halfpipe full of champion online skaters at ESPN2's trade show launch. Denby scripted and produced Intel's International Science and Engineering Fair at the Churchill Downs racetrack and created a giant walkthrough computer, complete with "surround" theater, for Intel's exhibit in the Smithsonian's two-year traveling American tour.

And how does Denby land such plum accounts, like Intel? "We made a cold call back in 1991," Thomson says. "Intel's response was, 'Why should a California firm use an exhibit company from New Jersey?' We set out to convince them that trade shows are global, not regional, events — and we succeeded."

Gillespie

The ad agency that Richard J. Gillespie founded 25 years ago is the biggest game in town, but on occasion it relies on just plain soap to gain a competitive edge. Headquartered in a prestigious building on Princeton Pike, it is ranked by Adweek as the 32nd largest agency in the east, the 82nd largest in the country, based on billings of more than \$140 million. With more than 120 employees, Gillespie has more than tripled in size in five years, in part by adding departments that contribute to an integrated marketing approach (www.gillespie.com). Under one roof are advertising, direct marketing, public relations, database marketing, corporate design, and interactive marketing. Recent acquisitions are R&R Associates, a healthcare marketing agency formerly based in Short Hills, and Zoot Suit, a Trenton-based children's and family marketing firm now known as Gillespie's Kids and Family Division.

Among its prestige clients are American Re, STS Tire & Auto Centers, and the Managers Funds, a mutual fund group based in Connecticut. Another client is Columbia House, for which the firm has a TV campaign for the new website.



For Serious Buyers: Denby's expertise is the trade show, where it creates larger than life displays for companies such as Intel.

Recent "wins" include Elizabeth Arden Red Door Salons and the New York-based real estate firm, Cushman & Wakefield. Frank Sampogna, Gillespie's executive vice president, says the real estate account is worth \$3 million and will break this fall with general print and trade advertising. Gillespie beat out more than 40 agencies in a wearying six-month review for the salon account.

Marcy Samet, director of direct marketing, sent a "spa-inspired teaser" to introduce Gillespie's services. Packaged in a white ceramic jar and labeled "The Exhilarating Solution — Exclusively at Gillespie," it had such soothing contents as a scented candle "for illuminating new markets," an audio tape providing "soothing music for stressed marketers," and — here's where the soap comes in — a bar of special soap to help "wash away the competition."

Fusion Advertising

Traditional training sessions are ho-hum affairs with high-tech elements limited to fancy slide projectors. Fusion Advertising & Communications (www.fusionadv.com) jazzed up a training concept for one company and then took it one step further, making it into a CD-ROM, for a second company.

First it created and produced a half-day simulation game for A&P supermarket managers, complete with 12 videotapes and a slew of printed literature. A professional facilitator conducted the first few sessions for two teams of 12 each. Then the supermarket's trainers kept the program going.

When Pathmark heard about this, it asked for a similar "training game" on multimedia CD-ROM. "It involved all our talents from shooting video to creating the program," says Victor A. Scire, president. "Our accident investigation game walks the managers through the process of investigating an accident and teaches them about store policies in the process."

Fusion's clients range from MarketFair (for whom it just launched a website, www.marketfair1.com), to office products. It has just finished a major catalog and a business to business marketing plan for National Envelope Corporation, which has 10 plants around country but had never had a catalog for all their products. "We created a print catalog, and we also created a website for them," says Scire. Just begun is an

online ordering system 22,000 products in the catalog of Allied Office Products.

Princeton Partners

Tom Sullivan, president of the 35-employee Princeton Partners at the Forrestal Center (www.princetonpartners.com), thinks this year's "most fun" campaign was the David & Goliath battle his firm waged in Connecticut to position St. Vincent's healthcare system to compete with Yale New Haven's. "We felt that with Yale being the Goliath we would be able to knock them off, so we inspired the client with some research and a new branding position," says Sullivan.

To give the message that a software firm, Telelogic, can empower the user, Princeton Partners created a "No More Guru Voodoo campaign," that breaks the unspoken rule that software ads are high tech. One ad shows a guru meditating and a second shows a guru on a mountain top. The third shows an empty guru suit with paper-doll tabs and the slogan "Be Your Own Guru." "It got tremendous visibility in the marketplace," says Sullivan.

The firm just finished the Western Pest Control's "We'll Take Care of It" campaign. Because Western positions itself as a caring, careful company in the community, and Princeton Partners suggested the client needed to "put their money where their mouth is." It created grants, sent direct mail to charities in the market area, got hundreds of applications, gave five grants ranging from \$1,000 to \$5,000, and just recently issued a slew of press releases showing the grantees (ranging from schools to social service organizations) in good photo-ops. For instance, the mayor of Princeton Township is posed with schoolchildren who had used the grant to buy a wheelchair suitable for wheeling a handicapped person along a nature trail.

QLM Marketing

Marketing doesn't get any more fun than working with hot air balloons and taking trips to the Grand Canyon. QLM Marketing (www.qlm.com) took its client's problem — two recently acquired brands of maple syrup — and turned it into a couple of fun opportunities.

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Aurora Foods hired the Research Park-based marketing firm to figure out what to do with Log Cabin and Mrs. Butterworth, which they had bought from Kraft and Unilever. "Each had a very different personality," says Karen Spring, senior vice president of marketing. "Log Cabin is the more serious brand, more family oriented, versus Mrs. Butterworth, which is more kids oriented. We wanted to use promotion marketing to build equity and consumer loyalty with both brands."

Think of Log Cabin and you think of outdoors, heritage, and the environment. Spring and senior account manager Kim McGough helped the client form an alliance with the National Park Foundation in a four-year campaign to restore log cabins. A \$250,000 donation to renovate a cabin in the Grand Canyon was the platform for the first year's promotional activities: consumers could get a "cabin" ornament for the holidays, win a sweepstakes trip to the Grand Canyon, or donate to the restoration by using a package coupon.

For Mrs. Butterworth's, Spring commissioned a \$100,000 hot air balloon that looks like the bottle's grandmotherly shape. "She has this equity of being wise and nurturing and caring about kids," says Spring, "and the client wanted to capitalize on that character." To stay within the character but add dimension she created the "Mrs. Butterworth Breakfast Over America Tour" that serves breakfast in 30 cities and gives balloon rides to lucky sweepstakes winners. "We got more responses on the rides than in any other program I've ever been involved in," says Spring.

The 50-person agency has such clients as Nabisco, Kraft, Novartis, Hefty, Johnson & Johnson, and British Airways.

Trent-Jones

Trent-Jones also literally put "the show on the road," not with a balloon but with a \$500,000 expandable van to promote a high tech image for an agricultural client. Based on Nassau Street, Trent-Jones is a full service ad agency (609-430-9020), but virtually all its clients are in the agricultural area: crop protection division of Novartis Corporation, vitamins and animal health department of Hoffmann LaRoche, and FMC Corporation. Homefront is among its pro bono clients.

