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Dear Healthcare Marketer,

As I write this, we are experiencing our ninth snowstorm of the winter in New Jersey. Boston has had record-breaking snowfall. And even areas in the South and West that don't typically have to deal with the cold and snow of the Northeast have experienced a harsh winter.

Boy can we all use a vacation this year!

I for one have had enough. This crazy cold weather has inspired me to book a summer vacation. I'm already counting down the days. This year we are going to try Beaches Turks & Caicos. I know plenty of you have taken advantage of this all-inclusive destination and I've heard only awesome reports. We got a good deal through Jet Blue. I will let you know when we return how it went. Everyone spends their money differently, but to me, vacations are a must. The fancy car and the big house...not so much. In fact, my mini-van lease will be up soon, so I was thinking about replacing it with a nice car. I have to weigh the fact that a more expensive car means additional money that could go towards a vacation. That's an easy choice for me!

Especially this year, since my daughter Katie will be leaving for college in the fall, I feel as if we have limited time left for family vacations. She'll want to go with her own friends on Spring Break. And once she gets a job, our time will really be limited. Carpe diem!

Our vacation issue is definitely up there with my favorites - I love reading about people's vacations. This year, particularly, it was an outlet for the horribly cold weather. I also find it fun to read about travel on Facebook. My cousin took a trip to Saudi Arabia, so each day I was excited to log in and see where she had just been and what adventure she had planned for the day. Not quite the same as being there, but great for keeping up and daydreaming.

On the heels of our Pets Issue, I know you'll enjoy **Camille DeSantis'** story of traveling to Maine for a Welshie reunion. **Craig DeLarge** shares his moving tale of going back to the land of his ancestors, Ghana. **Gina Marie Kleinhans** had a fabulous honeymoon in Hawaii that pushed her out of her adventure comfort zone. **Nikki Feretra** has experienced many exotic trips due to the fact that both of her parents work with airlines. She tells of her favorite voyage on a cruise to Israel, Egypt, and Turkey. **Philip George** took a somewhat treacherous but spectacular tour along the Pacific Coast Highway of California and then continued on to Portland. **Jaime Collins** found her happy place in the Blue Ridge Mountains of Virginia. And **Emily Chau** shares some of her travel hopes and more in this month's *Personal Exchange*.

Now that we've whet your appetite, take a break from your routine and read on about the adventures of our friends in the industry. You'll be transported for a spell...and you just may be inspired to book your next vacation too.



Sisters on vacation.

“To travel is to live.”
Hans Christian Andersen

Happy Spring,
Nancy

WIN \$25!

Coming in June... Restaurants, Wine, and Recipes Poll

From fine dining to dives...Sparkling, red, white, or rose... breakfast, lunch, or dinner. We're sharing your favorites.

Participate by going to <http://www.hmexchange.com/contests.html> or contact our Editor Elise at editorial@HMExchange.com.



Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

CMK Select, a consulting firm for the pharmaceutical and life sciences industries, announced the appointment of **Frank Saia** to its Executive Leadership Team as Vice President, Business Development. He can be reached at 973-244-6060.

Communications Media, Inc., has announced the appointment of **Ashley Davis** as Office Coordinator, **Steve Walz** as Media Planner, and **Kayla VanHooser** as Associate Media Planner. They can be reached at 215-568-5944. **Maygan Henzie** has been appointed as Associate Media Planner and **Alexandra Aquilino** as Associate Search Analyst. They can be reached at 484-322-0880.

Compas, Inc., has announced the appointment of **Ashley Shoup** as Billing Coordinator and **Brooke Hill** as Payroll Manager. They can be reached at 856-667-8577.

Fingerpaint has announced the appointment of **Julia Yates** and **Micahlyn Whitt-Flicker** to its Creative Team, **Kori-Ann Taylor** to its Account Service Team, and **Rajneesh P. Uzgare** to its Medical Strategy Team. **Beth Clark** was also appointed to the Account Service Team and will be based in the Villanova, PA, office. They can be reached at 518-693-6960.

New & Noteworthy

Awards • Mergers

Alcon, a division of **Novartis**, has received FDA approval for Pazeo (olopatadine hydrochloride ophthalmic solution) 0.7% for the treatment of ocular itching associated with allergic conjunctivitis. Pazeo solution is dosed one drop daily, and was approved with efficacy data at 24 hours, post dose. For further information, visit www.alcon.com.

