



Dr. Gerald Berkowitz, left, and senior primary nurse McClain examine one of "their" babies.

## Dr. Gerald Berkowitz Helps Fight To Save "Little Lives"

Neonatal medicine, or the care of premature babies, involves a constant fight to keep tiny, pink bodies alive, and the fight could not be won without a concentrated team effort, says Gerald P. Berkowitz, Presbyterian Hospital's new neonatologist.

"First, there are the babies' primary physicians. They are there to help look after the babies, and as neonatologists, my associate, Dr. Vijay Dhande, and I serve as consultants to the primary physicians," says Dr. Berkowitz, who joined the Presbyterian staff January 1.

"And then there are the nurses. The Presbyterian nursing staff is excellent. They are dedicated and are oriented toward bedside nursing care. This is a necessity in neonatal medicine," he says.

A growing neonatal program also must have support from the hospital administration and other medical departments, and Dr. Berkowitz believes that both of these are present at Presbyterian.

"The administration is committed to developing a high quality perinatal program. The hospital also has a complete range of back-up services, like the excellent clinical pathology and radiology departments.

"Finally, Charlotte has a complete range of pediatric specialists with whom to consult. The services to support our work are available here, so there isn't any problem that can't be cared for. It's really nice," he says.

"Both Dr. Dhande and I are on call 24 hours a day for two or three days at a time. I don't mind, though, because it keeps me busy. When I'm not working, I go home to Columbia, S.C., to be with my family," says Dr. Berkowitz, who has two sons and a seven-week-old daughter. Dr. Berkowitz's family will be joining him in Charlotte this spring.

Before coming to Charlotte, Dr. Berkowitz worked at Richland Memorial hospital in Columbia. He studied neonatal medicine for two years at the University of Alabama at Birmingham, and served his residency in general pediatrics at the Medical Col-

lege of Virginia in Richmond. He graduated in 1974 from the medical school at the University of Tennessee in Memphis.

"When I was in school, I saw neonatal medicine as a new and exciting field. It was less than 30 years old, so I knew it would be changing rapidly. That's why I chose neonatal medicine," he says.

Dr. Berkowitz, though, will be the first to admit that there were other reasons involved in his decision.

"I enjoy working with babies. It is rewarding to care for sick infants, and it is gratifying to see the parents' joy as their children improve," he says.

"I've had the opportunity to watch children grow. For example, I helped care for triplets that weighed 1 1/2 pounds each. They all had to stay in the hospital for two months.

"After the children left the hospital, the parents invite my wife and me to the christening. Now, the children are three years old, and it's great to see them walking and talking," he said. Although there are many rewards, Dr. Berkowitz admits that, at times, being a neonatologist is hard.

"It's so difficult when the babies don't survive. Many premature babies have respiratory problems, so they must be put on respirators. Then there is an inflammatory bowel condition that is common in small babies. Fortunately, though, most babies do survive and that's what makes the difficult times easier," he said.

### Alumni Meeting

The St. Augustine's College Alumni will meet on Saturday, February 11, in the Greenville Center at 4 p.m.

The meeting will focus on planning a banquet for the St. Augustine's Falcons basketball team, February 16. They will also be planning for an important meeting with Dr. Frank Godfrey, Alumni Affairs Director of St. Augustine's who is scheduled to be here Sunday, February 19, at the Excelsior Club on Beatties Ford Road.

For more information, please contact Willie Dunn, president, at 568-4988 or Carolyn Nelson, vice president, at 598-9374.

## Home Investment Is Pleasurable Experience

By Karen Parker  
Post Staff-Writer

Investing in a home should be a pleasurable experience.

However, so many people express they don't really know when their hired real estate agent is providing them with the fairest and most economical deal.

When Herb Rhedrick resigned from ERA Realty Unlimited to establish his own franchise, his goal was to "establish Rhedrick & Associates Realty as a service company before, during and after contact with his clients." According to Rhedrick, who opened the doors to his business in late December, too many real estate agents will make a sale to the client and then move on to the next customer without ever being concerned whether the consumer is totally happy with the purchase.

Rhedrick stated he always maintains contact with his clients. As a result he reported his making clients happy means more of his business will be built by referrals. "A large portion of my business comes from referrals," he mentioned.

While he was a sales agent at ERA Realty Unlimited, Rhedrick received his clients through his head broker. The head broker is primarily responsible for generating sales, and training sales agents. Rhedrick doesn't deny the experience he gained at the agency was valuable.

"However, after a while," he noted, "they weren't giving me many leads." Rhedrick noticed most of the clients that he secured came from his own ability to make contacts. He worked with the agency for three years, and during



Herb Rhedrick  
...ERA franchisor

his last year, he was recognized as the top producer for 1983 after selling \$3 million in real estate.

It occurred to Rhedrick, if he could sell this impressively without much

help from his head broker, then he could do the same thing for himself in his own business.

Now at Rhedrick & Associates with a small staff of experienced agents, Rhedrick's company is handling construction sales, trades, property management, first-time

buyers and sellers - the whole gamut of the real estate business. "We can help a client at any range," Rhedrick assured.

After being open one month, the company has already sold three of the 10 houses which it had on the market. The only 100 percent black-owned ERA real

estate franchise in the city is located at 4195 Alameda Road, Suite 200. Rhedrick & Associates is open Monday through Friday, 9 a.m. to 6 p.m. by appointment.

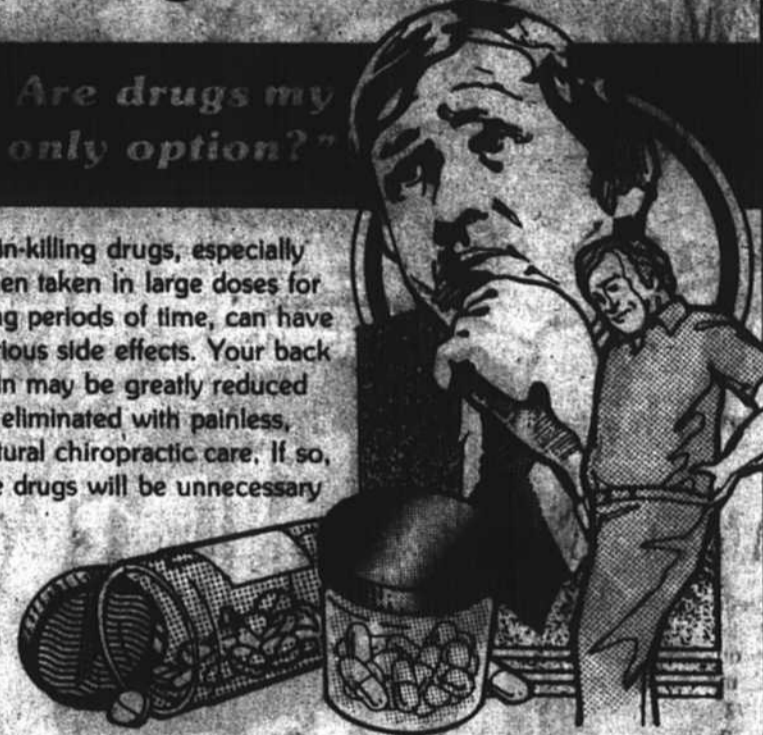
Also staffed with a 24-hour agent, Rhedrick and his staff can be reached at 635-8254.

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