Wenzel

After six years touting produce to food brokers in trade magazines for the state's Jersey Fresh account, Wenzel & Company is



Up, Up, and Away: QLM created a hot air balloon to cash in on Mrs. Butterworth's caring character.

producing a brand-new commercial to promote seafood. "It's a happy account," says Shirlee Wenzel, CEO of the Pennington-based agency (609-737-9200). "We make all this food that we then all eat." The campaign went into Canada last year and is expanding to Europe.

Wenzel has had success with getting other "tight budget, tight time frame" state contracts, including those for an anti tobacco program, an AIDS awareness campaign, and the 32-page small employer health care contract brochure, which won a national award.

For its Steelite account, the account managers get to travel to Stokes on Trent, England, where ceramic tableware for cruise lines is manufactured. "It's a nice account because the tableware is just gorgeous and the advertising is sophisticated," says Wenzel, who founded the Pennington-based firm in 1976. Her son Don is now the president, and there are 18 employees.

Big is not necessarily better, says Wenzel who, as the youngest of 11 children, spent lots of time trying to be heard. "My oldest brother said to me, 'Shirlee, if you have something important enough to say, we'll listen.'" She founded the firm in 1975 and her son Don is now the president of the 18-employee firm.

As for the Internet, Wenzel puts

recipes on the websites for its food clients and jobs on the 'Net for its expanding clients. "Those employers willing to pay relocation costs can get some pretty good people," says Wenzel. "It can be important to change the work ethic in the company by bringing someone from the outside. People from the midwest and southeast who are not happy with the climate or went to school up here — they make very damn good employees."

Infocus

Reporters learn to answer the question "Why should we care?" about every assignment. That's why Infocus — founded by a member of the start-up team for USA Today — puts great emphasis on the "So what? and Who cares?" angles. "We train our clients to think that way," says Lois Kaufman, president of Infocus Inc. (609-683-9055). An alumna of Brooklyn College, she has a PhD from New York University and launched the communications department at Rutgers.

Founder Tony Casale heads the Research Park-based parent company, Integrated Marketing Services, which does inhouse market research. Infocus is a full service marketing communications firm — public relations, advertising, crisis communications, marketing, graphic design. Also in the 55-employee office are American Opinion Research, and Environmental Research Associates. Newspapers such as the Sacramento Bee and Houston Chronicle are a major client sector, and the Internet is a major issue.

Infocus will soon at least triple the number of people it employs in market research. Such market research helped Infocus strategically reposition Iselin-based Siemens Medical Systems, a 15-year client, so that the company "shows one face" with one 800 number rather than a different number for each type of equipment. The company-wide remake included developing speeches for the sales conference, media relations, and an internal communications program that is staffed with an onsite management office.

But the year's most exciting account was Doylestown-based Cold Eze zinc lozenges, which gave Kaufman a chance to demonstrate her crisis management skills. After creating the category and branding the product, Infocus had to deal with short supply (the stock ran out), ugly rumors (that zinc causes pregnant women to have stillborn babies), dozens of copycats (by educating pharmacists that not all zinc is alike), and phony press releases that wire services printed. These releases, on fake letterhead, gave erroneous information so the stock price come drop.

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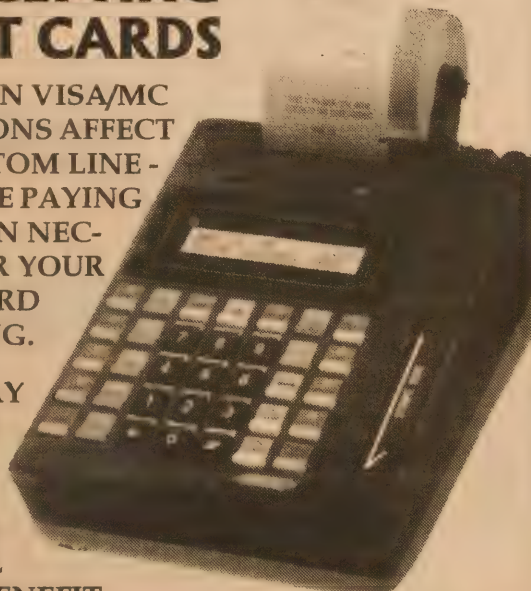
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Life in the Fast Lane

Cytogen has the growing pains of a true pioneer. The College Road-based firm — the darling of Princeton's biotechs when it went public in 1986 — is unusual because it has had three products approved by the Food & Drug Administration, but it has been slowed by marketing problems at almost every turn.

Marketing its therapies is tricky partly because two doctors, a nuclear medicine specialist and an oncologist, are needed for each sell. Five years ago the success of the first product, OncoScint for colorectal cancer, revolved around a meticulous education campaign — 65 one-day seminars to train 3,500 nuclear medicine specialists — the largest campaign of its type for a new product in the field of nuclear medicine. But sale projections were too optimistic for a product that assesses but does not cure. More than \$2.3 million in expired inventory had to be destroyed in 1994. It was a rude awakening, and Cytogen canceled its contract with its marketing firm.

With the second product, ProstaScint, Cytogen has been more successful. It trained nuclear medicine doctors in 200 centers around the country and partnered with C.R. Bard's Urologic Division for a sales launch in February 1997. ProstaScint accurately determines the extent of prostate cancer and helps patients make appropriate treatment decisions.

Now Cytogen (www.cytogen.com) has been abandoned by its marketing partner for its third approved product, Quadramet. On May 18 the DuPont RadioPharmaceuticals division of DuPont Merck said it would no longer market Quadramet because first quarter royalties, \$1.6 million, were considerably smaller than the contract specified. DuPont Merck will pay \$3.8 million to break the contract.

Last year the stock (Nasdaq: CYTO) slid from 6 to 2, and it was hovering at one-plus this year, but DuPont's news drove it down to below one. Yet Graham May, vice president of medical affairs and a 1967 Cambridge graduate, insists that DuPont Merck's abandonment of the Quadramet marketing project "is not a problem, it is a glowing opportunity."

Cytogen has released founding scientist Thomas J. McKearn to go off and work on lymphocyte therapy at its Massachusetts-based subsidiary, Cellcor. The firm is searching for a CEO but board member John E. Bagalay is acting CEO. On June 22 James A. Grigsby was appointed chairman of the board, succeeding William C. Mills III, and Ronald J. Brenner, James A. Grigsby, and Robert F. Hedrickson are the other current members. For the first quarter of 1998, revenues from products were \$3.5 million compared to \$900,000 last year, and the net loss was halved, 8 cents per share compared with 15 cents.