Association of Medical Media (AMM) announced new strategic priorities for a new era in medical media. Specific tactics include expanding topics covered at in-person educational sessions, re-imagining the AMM's Nexus Sales Rep of the Year Award for greater educational value in today's media landscape, reorganizing the website for greater ease in accessing AMM's extensive knowledge-base, and de-prioritizing investment in social functions (e.g., the AMM holiday party) in favor of greater investment in research and education. Their newly-elected 2015 Board of Officers are: President, **Fabien Savenay**, Wolters Kluwer; Immediate President, **Stephanie Hanaway**, American Academy of Family Physicians (AAFP); President Elect, **Lori Raskin**, Frontline Medical Communications; Treasurer, **Jack Angel**, Coalition for Healthcare Communications; and Secretary, **Joann Mitchell**, Wiley.

Boehringer Ingelheim Pharmaceuticals, Inc. (BIPI), and **Eli Lilly and Company** have received FDA approval for Glyxambi (empagliflozin/linagliptin) tablets as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes (T2D) when both empagliflozin and linagliptin are appropriate treatments. For further information, visit www.boehringer-ingelheim.com or www.lilly.com.

Bristol-Myers Squibb Company has received FDA approval for Evtaz (atazanavir 300 mg and cobicistat 150 mg) tablets in combination with other antiretroviral agents for the treatment of HIV-1 infections in adults. Evtaz is coformulated to be one pill, once-daily, combining the protease inhibitor atazanavir, which is marketed as Reyataz (atazanavir 200 mg/300 mg) capsules, and cobicistat, a pharmacokinetic enhancer marketed by **Gilead Sciences, Inc.** For further information, visit www.bms.com.

Eisai, Inc., has received FDA approval for Lenvima (lenvatinib) to treat patients with progressive, differentiated thyroid cancer (DTC) whose dis-

ease progressed despite receiving radioactive iodine therapy (radioactive iodine refractory disease). For further information, visit www.eisai.com.

Forest Pharmaceuticals, Inc., has received FDA approval for Avycaz (ceftazidime-avibactam), a new antibacterial drug product, to treat adults with complicated intra-abdominal infections (cIAI), in combination with metronidazole, and complicated urinary tract infections (cUTI), including kidney infections (pyelonephritis), who have limited or no alternative treatment options. For further information, visit www.frx.com.

Janssen Therapeutics has received FDA approval for Prezobix (darunavir 800 mg/cobicistat 150 mg) tablets, an HIV-1 protease inhibitor combined with a CYP3A4 inhibitor, for the treatment of human immunodeficiency virus (HIV-1) in combination with other antiretroviral agents for treatment-naïve and treatment-experienced adults with no darunavir resistance-associated substitutions. For further information, visit www.janssen.com.

Merck has received FDA approval for Dutrebis, a fixed dose combination tablet containing 150 mg of lamivudine and 300 mg of raltegravir. Dutrebis tablet is approved for use in combination with other antiretroviral products for the treatment of HIV-1 infection in adults and pediatric patients greater than or equal to 6 years of age weighing at least 30 kg. The recommended dosage of Dutrebis is one tablet taken twice daily with or without food. For further information, visit www.merck.com.

Novartis Pharmaceuticals Corporation has received FDA approval for Cosentyx (secukinumab) to treat adults with moderate-to-severe plaque psoriasis. For further information, visit www.novartis.com.

Neurology Reviews® (NR), a brand of **Frontline Medical Communications (FMC)**, and the **National Organization for Rare Disorders (NORD)®** announce the publication of *Neurological Rare Disease Special Report™*, a supplement to the February 2015 issue of *Neurology Reviews® (NR)* and easily accessible at www.neurologyreviews.com.

Pfizer has received FDA accelerated approval for Ibrance (palbociclib) to treat advanced (metastatic) breast cancer. For further information, visit www.pfizer.com.

Publicis Healthcare Communications Group (PHCG) has announced that segments of Rosetta's healthcare business will merge into **Razorfish Healthware**. The newly integrated agency will be known as **Razorfish Health**. **Shannon Hartley**, previously the healthcare lead for Rosetta, has been named Managing Director of **Razorfish Health** and will lead U.S. operations. For further information, visit www.publicishealthcare.com.

Publicis Health Media (PHM) has announced the opening of its new Chicago office. The office will be headed by **Andrea Palmer**, Senior Vice President/Group Director, Media. She can be reached at 312-818-6845. The new address is 222 Merchandise Mart Plaza, Suite 560, Chicago, IL 60654. For further information, visit www.publicishealthmedia.com.

Sanofi has received FDA approval for **Toujeo** (insulin glargine [rDNA origin] injection, 300 U/mL), a once-daily long-acting basal insulin, to improve glycemic control in adults living with type 1 and type 2 diabetes. **Toujeo** is expected to be available in the U.S. at the beginning of Q2 2015. For further information, visit www.sanofi.com.

