

COMPANY FILLS CREATIVE VOID LEFT BY COMPUTERIZATION

Columbus Dispatch, The (OH) - May 30, 1986

- Author/Byline: Marilyn Greenwald, Dispatch Business Reporter
- Edition: HOME FINAL
- Section: BUSINESS
- Page: 1F

As a professor of Judaic and Near Eastern Languages at Ohio State University, Yehiel Hayon noticed some interesting changes in society - as the world was becoming more computerized, the need for creative "human" services was also growing.

So Hayon decided to take advantage of a trend away from the personalized editorial services that cannot be done by computers. The result was Special Edition Inc., an editorial and publishing firm that, since its founding in 1980, has grown to include two divisions, including one whose function is to invent names of new products and services.

"WE HAD the business before we had the company," Hayon said. In 1980, Special Edition, located at 3497 E. Livingston Ave., specialized in editorial services such as writing, editing, word processing and design for private companies, government agencies and other organizations.

His staff of four full-time employees and about 100 free-lance workers "will do anything with words," including scripts for video presentations, editing and writing of annual reports.

All of Special Edition's full-time employees have backgrounds in the humanities and are specialists in working with words and the language, Hayon said.

His own knowledge of linguistics and foreign languages enabled him to do specialized translating. Shortly after its founding, its client list expanded to include the Central Conference of American Rabbis, one of the nation's largest publishers of liturgical materials. Since then, his clients have grown to include several New York publishing companies and central Ohio companies such as Cardinal Industries and Asea Pressure Systems.

By 1985, the services of Special Edition were so extensive, Hayon said, that it was thought of as a publishing company. That year it formed two divisions: Alpha Publishing Co. and NameOne, a company that names products, services and agencies.

"WE FOUND that names were being created in a haphazard way," Hayon said. "Maybe someone is sitting in a bathtub, and he thinks of a name." NameOne uses computer technology and creativity to come up with product and service names. A series of hundreds of descriptive linguistic units called morphemes are fed into a computer, which is programmed by Name One workers to emit the morphemes applicable to the company.

Employees put together those word parts to come up with a name for the client. For example, Hayon is proud of the double meaning of "Kidscope," the name his company designed for a drug rehabilitation service for youth.

Special Edition's editorial services are designed primarily for midsized companies, while most of NameOne's clients are large companies, Hayon said.

Hayon said Special Edition revenues are "in the low six figures" and he expects about \$1 million by 1990.

- Caption: PHOTOYehiel Hayon, founder of Special Edition, with a manuscript Dispatch photo by Ray Owens

- Index terms: BUSINESS COMPUTER LANGUAGE
- Record: 8601150848
- Copyright: THE COLUMBUS DISPATCH Copyright (c) 1986 The Dispatch Printing Co.

FUND-RAISERS TAKE PRIDE IN THEIR CONTRIBUTIONS

Columbus Dispatch, The (OH) - November 13, 1986

- Author/Byline: Lee Stratton, Dispatch Staff Reporter
- Edition: HOME FINAL
- Section: NEWS
- Page: 6C

They have their own magazine, professional organizations and conventions. They have a code of ethics and a day to honor their work. They have their own song.

These money-raisers have built a national industry that raised \$80 billion last year.

Using the theme "The Love of Humankind," they spend their days and nights asking corporations, foundations and individuals to contribute to churches, charities and colleges.

Sally Thomson, an Upper Arlington homemaker, recently made the transition from volunteer to professional money-raiser.

She was one of 150 people at the Midwest conference of the National Society of Fund Raising Executives at the Holiday Inn in Worthington this week.

Thomson is a volunteer for Kidscope, a drug rehabilitation program for young people. "I enjoyed the fund raising," she said. "I like the planning, management and sales involved."

As a professional money-raiser at the national headquarters of Kappa Kappa Gamma Fraternity in Columbus, she is in charge of soliciting contributions from the group's 94,000 alumnae. The money is used for scholarships and the group's historic headquarters at 530 E. Town St.

Asking other people for money is not demeaning, she said. "Not if you believe in it. I couldn't raise money for something I didn't believe in."

She said the philanthropy executives group teaches its members the tried- and-true techniques.

"They bring a level of professionalism to the industry," she said. "If people don't act in a professional manner it hurts everyone in the industry."

But Thomson realizes all methods aren't popular with the public.