Just what does Quadramet do and what is its competitive position? Injections of Quadramet are approved for the relief of pain caused by a growth imagable on a bone scan. The kinds of cancers that Quadramet can treat are those that usually "go to the bone," such as prostate, lung, and breast cancer. Every oncologist that hears about it, says May, is enthusiastic. "I haven't heard any badmouthing of this product."

Does Quadramet treat the cancer or just dull the pain? That's still an open question. "Nobody really

U.S. 1 Stock Index

	JUNE 22		JUNE 15		52-WEEK	
	Bid	Ask	Bid	Ask	HIGH	LOW
Ariel Corp.	6	6.0625	7	7.25	11.5	5.25
Base Ten	5.125	5.1875	5.03125	5.0625	16	5
Berlitz International	27.9375	28	28	28.25	28.4375	24.5
Bristol-Myers Squibb	111.1875	113.3125	113.125	113.25	117	71.75
Cable Michigan	38.625	39	38.3125	38.5	38.75	16.5
Carnegie Bancorp	34.5	34.9375	34.75	35.25	42.875	17.125
Chrysalis	1.65625	1.75	1.625	1.75	4.5	1.5
Church & Dwight	30.25	30.4375	29.375	29.5	32.75	25.375
Commonwealth Tel	26.75	27.5	27.625	27.875	75	21
Congoleum Corp.	9.375	9.4375	9.6875	9.75	13.75	8.75
Covance	22.5625	22.6875	21.1875	21.25	24.875	17.0625
Cytogen	0.71875	0.75	0.78125	0.875	5.25	0.625
Dataram	11.5625	11.625	11.5	11.5625	13.625	7.875
EchoCath	2.6875	3	3.25	3.75	8	2.0625
Envirogen	1.46875	1.5625	1.59375	1.625	3.5625	1
Escalon (ISLS)	1	1.09375	1.09375	1.125	11	1
Fifth Dimension	0.25	0.5625	0.25	0.5625	3.75	0.25
First Constitution Bank	11.75	11.75	12.25	12.25	15	10.5
Guest Supply	16.125	16.25	15.5	15.75	16.75	8.25
I-Stat	8.25	8.4375	10	10.25	24.5	6.625
Imo Industries	6.875	7.125	6.875	7	7	3.125
Integra Life Sciences	7.375	8	7.125	7.8125	10.75	5
Interpool	15.625	15.75	14.75	14.9375	17.75	13.25
Journal Register Co.	18.0625	18.1875	18.1875	18.375	23.875	15.625
Liposome	4.8125	4.9375	5.4375	5.5	25.375	4
NexMed	4.0625	4.28125	3.8125	3.875	3.375	1
Opinion Research	7.625	7.75	7.625	7.875	9.375	3.375
Palatin Technologies	5.75	5.875	5.625	5.875	10.75	5.25
Pharmacopeia	16.375	16.625	15.375	15.75	23.125	12.75
Photon Tech	2.5	3.25	2.5	3.5	7	2
Princeton Video Image	4.25	4.75	4.25	4.5625	9.5	4.25
RCN Corp.	19.625	19.75	20.125	20.375	30.625	12.4375
Summit Bancorp	46.0625	46.125	46	46.1875	53.875	33.375
Total Research	3.375	3.40625	2.75	2.8125	4.375	1
Trenton Savings Bnk	10.3125	10.375	10	10.0625	11.9375	4.875
Voxware	2.0625	2.1875	2.0625	2.125	6.875	1.9375

Quotes furnished by Paine Webber, Donald Loff,
100 Overlook Center, Suite 101, Princeton 08540.

An Opportunity?: Cytogen's stock continued its decline (it was at 5 a year ago), but the company continues to believe its products will prevail.

knows what actually causes the pain," says May, "but Quadramet targets areas of newly forming bone." Quadramet combines a targeting component EDTMP with a radioactive isotope Samarium 153 and irradiates these bone growths to a depth of two or three millimeters.

Doctors have more well-known alternatives to Quadramet. One is "beam radiation" of a specific part of the bone for 10 or more sessions. That is very effective if the cancer is indeed limited to one spot, but often when cancer-caused pain is quashed in one spot, pain will erupt elsewhere.

The well-known palliative morphine is cheap and easy to prescribe and tolerated by 80 percent of the patients. But it can leave the patient drowsy and constipated, and in higher dosages, nauseous and confused. "Morphine is cheap, and can be taken orally, but there may come a time when patients get break-through pain in spite of those doses," says May.

A third alternative uses the isotope Strontium 89, which has a half life of 50 days and has no specific targeting agent. Because it takes

such a long time to disappear from the urine, the patient has to take a number of precautions to monitor urine disposal. It is very toxic — many doctors consider it a last resort — and doctors may have lumped Quadramet into the Strontium category.

There are virtually no precautions needed with Quadramet, says May. After a 60-second Quadramet injection the patient can go home immediately. The radiation dose is delivered quickly and does not gradually leach off; it either goes to the bone or is turned into urine in six hours. The patient usually begins to notice a beneficial effect within a week. Routine blood monitoring will ensure that white cell blood counts are returning to normal, usually within in eight weeks.

An order for a \$2,100 dose of Quadramet starts with producing the Samarium 153 radioisotope at a laboratory at the University of Mississippi and sending it to DuPont Merck near Boston. There it is mixed, packaged, frozen, and sent out in a lead container. "Logistics is part of the cost," says May. "We don't think it is that expensive, considering that it may avoid multiple hospital visits."

How Marketing = Financing

Marketing is an important part of getting financing, says Lisa Hines, who makes a living writing business plans. "What makes a company successful is how they are positioned to the marketplace." Often, after she had determined an entrepreneur's market position, she was asked to do the follow-on initial marketing plans. "I got involved heavily in implementation when one of my clients came to me in a panic, saying, 'Nobody knows this company as well as you do.' Whenever I would need design help I'd call Dale Schierholt."

Dale Schierholt formerly owned Red Brick Design, a graphic design and art direction firm based in Hopewell. Now he has moved to Princeton and teamed up with Hines to form Acadia Marketing and Design. Hines, meanwhile, will retain her Business Plans Concepts practice, providing services to entrepreneurs who need plans for internal planning or for making presentations to potential funding sources.

"Our experiences and talents are highly complementary," says Hines, "and that's what makes the partnership work. Dale's creative talent extends far beyond design, and that enables us to take the business strategies, create strong positioning, and deliver the messages with impact and style."

A fine arts major at Miami University of Ohio, Class of '82, Schierholt moved to Princeton to be corporate graphics director for Ingersoll Publications and then worked for Wenzel & Company before opening his own firm five years ago. His projects range from promotional pieces for Westminster Choir College to helping develop the new logo and image for Leigh Photo & Imaging to positioning.