Wolters Kluwer, a leading global provider of information and point-of-care solutions for the healthcare industry, announced a partnership with the **Society of Pediatric Nurses (SPN)** to review pediatric-specific content for the Lippincott Solutions software suite.



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Ghana

My Pilgrimage to the Past and the Future

BY CRAIG DELARGE

This trip to Ghana was particularly poignant. It afforded me the opportunity to explore my past, via a pilgrimage to the Ghanaian slave castles near the capital Accra, as well as to support the future, via a visit with our World Vision child, Nakoja Lampo, in north-east Ghana. World Vision is a global aid and relief organization that supports children in developing countries.

That we were able to stay with our good college friends Joseph and Theodora Aryee in Accra, and to witness the Ghanaian elections while there were additional bonuses.

We arrived in Ghana by way of Lagos, Nigeria, after spending the prior week in Egypt seeing the Pyramids and other wonders of the ancient world.



The Lampo family. Nakoja is holding the soccer ball. The school supplies held by the kids were our arrival gifts. The sack of corn on the ground was our gift to the parents. Only about \$30 at the local market.

living with a lower level of “lifestyle polish and comfort,” Nakoja and his family’s daily concerns were not much different than our own. Like us, they are working to maintain relationships, get an education and food, and to keep a roof and clothing over and around them.

TAKING IN THE REALITY OF THE SLAVE CASTLES

After this visit, we headed back to Accra where we visited the slave castles, Cape Coast and Elmina. These were the prisons where our ancestors were kept before their transport to the Americas. We were also blessed to walk through, and back out through, the famous “Door of No Return,” the last stop for slaves before they crossed the Atlantic, most of them never to return to their homeland. It was incredible to be the latest chil-

dren of Africa to return to pay respect to our ancestors who had suffered to give us the affluent lives we now live. I lack the words to express how moving this whole experience was.

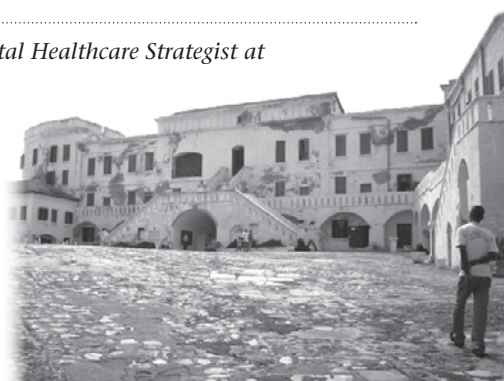
WITNESSING THE VALUE PUT ON VOTING

Another notable aspect of this trip was that we happened to be there during the National Elections. It was a different experience for us Americans, accustomed to pre-election periods being filled with sensational accusations between candidates. Here we heard constant pleas from every tribal, local, and national authority, both secular and religious, reminding the Ghanaians that it is Africa’s best democracy and that these elections should not result in tribal violence whatever the outcome. It was beautiful to see how the people came together to celebrate their unity as a people. It was also impressive to see how they valued elections, standing on line to vote the prior evening around midnight to beat the rush to the morning poll openings.

You can see how this was the most poignant of the many international trips I have taken, where I connected with my past, and supported the future. You can read more about my impressions and lessons learned on this trip at the blog post <http://bit.ly/18k4byr>. You can also see the Facebook picture album of this trip at <http://www.facebook.com/album.php?aid=46283&l=9c155&id=519408279>

Craig DeLarge is Digital Healthcare Strategist at WiseWorking, LLC. He can be reached at craig@wiseworking.com.

Interior view of Cape Coast Castle.



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Long, Windy Trip Through Big Sur

BY PHILIP GEORGE

Living in Philadelphia, I need to go somewhere warm every winter. This past January, I chose the West Coast. My girlfriend and I spent 10 days traveling to Los Angeles and Portland – and everything in between. The “everything in between” ended up being the best part.

We flew into Los Angeles, then we made our way to our apartment we rented through Airbnb. Airbnb.com is a website community where you can rent an individual’s private home/apartment. We picked up a rental car with great gas mileage (it is necessary to have a car in LA since public transportation doesn’t exist and everything is a great distance from each other). We spent two nights in LA – hiked Runyon Canyon, dined at fabulous restaurants including the famous Langer’s pastrami deli, picked through items at the Fairfax flea market – and then headed north via the Pacific Coast Highway (PCH).



View from Big Sur Coast Gallery and Café.

