

[The Columbus Dispatch](#)

COMPUSERVE EXECUTIVE EAGER TO PUT SERVICE BACK INTO PRODUCTS

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BY THE COLUMBUS DISPATCH

CompuServe Inc.'s plans to dominate and define the evolving mass market for on-line services centers on the appointment of Cynthia A. Vahlkamp to the new position of senior vice president of marketing for on-line services.

Her focus as chief marketing strategist will be on developing a global branding strategy for CompuServe's on-line services business.

Vahlkamp, an expert at understanding consumer needs and creating products and services to meet those needs, directed the relaunch of Pritikin Systems Inc., a Quaker Oats Co. subsidiary that specializes in health foods and behavior modification programs.

Upper Arlington-based CompuServe is rapidly converting the marketing of its on-line, Internet and business products to a diverse mass market. The goal is to lead with consumer preferences, rather than what technology can do, Vahlkamp said.

"We need to fuse that approach throughout the organization and across business groups," she said. "One of our most important roles is to refine complex services and make them simple to understand and simple to use."

Pritikin went through a similar transformation, she said, from being a company driven by science to one geared to service.

"CompuServe has been a technology- and information-based company," she said. "We are really turning that on its head."

WOW!, the company's new on-line service for the family, is CompuServe's most visible attempt to reach a mass consumer market. The service will begin March 25.

Vahlkamp will report to Robert J. Massey, CompuServe president and chief executive officer, until a president is appointed for the company's on-line services division.

Before joining CompuServe, Vahlkamp was with Quaker Oats for nine years. Pritikin had substantial sales growth during her tenure as general manager, and she led a European venture for Quaker Oats cereals in Europe.

Earlier in her career, Vahlkamp held numerous positions with General Foods Corp. in White Plains, N.Y. Her career started as a management consultant with SRI International in Menlo

Park, Calif.

Vahlkamp is a graduate of the University of California, Berkeley, with degrees in economics and Chinese, and has a master's degree in public and international affairs from Princeton University's Woodrow Wilson School.

Central Ohio people

Honda of America Mfg. Inc. has named Cesar Penaherrera vice president of purchasing.

J. Anthony Eyerman has joined the Columbus office of URS Consultants as director, planning and landscape architecture.

Richard "Chip" Houze has joined Mills/James as audio engineer.

The Mid Ohio Direct Marketing Association elected its board of directors for 1996. They are Jamie Hooker, National RX, president; Chris McGovern, CM Direct Response Marketing, past president; Theresa Hodgson, Bank One, vice president, finance; Lorri Klema, Database Marketing Consultant, vice president, membership; Doug Turlo, CM Direct Response Marketing, creative director; Andy Chiodo, Chiodo Communications, social chairman; and Mary Vaughn, Columbus State Community College, education consultant.

Michael B. Pignotti and Carol M. Yates have joined Ameriquest Mortgage Corp.'s regional office in Columbus as loan originators.

Michael G. Koehler was promoted to regional vice president by Primerica Financial Services.

Valerie K. Peterson was promoted to senior accountant for Cummins, Krasik & Hohl Co., certified public accountants.

Jillian Obenour has joined Lang Stone Co. and will provide sales and interior-design services.

Jerry Graves and Scott Plinke have joined the sales team of Eastway Supplies Inc.

Nick Linamen was named vice president of Mortgage Services for King Thompson, Mortgage Services.

Shon Rahrig was appointed manager of the new builders' relations division of First Financial Services, Worthington.

Aaron Plank was named manager at 84 Lumber, Delaware, Ohio.

Stephen T. Smith, president of Worthington-based First Financial Services, was appointed to the Wholesale Access Advisory Board. It is a national advisory board of real estate, financial and mortgage professionals who evaluate the performance of wholesale mortgage lenders across the nation.

Promotions at AEP Service Corp. were Henry W. Fayne to senior vice president, corporate planning and budgeting; Armando A. Pena to senior vice president, finance and treasurer; William L. Scott to vice president, taxes; Leonard V. Assante to controller; Gerald R. Knorr to assistant controller, accounting; and John M. Adams Jr. to assistant general counsel and assistant

secretary. Chris J. Keklak, director, banking relations, also has become assistant treasurer.