Hines majored in biology at Bowling Green State University, Class of 1984, and has an MBA at the University of Connecticut. She was marketing manager of a manufacturer of chemicals for the semiconductor industry and was vice president of marketing for a firm that manufactures ultrasonic equipment.

An example of the Hines/Schierholt synergy is with Application Partners, an Edison-based software firm that needs to gain the attention of such major companies as IBM. Acadia developed a position for the products and created product brochures, a product logo, PR materials, and website content — all designed to promote a consistent image and deliver a very clear message. "This relationship originated when I developed API's business plan, but it is now more of the traditional marketing firm/client relationship," says Hines.

As a marketing communications and consulting firm, Acadia does not do business planning, says Hines, and it does not rely on a business planning relationship to initiate client contact. Here's how Hines positions her own new firm: "Acadia provides a very valuable extension to BPC's clients, and extends Dale's design business model significantly as well, but the quality of the work we do and the high level of expertise our clients gain are the real advantage here."

Acadia Marketing and Design, 49 Random Road, Princeton 08540. Dale W. Schierholt, owner. 609-921-8247; fax, 609-921-8956. E-mail: redbrick@nj1.aae.com.

Business Plan Concepts Inc., 134 Oaklyn Terrace, Lawrenceville 08648. Lisa M. Hines, president. 609-530-0719; fax, 609-883-1410. E-mail: LisaHines@worldnet.att.net. URL: <http://www.bizplanconcepts.com>.

Clinical trials showed that 70 percent of the patients respond to Quadramet, and half of those are still responding at 16 weeks after a single injection. Some patients have had 10 or 11 injections. Future FDA approvals might include use of Quadramet at higher doses for treatment of bone metastases and even primary tumors, not just pain control.

"The success of this process will be getting it into the hands of the physician who will prescribe it," says May. He is trying to do his own direct marketing program by meeting with patient groups, starting with 550 prostate support groups from around the country.

The next marketing deal will be different, promises May. The canceled agreement called for DuPont RadioPharmaceuticals to sell to all the doctors including the nuclear medicine specialists, but May wants Cytogen to take care of that group so that the new partner can devote its attention to the prescribing oncologists and urologists. C.R. Bard has Cytogen's contract to sell ProstaScint to urologists and might be a logical choice to take on the Quadramet job.

— Barbara Fox

Fire and Brimstone at Base Ten?

Call it insult to injury or call it karma. Shortly after manufacturing systems developers Base Ten announced a round of layoffs, a fire broke out at its 1 Electronics Drive

headquarters in Hamilton.

Base Ten, which had spun-off the defense equipment side of its business earlier this year to pursue its development of manufacturing execution systems, announced that it would lay off 40 employees in order to better manage a deteriorating cash flow crisis. In 1997, Base Ten reported \$15.5 million in losses, more than double the losses for 1996.

Then on June 18, just hours after a report about the layoffs appeared, a small, self-contained blaze started in the venting shaft above the firm's circuit board assembly line, reports Jeff Billie, Base Ten's senior vice president. Fire engines from three different fire companies and a crew of state hazardous materials inspectors showed up on the scene, but there was no serious damage, just smoke and soot residue.

"Fortunately nobody got hurt," says Billie. "The building was evacuated in accordance with our procedures. And we were lucky — it shouldn't have an impact on our business."

Billie believes the fire began because of a manufacturing wave solder machine that exhausts smoke through a filtration system in the ceiling that carries a high-voltage electrostatic charge. "We think some alcohol fumes went up through the venting shaft and ignited," says Billie. "That seems to be where we're headed. It's the kind of equipment that gets routinely inspected and maintained because it's a critical part of our process. We've been doing it, it was just a freak accident."

Base Ten Systems Inc., 1 Electronics Drive, Box 3151, Trenton 08619-3151. Thomas Gardner, president, CEO, co-chairman. 609-586-7010; fax, 609-586-1593.

Stock News

RCN Corporation, 105 Carnegie Center, Suite 300, Princeton 08540. David C. McCourt, chairman and CEO. 609-734-3700; fax, 609-734-3875.

RCN had to eat a little bit of crow lately, when it announced that it was reducing its expectations over a stock sale. Local papers reported that RCN is now predicting to raise \$103.4 million in a stock sale, not \$250 million, as prognosticated by the cable company last month.

Chief Financial Officer Bruce Godfrey blamed market conditions for telecommunications stocks. The company plans to sell 6 million shares, traded on NASDAQ as RCNC. The price per share is currently \$19.75.

RCN plans to use the proceeds to develop its fiber optic network in its all-out campaign to enter the cable Internet market. Earlier this month RCN signed an agreement

Continued on following page

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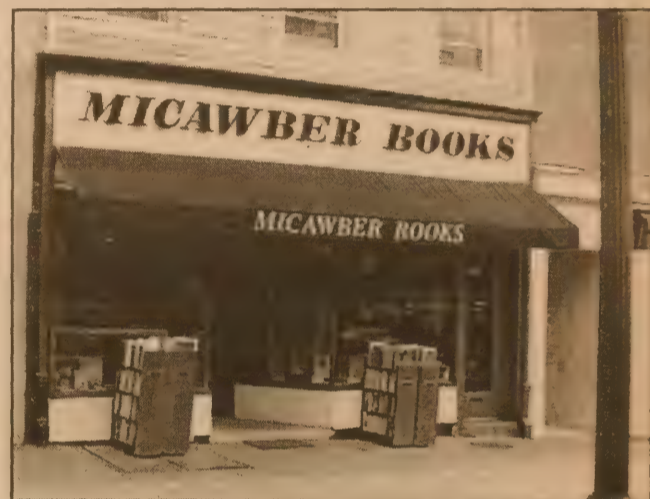


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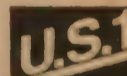
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Ewing Township: Offices, Parkway Avenue. Available now. 200 to 2000 square feet. Starting at \$325 per month, includes utilities. 609-883-2840.

Princeton Airport Area: Executive desk space; \$75-125. Month to month. Incubator. 609-683-1125.

Princeton Area: Attractive office, Montgomery Knolls, Route 206. Separate entrance. 600 square feet, 2 rooms, lavatory, storage closet. \$650/month, 1 or 2 year lease. Available mid June. Call 609-921-3747.

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Bagel Restaurants: Princeton area, two locations available. Site One: gross sales \$640,000; price \$295,000. Site Two: gross sales \$400,000; price \$195,000. Contact: Albert S. Toto, Jr., Commercial Property Network, Exclusive Broker, 609-921-8844.

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East Windsor: Elegant home on a private street. Meticulous in every detail. Call Linda Feldstein at Weidel Realtors 609-921-2700.

Ewing Township: Near state college and elementary school. Creampuff 4 bedroom Cape with detached 2-car garage. Sunny family room overlooking fenced yard. Office and rec room in full basement. Just listed \$144,000. Tom McMillan, Weidel Realtors, 609-397-0777.