THE SPECTACULAR PACIFIC COAST HIGHWAY

The PCH (State Route 1) runs along the coast of California and offers stunning views. The most breathtaking part of this highway is traveling through Big Sur, a sparsely populated region of the central coast of California where the Santa Lucia Mountains rise abruptly from the Pacific Ocean. Here, this three-hour section of the PCH gets scary. The mountains are on one side of the road and the Pacific Ocean is on the other side of the road. There are no guardrails and the road is extremely windy. It is impossible to drive faster than 35 mph, but you really wouldn’t want to because you want to stop and take a look at the breathtaking views. You can do that easily at the many overlooks dotted along the highway. Driving at night is even scarier as there are no streetlights, which leaves the roads pitch black.

FERNWOOD AND REDWOODS

We spent two nights in Big Sur and stayed at the Fernwood Resort. Offering a variety of accommodations, including cabins, motel rooms, and tents, we stayed in the motel since we weren’t quite sure what the January weather would hold. It was actually beautiful and around 70 degrees. Fernwood was a great choice because it was right in the middle of the region and close to everything. Each morning, we visited Big Sur Bakery, a tiny converted ranch house, for delicious coffee and breakfast. After breakfast, we would go for a hike. Nearby Pfeiffer State Park offers many different hikes for individuals of all levels. Whether you choose a difficult hike or an easy hike – you cannot miss the Redwood trees! Seeing Redwoods in-person was a dream of mine and I am still amazed

by their massiveness. Redwoods can live thousands of years and they are the tallest and widest trees in the country. (I can talk for hours about Redwoods. Do yourself a favor and visit the Redwoods at least once in your life.) If you don’t want to hike, but still want to see something beautiful, visit the private Pfeiffer Beach. There is a \$10 entry fee, but you/your family can stay for the entire day.

COLD DRINKS AND HOT SPRINGS

At night, we grabbed a few drinks at Nepenthe restaurant, which offers a beautiful view of the sunset over the Pacific Ocean. There are a few popular restaurants in Big Sur where you must make a reservation for dinner. However, we like to go with the flow and we ended up at the Big Sur Roadhouse, a low-key spot with beautiful décor. The dinner was absolutely phenomenal. I ordered the steak and my girlfriend got the roasted chicken. The flavors were perfect and the price was even better.

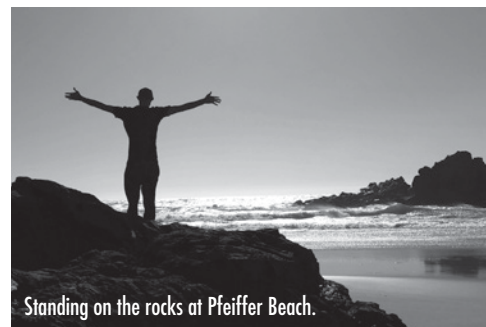
The one thing we did have to make a reservation for was to visit the Esalen Institute. Esalen’s cliff-side hot springs have been in ritual and healing use by the Esselen Indians and others for more than 6,000 years. We visited the springs at 1:00 a.m. in the morning for a two-hour relaxation in their hot springs. These springs offered the best view of the stars I have ever seen in my life.

ON TO PORTLAND

After Big Sur, we continued heading north until we reached San Jose where we hopped on a plane and flew to Portland, Oregon. Portland is perfect for people who like to be outdoors during the day (there are many hiking trails within the city) and drink a few beers at night (there are 31 breweries within Portland city limits). Again, we found housing through Airbnb (less than \$100/night), and rented a car since things in Portland are also spread out. We took advantage of the many different clothing boutiques and we even drove to Washougal, Washington, to visit the Pendleton Woolen Mills for a free tour. What makes Portland different from other cities are the food trucks. They are everywhere. And, the foods they feature are delicious. I highly recommend visiting a few different food trucks especially Wolf and Bear on Mississippi Avenue for amazing falafel.

After Portland, it was time to come home to the cold and go back to work. This was my favorite trip I’ve taken within the United States and I will recommend it to everyone.

Philip George is Senior Manager of Marketing and Communications, Healthcare Businesswomen’s Association (HBA), 373 Route 46 West, Building E, Suite 215, Fairfield, NJ 07004. He can be reached at 973-575-0606, ext. 718, or pgeorge@hbanet.org.



Standing on the rocks at Pfeiffer Beach.

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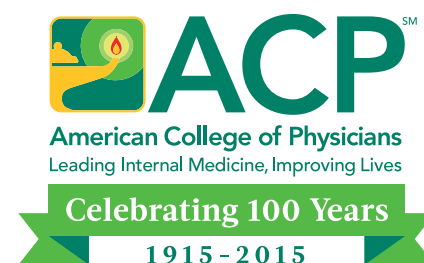
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Back in Time Through Israel, Egypt, and Turkey

BY NIKKI FARETRA

As the daughter of two former airline employees, I've been lucky enough to travel to a lot of really cool places in my life. One of my favorite vacations was a two-week cruise I took back in 2010 that included the ports of call Israel, Egypt, and Turkey.

