

'Youthful outlook' of CT executive aids United Way

Take a group of seven individuals in business - six of them just starting careers and one with 40 years in the business environment and you have an interesting mix. But when that senior staffer has a positively youthful outlook on life, the group has infinitely greater possibilities.

The senior staffer is Commonwealth Telephone Company's Roland Koeb and the situation referred to is the Wyoming Valley United Way's loaned executive program.

Rollie, as he prefers to be called - commenting, "Mr. Koeb is my father's name" - just happened to be the one to "balance the scales" for a group of young management people also on loan from area businesses.

A Wyoming Valley United Way loaned

executive, can be called upon to do just about anything, from conducting group meetings, to handling personal interviews. For Rollie, who has been in the field of communications since 1937, most of the speaking engagements were rather routine. Selling the United Way concept was really not much different than selling a customer the proper type of communications service.

Rollie really believes in the worth of United Way and its value to all members of the community. Applying much the same philosophy to business, he states he wouldn't recommend a service to a customer if he didn't believe it would best suit that customer's needs.

Perhaps, it was an extension of this type of sincerity that prompted the

following note from W. Douglas Ashby, executive director of the United Way to Commonwealth Telephone Company's president William J. Umphred.

"You're a lucky man to have a fine employee like Rollie Koeb on your permanent staff. During the six week period, Koeb worked as a loaned executive for the United Way, he proved a most capable addition to the team. Working in the Public Service and Building and Construction Division, he made a tremendous difference in the campaign.

"I hope you plan on getting Rollie involved again during the coming year. He's a born salesman with high energy and enthusiasm levels. Thank you for loaning him to us."

sultant. In addition to acting as "senior consultant" during his term as loan executive, Rollie feels he came away from the experience a "little wiser." He has an extremely positive attitude about life, saying, "I feel the more you can give of yourself in a situation, the more you can get out of it. The return is not necessarily in

like terms, but more often than not, in the form of satisfaction."

While working on the United Way, Rollie made it a point to tour the various organization receiving aid. Using these tours, combined with information gained from working with the Red Cross in Montrose, Rollie felt confident in explaining or "selling" the United Way. He makes it seem

like the simplest thing to do when he explains, "When you can relate to a situation on a more personal level, it makes selling easy."

From consultant to loaned executive, it's much the same thing for Roland Koeb, viewing each new experience as a learning situation and one that adds a bit more variety to a life that's never dull.



SANTA'S HELPER--Suzanne Gaffney plays the role of Santa's Helper at Franklin's Family Restaurant, Dallas, last weekend as she distributes gifts to the younger set who came into the restaurant with their parents. (Photo by Charlot M. Denmon)

Sympathy understanding and the ability to cope with just about any type situation, learned over the years, are traits which Rollie found advantages during his brief tenure with the United Way. Giving a program to employees of Valley Crest Nursing Home at midnight wasn't out of the ordinary for a man who is accustomed to being called out for service emergencies at 2 a.m.

Rollie started with Commonwealth on Nov. 11, 1937 as district clerk in Montrose. Four years later he became repairman and installer, and within another two years became district manager in Montrose. Rollie continued in this capacity until 1965 when he moved to the company's headquarters location as district sales manager in Dallas. The telephone veteran has since held various positions in the commercial and marketing departments in Dallas until his most recent - customer services con-



LOANED EXECUTIVE--Commonwealth's loaned executive Rollie Koeb (center) goes over some features of the program with Mrs. A. DeWitt (Bobbie) Smith (left), 1977 United Way General Campaign Chairman and William J. Umphred, 1978 General Campaign Chairman and President of Commonwealth Telephone Company.

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Beginning December 12 thru
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Automobile

upsets

in Jackson

An accident on icy Chase Road in Jackson Township at 6:05 p.m. Friday left an automobile overturned but its driver uninjured, according to Jackson Township Police Chief Donald Jones.

Police report that Shirley Gingo of RD 7, Shavertown, was driving her 1976 Oldsmobile south on Chase Road near Konefal's Grove, Chase, when she attempted to negotiate a curve and lost control on a patch of ice. The vehicle then ran up on the nearby bank and overturned.

According to police, the Gingo woman was uninjured. Her automobile had to be towed away.

Chief Jones investigated.

2 to 20 ft.
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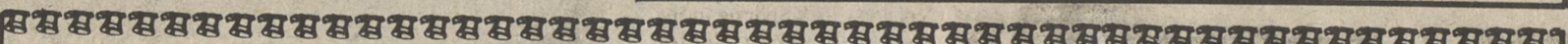
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