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Mini Estate in South Brunswick: 1.5 acres, 5 bedrooms, 5 baths, 2 dens, indoor pool. Tennis court, full basement, close to NYC bus. \$348,000. Call 609-924-8813.

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Cranbury Village: Four rooms plus bath. Available July 1, 1998. \$950 includes heat/air. 609-395-0444.

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Continued from preceding page

with Qwest Communications to use its local fiber networks between Boston and Washington. And on June 22 it announced it will bring its phone, video, and Internet package to San Francisco.

Summit Bancorp, 301 Carnegie Center, CN 53166, Princeton 08543. 609-987-3200; fax, 609-987-3331. Home page: <http://www.summitbank.com>.

Summit Bancorp is buying NSS Bancorp, headquartered in Norwalk Connecticut, a savings bank with eight branches and \$669 million in assets in southern Fairfield County. NSS is similar in size to Yardville National Bank. The deal is expected to take place in the last quarter of this year.

Eastwind's 2nd Wind

Eastwind Airlines, Trenton-Mercer Airport, West Trenton 08628. Herman Gillis, president. 800-644-3592; fax, 609-882-4692.

Despite its mounting debt, Eastwind Airlines acquired a new, \$40 million Boeing 737-700 jet and has plans to add another new 737 to its three-plane fleet sometime this summer. Eastwind has recorded \$14 million in losses since opening in 1995 and the two acquisitions would incur a reported \$250,000-per-month of additional debt for the airline. But officials at the air-

Institution	Phone	30-yr. fixed rate / pts.	15-yr. fixed rate / pts.	1-yr. ARM rate / pts.
American Suburban	800-887-4554	7.13 / 0.00	7.00 / 0.00	5.88 / 0.00
Choice Mortgage	800-244-2821	6.75 / 3.00	6.38 / 3.00	5.88 / 0.00
Comfort Mortgage	908-241-2200	7.00 / 1.00	6.75 / 1.00	No Quote
CoreStates / First Union	800-999-3885	6.50 / 2.75	6.13 / 2.88	5.50 / 2.75
Countrywide Home Loan	609-584-7644	6.50 / 3.00	6.13 / 3.00	5.75 / 1.00
DiDonato Mortgage	609-588-9789	6.50 / 3.00	6.13 / 3.00	4.63 / 3.00
Encore Mortgage	609-435-6600	No Quote	No Quote	No Quote
1st Constitution Bank	888-519-7677	7.00 / 0.00	6.75 / 0.00	5.63 / 0.00
First Keystone Mortgage	800-298-7336	6.50 / 2.50	6.75 / 0.00	No Quote
First National Funding	609-655-7725	6.25 / 3.00	No Quote	5.75 / 3.00
First Savings Bank	908-225-4450	6.63 / 3.00	6.25 / 3.00	5.38 / 0.00
First Union Mortgage	800-276-3513	6.50 / 2.88	6.13 / 2.75	No Quote
Hamilton National Mtg.	609-273-1234	6.50 / 3.00	6.00 / 3.00	No Quote
Kastle Mortgage	908-845-5444	6.88 / 0.00	6.63 / 0.00	5.38 / 0.00
Merrill Lynch	800-817-3899	7.13 / 1.00	6.88 / 1.00	6.63 / 1.00
MNC Mortgage	800-235-4318	7.13 / 0.00	6.88 / 0.00	5.75 / 0.00
Mortgage Edge Corp.	609-810-9756	6.25 / 3.00	5.88 / 3.00	4.00 / 3.00
National Future Mtg.	800-291-7900	6.38 / 3.00	6.00 / 3.00	5.75 / 0.00
Princeton Mortgage	800-635-0977	6.50 / 3.00	6.25 / 3.00	4.88 / 3.00
Royal Mortgage	800-437-5700	6.50 / 3.00	6.13 / 3.00	4.63 / 3.00
Security National Mtg.	800-887-7662	6.88 / 0.00	6.63 / 0.00	6.13 / 0.00
Sun National Bank	609-691-7700	6.38 / 3.25	6.13 / 3.00	5.50 / 2.25
Trenton Savings Bank	800-333-4TSB	6.50 / 3.00	6.88 / 0.00	5.88 / 0.00

Rates provided by the National Mortgage Reporter. Rates valid as of June 22, 1998 & are subject to change without notice. Internet - <http://www.nms.com> for daily updated rates. Rates may be for new applicants only. Contact lender for terms, conditions and fees. © 1992 NMS.

line feel that the low maintenance costs and increased capacity will eventually push revenues over the threshold of profitability.

The new planes will bolster its schedule to Boston, Greensboro, Washington, Orlando, Tampa, and Fort Lauderdale.

New in Town

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Varela, manager. 609-620-8906; fax, 609-896-4676. E-mail: @countrywide.com.

The residential mortgage specialist opened a processing center at Lenox Drive.

Deaths

Denise Daddio, 43, on June 21 in a skydiving accident. She was a sales associate at Remax Tri-County Realtors.

U.S. 1 Classifieds

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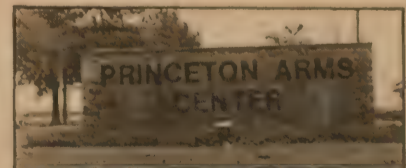
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Continued from preceding page

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Flyfishing Instruction: Casting lessons, fly tying, guide service. The Princeton area's only complete fly shop. Delaware River Outfitters, Pennington, NJ 609-466-7970.

COMMUTER EXCHANGE

Attention, Commuters! Tired of the hassles of making the trip alone? Need help forming a car or van pool? Let U.S. 1 and the Greater Mercer Transportation Management Association help! Run your FREE ad next issue in this space. Just call 609-452-8988 and ask for Commuter Exchange. Rideshare ads can also be found on the internet at <http://www.gmtma.org>.

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Cable Descramblers: Save \$\$\$! Receive all channels - HBO, Cinemax, pay-per-view, more. Call now! 1-800-972-7110, code 00.

Demolition Sale: Kitchen cabinets/appliances, plumbing fixtures, aluminum windows, used brick, steam radiators. Two newer gas furnaces and water heaters. Prices vary, most free. James 908-203-0741.

Office Furniture for Sale: Down-sizing office in Carnegie Center. Super office furniture for sale including large polished conference table with matching credenza, desks, chairs, file cabinets, paintings, etc. All top quality. Call 609-514-9200 x 122 for appointment.

Still Need A Computer? But can't get financing. We Can Help. Nothing down. 36 month lease/purchase for all types of credit, even bankruptcy. Almost everyone approved. Call 888-365-0000 x 2464.

