

642 Revere Road  
Merion Station, Pa. 19066  
January 3, 1994

George Gerbner  
Professor and Dean Emeritus  
The Annenberg School for Communication  
3620 Walnut Street  
Philadelphia, Pa. 19104-6220

Dear George:

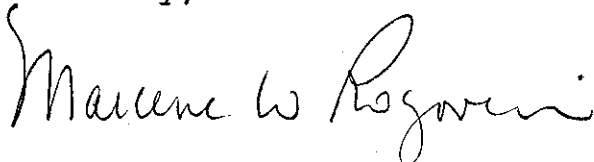
I have tried unsuccessfully this morning to reach you at your office and at your home. I was told that you would not be back until Thursday and I wanted to reach you as soon as possible to inform you of my change of circumstance. This will effect my ability to continue my work with you and the Cultural Environment Movement.

A major contract has been awarded to the real estate firm with which I am affiliated. Quite frankly, I firmly believed that we were out of the running and our prospects for getting the project were dead. I was the author of the proposal and the principal member of the team. My expertise and specific experience were key to our getting this contract. Needless to say, my full-time involvement is required and I have made that commitment to my employers.

It was not my intention to remain active with the real estate firm but I feel an obligation to do this. I regret that this interferes with my ability to assist you in the launching of the Cultural Environment Movement.

I will get in touch with you on Thursday upon your return. I need to make arrangements to return files, the corporate seal and checks et al to you.

Sincerely,



**MARCENE W. ROGOVIN**  
642 Revere Road  
Merion Station, Pennsylvania 19066  
(215) 668-8009

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**PROFILE:**

Over twenty years of diverse experience in program planning and management, academic administration, public advocacy and private-sector marketing/revenue enhancement, with particular emphasis on legal education and programs. Proven strategic and tactical planning and management skills; proven ability to coordinate activities of various interests and constituencies. Well-developed network of relationships in the Philadelphia-area legal and not-for-profit communities. Particular expertise in:

- *Planning, start-up and ongoing management of education and career development programs and services for lawyers, including program monitoring/evaluation.*
- *Marketing research and strategy, marketing communications*
- *Development of policies, procedures and program curricula*
- *Academic administration, including budgeting, office operations, staff recruiting and supervision and compliance with policies and regulations*

**PROFESSIONAL EXPERIENCE:**

ALBERT M. GREENFIELD & CO., INC., Philadelphia, PA 1987-1993  
*(A regional full-service real estate firm; Successor in interest to Helmsley-Greenfield, Inc.)*

**Vice President - Commercial Leasing**

Recruited to plan and implement marketing/business development strategies, including tenant retention programs; identify potential new tenants, develop marketing support materials, plan promotional events and personally develop leads, build relationships and conduct lease negotiations.

Instrumental in the development of a new strategic business plan, prepared analyses of historical market trends and developed market projections, prepared marketing summary reports and regularly briefed local and out-of-area building owners on leasing and market activity. Conducted presentations to secure new business and clients: commercial leasing, building management and tenant representation contracts. Also developed and implemented a computerized lease data and information system.

TEMPLE UNIVERSITY SCHOOL OF LAW, Philadelphia, PA 1980-1987

**Assistant Dean for Graduate Legal Studies and Assistant Dean for Students**

Redesigned, significantly expanded and directed the Master of Law, Continuing Legal Education and foreign study programs, including reorganizing administrative structure, drafting policies and procedures and supervising their enforcement. Also conceived and implemented new programs for academic, career and personal counseling for law students. Convened and coordinated professional advisory committees in curriculum development, course selection and recruiting of adjunct faculty. Supervised preparation and distribution of course materials.

Developed and implemented marketing strategies that substantially increased revenues. Developed promotional materials and bulletins and oversaw direct mail campaigns. Served as liaison to University departments, the faculty, state and local bar associations and boards of bar examiners of various states.

Served as executive officer for standing faculty committees (Program Administration, Disciplinary and Graduate Legal Studies) and prepared agendas, briefing and options papers for these committees and analyzed proposed alternative courses of action. Implemented new law school policies regarding registration, academic standing, disciplinary matters, examinations and graduation.