

The New York Times

ON THE WEB

Jim Eschrich and Janet Rose joined Barkley, Kansas City, Mo. Mr. Eschrich becomes research director, succeeding Allise Garrison, who had been consumer research director; she left to join Assurant as marketing research manager. Mr. Eschrich had been research program manager for merchandising at Hallmark Cards, Kansas City. Ms. Rose becomes vice president and senior planner, succeeding I.V. Whitman, who had been vice president and director for account planning; he left late last year to become a consultant. Ms. Rose had been senior vice president and group director at McCann Erickson Worldwide, New York, part of the McCann Worldgroup unit of the [Interpublic Group of Companies](#).