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OFF-THE-WALL OFFERS

An Extraordinary Opportunity: Mark & Rene Yarnell. ATG/Integral Health, Inc. Create Historic Joint Venture. Contact: ccb1@prodigy.net or see us at <http://powersystem.net/21/members/10860.htm> or call 1-888-463-1131 for info.

Earn Money Reading Books! \$30,000 per year income potential. Details, 1-800-513-4343, extension Y-2972.

Free Cash Grants! College. Scholarships. Business. Medical Bills. Never Repay. Toll free 1-800-218-9000 Ext. G 3129.

Government Foreclosed Homes: From pennies on \$1. Delinquent Tax, Repo's, REO's. Your area. Toll Free 1-800-218-9000 Ext. H-3129 for current listings.

Continued on following page

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West Windsor Professional Center: 1350, 2200, 4500, 5000 & 7550 SF Available

PROPERTY - Clarksville Road at Everett Drive, West Windsor
- Two 16,800/SF buildings
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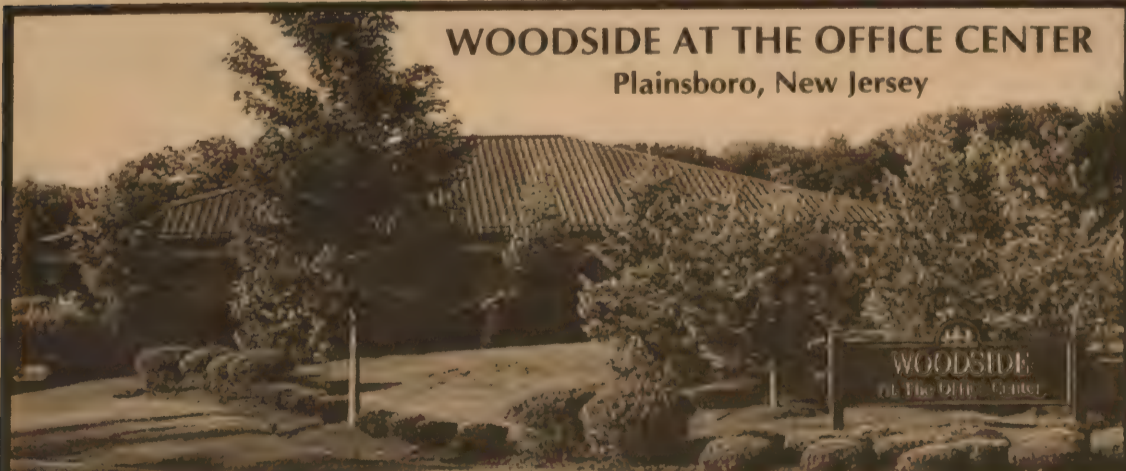
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Employment Exchange

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Phone, Fax, E-Mail: That's all it takes to order a U.S. 1 Classified. Call 609-452-0038, or fax your ad to 609-452-0033, or use our E-Mail address: info@princetoninfo.com. We will confirm your insertion and the price. It won't be much: Our classifieds are just 30 cents a word, with a \$4.20 minimum. Repeats in succeeding issues are just 25 cents per word, and if your ad runs for 16 consecutive issues, it's only 20 cents per word. (There is a \$3 service charge if we send out a bill.) Box service is available. **Want to run your ad on the internet, as well? It's free! Your U.S. 1 classified will automatically be posted on the information**

HOW TO ORDER

highway at princetoninfo.com. Questions? Call us.

HELP WANTED

Aerobics Coordinator and Instructors: Pennington Athletic Club is seeking experienced aerobic coordinator and instructors. Apply in person, 1595 Reed Road, Pennington. 609-730-8100.

Drivers Needed: For first-rate limousine service. CDL license preferred. Full/part time. Earn up to \$600 per week. 609-443-2900.

HELP WANTED

Farmer Wanted: To cut, rake and bale about 40 acres of hay for us near Yardville. Must have equipment. Don 609-921-6580. Fee or Trade.

Meet the People of U.S. 1! And earn \$10 per hour. Requirements are curiosity, common sense, and a car. Every week on Wednesday, help deliver the paper to 4,500 business locations. And while you deliver you'll help report changes in the scene that our readers need to know about. Great for freelancers or anyone who wants to make a limited commitment for a good return. Write to: U.S. 1 Delivery Team, 12 Roszel Road, Princeton 08540.

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OFF-THE-WALL OFFERS

Continued from preceding page

Help Wanted: Earn up to \$500 per week assembling products at home. No experience. Information: 504-646-1700, Dept. NJ-1139.

Home Typists: PC users needed. \$45,000 income potential. Call 1-800-513-4343, Ext.B-2972

ALTERNATE LIFESTYLES

Cross-Dressing Service: Let this model/cosmetician give you an experience of a lifetime: Become a Goddess and go beyond! In easy, fun steps learn to adorn yourself in exquisite outer garments to the sexiest foundations in a caring, private setting. Leisurely, complete, startling transformations with the "East Coast's Best". Become Your Ultimate Desire! Personalized Shopping: Free Consultation: Non-Sexual: Discretion Assured, Novices Welcome, 9am-9pm: 215-878-3383. Email: cdtips@aol.com.

PERSONALS

Free Classifieds for Singles: And response box charges that won't break the bank. To submit your ad simply fax it to 609-452-0033 or E-mail to info@princetoninfo.com. If you prefer to mail us your ad, address it to U.S. 1 Singles Exchange, 12 Roszel Road, Princeton 08540. Include your name and the address to which we should send responses. We will assign a box number and forward all replies to you ASAP. People responding to your ad will be charged just \$1. See the Singles Exchange on pages 44 and 45 of this issue.

HOW TO ORDER

Phone, Fax, E-Mail: That's all it takes to order a U.S. 1 Classified. Call 609-452-0038, or fax your ad to 609-452-0033, or use our E-Mail address: info@princetoninfo.com. We will confirm your insertion and the price. It won't be much: Our classifieds are just 30 cents a word, with a \$4.20 minimum. Repeats in succeeding issues are just 25 cents per word, and if your ad runs for 16 consecutive issues, it's only 20 cents per word. (There is a \$3 service charge if we send out a bill.) **Want to run your ad on the internet, as well? It's free! Your U.S. 1 classified will automatically be posted on the information highway at princetoninfo.com.** Questions? Call us.

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No experience required: Easy work helping to remodel my home. Hourly rate negotiable. Call James 908-203-0741.

Nursery & Desk Staff: For fitness center. Apply in person at Pennington Athletic Club, 1595 Reed Road, Pennington. 609-730-8100.

Office Person/Customer Rep: Local business needs person with strong organization and communication skills to work in customer oriented, over-the-phone business. Computer skills a must: Filemaker, Quicken a plus. Relaxed/friendly atmosphere. Pay equal to experience. Full or part-time. Call 609-921-2299.

