ROBIN GOLDSMITH NAMED VICE PRESIDENT
AT SCRIPPS CLINIC & RESEARCH FOUNDATION

LA JOLLA, CA June 21, 1990 -- Robin Goldsmith has been named vice president for marketing and communications at Scripps Clinic and Research Foundation, according to Charles C. Edwards, M.D., president and chief executive office.

Goldsmith is responsible for the development of a program which includes research and planning, marketing, public relations, advertising and direct mail.

Previously director of marketing, Goldsmith has been with Scripps Clinic since 1981, where she has held the past positions of assistant director of public affairs, associate director of marketing and communications, and director of communications.

Prior to joining Scripps Clinic, she was director of public relations for the United Jewish Federation for two years in San Diego. Before that she coordinated the Federation's educational planning and development for two years in Ft. Lauderdale, Florida.

Goldsmith holds an M.A. in communications from Hebrew University in Jerusalem, Israel and a B.A. degree in sociology from Tufts University in Medford, Massachusetts.
This year she was selected as an honoree by TWIN (Tribute to Women and Industry), and additional past awards have come from the Public Relations Club of San Diego, the International Association of Business Communicators, and the International Television Association.

Goldsmith's memberships include the local chapter of the Public Relations Society of America, the Society for Health Care Planning and Marketing, and the Health Care Marketing Association of America. She is also a member of the board of directors for the Jewish Community Relations Committee of the United Jewish Federation and is chairman of their marketing committee.

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