

# BUSINESS

Democrat and Chronicle

## BUSINESS / PEOPLE

### Details, details...

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Six months ago, Debbie McPhee ordered a wedding cake, flowers, hired a band and talked to travel agents about honeymoons in Florida.

By all accounts, the wedding reception was a hit. Some 600 people trudged through the January snow to attend the reception.

McPhee didn't get married that day, however. The object of the arrangements wasn't a trip to the altar, but a proposal to shoppers to march down the aisles of McCurdy's department store.

Tending to the hundreds of details for a wedding worthy of a princess, McPhee's job was to show prospective brides and their families how McCurdy's could contribute to marital bliss.

Models showed bridal gowns, to the accompaniment of a band in the third floor auditorium. Some 175 couples selected china, luggage and housewares for bridal registries. McCurdy's even invited hair stylists, tuxedo renters and travel agents to advise on wedding and honeymoon details not offered by the store.

McPhee, 24, is coordinator of special events at McCurdy's. It's a job that requires skills of organization — and diplomacy. She graduated from Monroe Community College, where she received a degree in retail business management.

Like a field marshal planning an invasion, McPhee must keep track of hundreds of details. In May, she was in charge of registering and cross-indexing the names of 845 runners in the McCurdy's/YMCA race, a charity for sending kids to camp.

At dawn on the morning of the race, McPhee and other McCurdy's employees set up tables behind Midtown Plaza, passing out hundreds of maps, parking passes and tickets to be redeemed for coffee mugs, free beer and oranges.

With the elan of a diplomat, McPhee must persuade merchants to donate prizes for events — whether a race, a fashion show or a bridal fair. "I always have to go to (store) buyers and beg for prizes," she says.

In the case of the bridal show, McPhee managed to round up some 60 door prizes

— from flowers and a tuxedo to dinnerware and luggage. At the race, she gave away jogging suits, tennis rackets and tote bags.

But, despite occasional 12-hour days, McPhee says she enjoys her work. "It's a fun job," she says. "It's tiring sometimes, but it's fun."

In other companies:

Major **Ralph A. Smith**, who retired at the end of May as commander of New York State Police Troop E at Canandaigua, is director of corporate security at Lincoln First Bank, N.A.

**Paul R. Myers** has become Rochester district sales manager for the Standard Register Co., succeeding **Michael J. Yencsko**, who has become Philadelphia district sales manager.

**Daniel E. Bailey**, president of Rochester Gear Inc., has been elected a director of the American Gear Manufacturers Association.

**G. William Schwert** of the University of Rochester's Graduate School of Management has been awarded a \$35,000 one-year Baternmarch Fellowship, giving him a year for research into finance and investments.