Part-Time: Outstanding musicians and early childhood educators wanted to teach Music Together classes for parents and children, birth to age 4. Developed from early childhood music research by Kenneth K. Guilmette and Lili Levinowitz, the Music Together program includes a rich variety of movement activities, singing, chanting and instrumental jam sessions. Teacher education workshops are available in Princeton June 25-28, positions available in 26 states in September. Send resume and a one-page essay on "How and Why to Involve Toddlers in Music-Making" to Lynne Ransom, Music Together, 66 Witherspoon St., Princeton, NJ 08542.

Photographic Assistant: Needed for corporate and commercial clientele. Studio/locat-

HELP WANTED

tion. Requires on-camera experience. Send resume with salary history to: Leigh Photo & Imaging, Inc., PO Box 269, Princeton, NJ 08542.

Publishing: Ambitious administrative assistant for publishing sales business. Flex time. Good writing skills. Fax Mr. Meehan 609-921-0483. Phone 609-683-0704.

Sales Assistant-Part Time: Responsibilities include assisting the Sales Team, customer service and purchasing. Visible position with many contacts with customers and vendors. Must possess excellent interpersonal skills and ability to perform multiple tasks. Familiarity with computers or computer company experience preferred. Send resume to Human Resources, PO Box 327, Monmouth Junction, NJ 08852.

Spa Manager: The area's largest spa and salon is seeking an experienced full time spa manager. Must have outstanding people skills along with excellent time management abilities, organizational and motivational skills, leadership, integrity and inventory management. This is an exciting yet challenging position for a unique individual. Beauty, health, or retail experience a plus. Fax resume and salary requirements to: 609-683-8838.

Teacher: Comprehensive pre-school program (2-5 year olds) seeks qualified Group Teacher. Some special needs children. BA degree, plus certification or CDA required. Send resume to: Sherry Byrd,

HELP WANTED

MCFDC, 101-A Oakland Street, Trenton, NJ 08618.

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CAREER SERVICES

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Clueless About Career Direction? Dr. Sandra Grundfest, licensed psychologist and certified career counselor, offers strategies for helping you find the career path that's right for you. 609-921-8401 or 732-873-1212. (License #SI02855)

Job Hunting? The Professional Roster offers job listings, employment information, and counseling. Weekdays 10 a.m. to 1 p.m., Wednesdays 6 p.m. to 8 p.m. \$30 annual dues. 842 Route 206 North, Princeton. 609-921-9561

Continued on page 65

HELP WANTED

SECRETARY

A clinical data management and biostatistics company seeks an organized, self-motivated, detail-oriented person with good writing, proofreading and phone skills. Experience in Word and Excel. Salary commensurate with experience, plus benefits. Mail or fax resume with salary history to: PBG Inc., PO Box 8748, Princeton, NJ 08543. Fax 609-243-9007.

HELP WANTED

COMPUTER TECHNICIAN

Full/Part Time

Experience should include:

- PC hardware installation and troubleshooting
- Windows 95 troubleshooting
- Hands-on field experience with NT Server and/or NetWare

Please call 609-921-8650

LANSOLUTIONS

HELP WANTED

Bookkeeper/Office Manager

Real estate development firm needs organized self-starter with good secretarial/bookkeeping skills. Experience with MS Word, Excel, property management programs (Yardi a plus). 3 days/week. Fax resume/salary to

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We are building a superior research team to meet a variety of client needs in the Information Technology area. Current client demand for our services includes Internet based research to assist clients in preventing Year 2000 failures.

The successful candidates will have at least one year experience using Netscape or Microsoft Internet Explorer in a research related environment which could include the following: libraries, schools, foundations and other information technology organizations.

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The firm offers a competitive benefit package, outstanding bonuses and ownership opportunities. Candidates should fax a resume to Tina Glymph, Hall & Company, 360-598-3703, call 1-800-583-0379 or apply online at www.job.com.

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Hamilton — Accounting Clerk. Part-time, for maternity leave. Must have A/R and A/P experience. Starting salary \$9/hour.

Lawrenceville — Accounting Clerk. Possible temp-to-hire. A/R and A/P. Computerized experience needed using Lotus or Excel. Starting salary \$10/hour.

Trenton — Payroll Clerk. Local hospital seeks individual to process payroll, verify schedule, contact nurses. Must be detail oriented and have experience with AS400. Flexible with hours and days. Need to be able to work weekends and holidays. Starting salary \$9/hour. Possible temp-to-hire.

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Career Opportunities



ADMINISTRATIVE - Permanent

CORPORATE BENEFITS ADMINISTRATION - ENTRY-LEVEL: Rapidly growing Princeton area corporation has several immediate openings in the Pension, Insurance and QDRO Administration departments. The selected candidates will advise and process benefits for employees of Fortune 100 clients. To qualify: light experience in corporate customers service, paralegal/legal secretarial or employee benefits administration is preferred. Competitive salary, benefits package and growth potential are offered.

MORTGAGE CONSULTANTS: Well-established corporation has 5 new permanent openings for sales professionals to sell first and second mortgages and refinancing. Some mortgage experience is a plus but will train individuals with strong sales drive. Base salary plus commissions and benefits package.

CUSTOMER SERVICE/BENEFITS: Provide telephone customer service support to corporate clients in the areas of medical and life insurance. Must be very organized with corporate customer service experience, preferably in the insurance area. Permanent position.

SALES: Graphics and exhibit booth manufacturer is seeking a person with one year of sales experience. Entry-level marketing, sales or telemarketing background is ideal. New Jersey territory. Base salary plus commissions.

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LONG OR SHORT TERM: BAI Personnel Solutions, Inc. has many temporary openings to fit your schedule, skills and lifestyle. Our client-companies have needs that fit all levels of skills from occasional mass mailing and light clerical to secretarial, administrative or financial. Assignments range from a few days per month to full time (long or short term). BAI also recruits for part time day and evening positions. To schedule an appointment just call our office or send resume.

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TECHNICAL SUPPORT ENGINEER: Permanent position available for individual with two years electrical software experience. Knowledge of semiconductor equipment is a plus. Salary to 40K. For more information call Tara.

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Fax: 732-906-2090 • Email: recruit@entersoftinc.com

Secretary - \$32K

Due to growth my client is seeking 2 administrative assistants. Wonderful opportunity. Terrific company. MS Word, Excel and PowerPoint needed. Excellent benefits plus bonus. Call Laurie.

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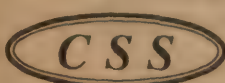
Sales/Marketing - Sales Reps

Princeton software training company seeks sales professionals (6 months sales experience preferred) to market courses to companies and schools. Training provided. Excellent base salary, commissions plus full benefits. Call Vickie.

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Great part-time positions available in dynamic office environments. Must possess good communication skills and knowledge of Microsoft Word and Excel.