"People resent getting calls at home at dinner time," she said. "The most irritating ones are those phone-a-thons.

"If it were my college calling, I certainly wouldn't mind getting called at dinner. But I don't want to be bothered by someone selling trash bags for left-footed veterans or whatever."

Thomson and the other money-raisers across the country are charged up for Saturday, which has been proclaimed "National Philanthropy Day" by Congress and President Reagan.

There also is a National Philanthropy Day song - Now, More Than Ever. The music and lyrics were written by Marvin Hamlisch. He won an Academy Award in 1974 with his musical score for the movie *The Sting*.

- *Index terms: FINANCE PROFESSION QUOTE ORGANIZATION*
- *Record: 8602030443*
- *Copyright: THE COLUMBUS DISPATCH Copyright (c) 1986 The Dispatch Printing Co.*

SHE KEEPS PANTRY FILLED FOR POOR

Columbus Dispatch, The (OH) - December 10, 1986

- Author/Byline: Laurie Loscocco, Of The NeighborNews Staff
- Edition: HOME FINAL
- Section: NEWS - Neighbor News
- Page: 10

Hanging on a wall above Fran Haskins' desk is a bronze plate that reads: "Blessed are the hungry for they shall be filled. This plate is a symbol of the blessing you have been to Central Ohio's hungry. You have kept their plates filled."

Haskins has been at the task for more than 10 years.

An Upper Arlington resident, she is director of community services for Lutheran Social Services. The job grew from her volunteer efforts at a church food pantry.

"I enjoyed it so much; I felt really good about what I was doing," Haskins recalled, and when a volunteer coordinator was needed in 1975, she filled the role.

At that time, she said, "the individual food pantries were not interrelated. They were almost competitive in a sense."

Haskins called other pantry directors together to join forces in meeting the needs of hungry families.

That network evolved into Operation Feed, which last year yielded more than 4 million food items for the hungry.

When Haskins became coordinator of volunteers, "a big day for us was serving 20 families a day." This year, Haskings expects Lutheran Social Services' three food pantries to serve 195 families a day during the holiday season.

The number of volunteers also has grown from about 600 to about 1,500 over the past 11 years, Haskins said.

One of her goals for the coming year is to refine the volunteer program and to help match volunteers with the tasks they enjoy most, as well as "showing how much we appreciate them," she said.

As director of community services, Haskins also is in charge of two thrift stores that sell or give items to the needy. Profits are turned around to the food pantries.

Haskins hopes to improve the quality of items, such as clothing and home supplies, that are available in the thrift shops.

She would like to see retail stores donate items such as clothing, paint, auto parts, furniture "and just about anything."

Haskins said requests for food and materials seem to have leveled off this year, although the need is still great.

"We have a good volunteer corps and a good giving corps" to help if the need should increase. "We at least would have a good start."

In addition to running the pantries and thrift shops, Haskins started a Neighbor to Neighbor program, in which she trained volunteers to work with the needy on an individual basis.

The Middlesex Rd. resident also is involved in Kidscope, a drug and alcohol treatment program for adolescents, and is on the social concerns committee at her church.

A Jefferson Award winner, she also is on the board of Wheat Ridge Foundation, a national Lutheran foundation that distributes \$400,000 to start health-related projects.

Haskins credits her husband, Wyman, for giving her the freedom to evolve from being a full-time mother to part-time volunteer to her current position, which entails more than 40 hours a week away from home.

"With our generation of husbands and wives, for some, it's very difficult to let their wives go back to work," she said.

"I've enjoyed each stage of my life."

- Caption: PHOTO Fran Haskins

- Index terms: CHARITY FOOD PROFILE ZONE1
- Record: 8602060483

KIWANIS DONATION HELPS TEENS

Columbus Dispatch, The (OH) - December 31, 1986

- Edition: HOME FINAL
- Section: NEWS - Neighbor News
- Page: 10

• Caption: PHOTOCentennial Kiwanis Club's immediate past president, Jack Gibney, left, and President Andrew Livingston recently presented a \$700 check to Fran Haskins of Kidscope, a program to help teens fight drug and alcohol abuse. The club donated a total of \$1,400, raised through pizza sales, to Kidscope in 1986.

- Index terms: ZONE1
- Record: 8602080619
- Copyright: THE COLUMBUS DISPATCH Copyright (c) 1986 The Dispatch Printing Co.