Changes also have taken effect for the parent company, American Electric Power Co. Inc.

Peter J. DeMaria, AEPSC executive vice president, administration and chief accounting officer, has been named controller of the parent, AEP.

Scott has been named assistant controller of the parent and Pena was named treasurer of AEP, while Keklak was named assistant treasurer. Rodney B. Plimpton has become senior vice president, human resources, of AEP.

Betsy Cusick Cleary has joined Conrad, Phillips & Vutech as print production manager.

Richard Hunter, president and chief executive of Potter Lumber Co., was elected president of the Ohio Lumbermen's Association for 1996.

Grant Medical Center has named V. Richard Stelzer and Suzanne DeWoody vice president, administrative services and vice president, patient care, respectively.

Groner, Boyle & Quillin and J. Michael Nesser announced the formation of GBQ/Nesser Consulting Group Ltd. This joint venture combines the largest Columbus-based accounting firm with central Ohio's leading team of litigation support consultants. The team consists of J. Michael Nesser, managing director; Beth A. Savage and Alan B. Lewis, managers; and Wayne D. Stocks, senior consultant.

Matt Shellenberger has joined Buckeye Member Services Co. as an engineering consultant.

Robert N. Messmer has joined the architectural firm of NBBJ as project architect.

Joe Anne Williams, a sales associate in the Dublin office of King Thompson, Realtors, has been named chairwoman of the Sales Advisory Council for the real estate brokerage.

Dennis R. Burns was promoted to executive vice president and chief operating officer for Desco Corp.

Rhonda K. Dytko was named national sales manager for WBNS AM/FM radio.

New at Reitter Stucco Inc. are Craig D. Jacobs, purchasing manager for Reitter Supply Co., division of Reitter Stucco; Paul Riemenschneider, service manager; Tim Bissell, assistant estimator; and Mike Schmidt, field superintendent for the operations department.

Warren Johnson has joined the Old Trail Printing Co. as account executive.

Robert Angeleri has joined Mid Ohio Graphics as account executive.

Thomas Travis was promoted to general manager of StudioPlus at Brice Road.

Promotions in the property-casualty operations at the home office of Nationwide Insurance were Thomas L. Crumrine to senior vice president in charge of property-casualty claims, Ruth A. Saylor to head property-casualty underwriting, Paul Thompson to vice president of property-casualty claims, David R. Jahn to vice president of resource management and Jeffrey A.

Lusenshop to vice president of insurance information services.

Awards

Scott P. Rider, president of Rider & Associates Inc., was presented the National Quality Award for the third time. The award, sponsored by the National Association of Life Underwriters and the Life Insurance Marketing and Research Association, is presented annually to life underwriters who have maintained consistently high standards in their service to policyholders.

Douglas N. Jones, director of the National Regulatory Research Institute at Ohio State University, was presented the 1996 Distinguished Service Award by the University of Florida's **Public Utility Research Center**. The award is given annually for contributions in public utility research.

The Wooden Putter, 1441 Grandview Ave., was honored for retailing excellence by Golf Shop Operations. An industry publication, Golf Shop Operations annually selects the top 100 private, resort, municipal, privately owned daily fee and off-course shops (20 in each category). It also lauds 10 facilities with honorable mentions.

Todd N. Wurschmidt, executive director of the Ohio Association of Chiefs of Police and president of the Law Enforcement Foundation, Dublin, received the 1996 Fellows citation by the American Society of Association Executives, Washington.

In an annual survey of the best law firms to work for, Legal Assistant Today awarded Vorys, Sater, Seymour and Pease the top ranking of firms with 100 or more lawyers.

Edward L. White, Fortis Financial Group, was recognized nationally as a qualifier for Professional Achievement in Continuing Education, a program co-sponsored by the American Society of CLU & ChFC and the American College, both located in Bryn Mawr, Pa.

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Of The Dispatch Business Staff

GRAPHIC: Photo, Jennifer Domenick/ Dispatch photo, Cynthia A. Vahlkamp, senior vice president of marketing for on-line services for CompuServe, C. Penaherrera, . . . Honda of America, A. Eyerman, . . . URS Consultants, R. Houze, . . . Mills/James

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