CORPORATE STAFFING SOLUTIONS



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Princeton, NJ 08540
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U.S. 1 Employment Exchange

CAREER SERVICES

Continued from page 63

National Certified Career Counselors, NJ Licensed: Assessments/job search/career counseling. Resumes/cover letters, electronic resumes. Day/evening appointments. Susan Guameri Associates. Not an employment agency. 609-771-1669.

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JOBS WANTED

Road, Princeton 08540. You must include your name, address, and phone number (for our records only).

Capable, Talented Administrator: Seeking full-time administrative work in the private sector. Have two Masters degrees: MA and MPA. Intelligent, reliable, detail-oriented. Motivated self-starter who meets deadlines. Can be depended on to get the job done right the first time. Excellent written and oral communication skills. Excellent researcher with a number of

JOBS WANTED

published articles. Team player. Good guy who fits in and gets along with people. Resume and references upon request. Call 609-530-0656 or e-mail to lupoprime@aol.com.

Computer Related: Recently retired high school science teacher looking for a full time or a part time position in a computer related field. Computer literate, knowledgeable in both the PC and Mac platforms, MS

Continued on page 67

HELP WANTED HELP WANTED



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HELP WANTED

HELP WANTED

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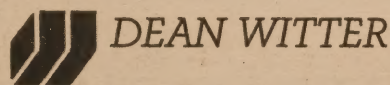
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HELP WANTED



Production work for growing, busy Princeton research company to start ASAP. Fluent in page layout and fast keyboarding using Quark and Microsoft Office on MAC. This is not a design position. Competitive salary, full benefits, great team. Send resume and salary requirements, attention DTP, to: **Lydia White at Integrated Marketing Services, 279 Wall Street, Princeton, NJ 08540; fax: 609-683-8398; or phone 609-683-9055, extension 145.**

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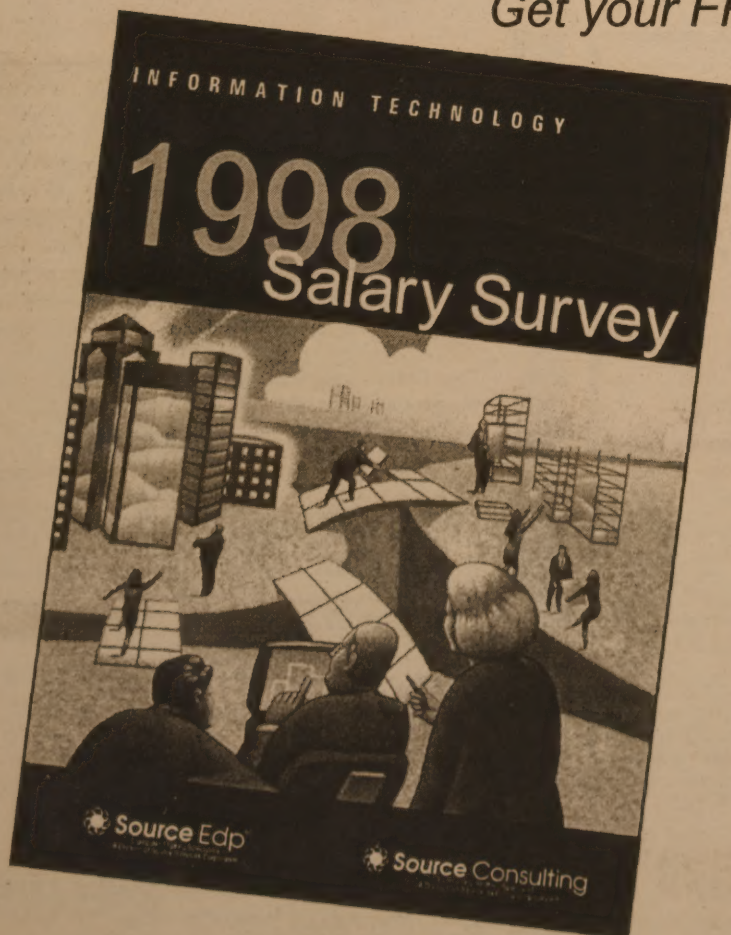
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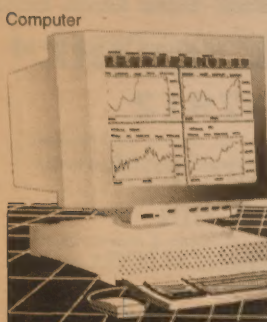
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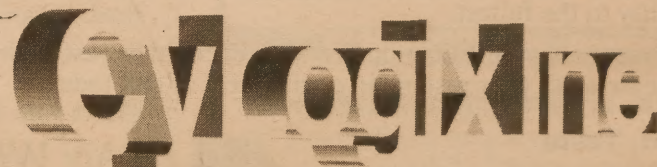
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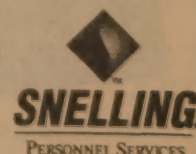
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nued from page 65

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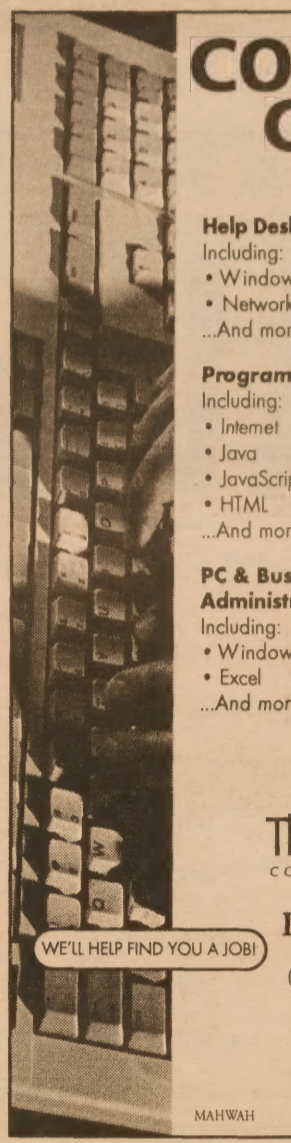
sults/values/work ethic, motivated, innovative; highly computer literate. BS-EE, MBA, nearly completed MS-Ind. Admin. Excellent corporate employer references as engineer, manager, Director of Quality; self-employed for 12 years. Previously licensed Series 6, 7, 63 and knowledge/experience. Certified assessor/appraiser. Please call/fax 732-381-9596.

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JOSEPH J. NEMES & SONS Inc. Complete auto service. 1233 Hwy 206 North, Princeton (at Rte 518) 924-4177.

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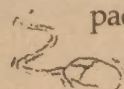
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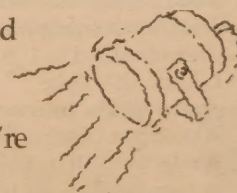
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