NEW AND OLD IN ISRAEL

Our first stop on this journey was Haifa, Israel. From the port, we took a train directly to downtown Tel Aviv. I was super surprised with Tel Aviv! It was a beautiful, clean, and modern city; not like the deserts of the Middle East you would expect. Tel Aviv has beautiful beaches and resorts, right next to high-rise buildings that you would find in any city. It was like bringing the shore into downtown! I played tourist and took a really fun open-air bus ride – like you would do in New York City – and got to see the whole city. The next day, we stopped in Ashdod and then took a private tour to Jerusalem. It was really unique to walk through the streets of the old city, filled with shops and bazaars. This was really what I expected Israel to look like; sort of the old mixed with the new. I even got to float in the Dead Sea!



Markets in Jerusalem, Israel.

THE ANCIENT LAND OF EGYPT

The next stop was Alexandria, Egypt. Our ship docked there for two days, so we took the three-hour drive to Cairo and stayed overnight in a hotel. We had a tour guide who took us to museums and through the city. I really loved visiting the Library of Alexandria, the largest and most significant library of the ancient world, and the Museum of Egyptian Antiquities. It was like going back in time! We concluded our first day with a dinner cruise down the Nile River, belly-dancing show included! We packed a lot into our next day there. We visited the Mohammed Ali Alabaster Mosque, and then drove to Memphis, the ancient capital of Egypt, to see the colossal statue of the Egyptian



Riding a camel through the desert of Egypt!

pharaoh Ramses II. There were statues of Ramses II, both sitting and standing, displayed in an open-air museum, and they were enormous! Everything was so perfectly preserved from being buried under the sand – it's amazing to believe they are well over 3000 years old. On top of that, many of

the statues, including the famous Ramses II, are made out of granite from Mt. Sinai. That means Egyptians long ago trekked huge stone blocks for miles to get the statues where they are today. It was really incredible.

After Memphis, we drove to Sakkara, where we visited Egypt's first pyramids. They were considerably older looking and shaped differently than the ones you would imagine from Giza. Finally, the famous Great Pyramids of Giza were our last stop. Once we arrived, I had no words to describe the massive and beautiful structures in front of me. I felt so small standing next to them and knowing all the history, myths, and treasures these structures held behind their walls. Finally, a desert vacation wouldn't be complete without a ride on a camel!

HOLY GROUND AND ROMAN RUINS

Our last stop on the cruise was to Kusadasi, Turkey. We took another tour and headed first to see the House of the Virgin Mary, supposedly where Mary spent her last days. It was very peaceful and

serene. After that, we drove to Ephesus, which is said to have the second best preserved Roman ruins behind Pompeii. We took a tour through the ruins, most of which were still being excavated. Again, it felt like walking back through time, and I could really see the difference between the Egyptian vs. Roman style architecture. We made one last stop at the Temple of Artemis before heading back to Kusadasi and doing some shopping in the markets. Our last port of call was a quick one, but worth the long boat ride.

This vacation definitely goes down in the books as the most unique and most educational, but also the most rewarding. Looking back on it now, I reflect on the feeling I had taking in so much ancient history, and how significant it feels to have been there to see it for myself. I recommend this trip to the travel junkies like me, who just can't get enough of learning about different cultures!



Ruins in Ephesus.

Nikki Faretra is Senior Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944 or nfaretra@cmimedia.com.

Coming in 2015



JAMA Oncology

A new peer-reviewed journal from The JAMA Network

In early 2015, The JAMA Network will launch *JAMA Oncology*, a peer-reviewed journal dedicated to all aspects of medical, radiation, and surgical oncology and its subspecialties. Led by Editor in Chief Mary L. (Nora) Disis, MD, FACP, of the University of Washington, *JAMA Oncology* will publish pivotal new findings and foster productive debate that will help clinicians and policy makers improve the lives of people with cancer.

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Happy Hawaiian Honeymoon

BY GINA MARIE KLEINHANS

Without question, the best vacation I've ever had was with my husband for our honeymoon in Hawaii. As native New Jerseyans, we always look for opportunities where we can escape the typically cooler temperatures to have fun in the sun. Hawaii had no shortage of warm rays. What surprised us both were how many chances we had to see vastly differing types of terrain and explore the outdoors in ways we never would've thought possible.

OFF TO HONOLULU

The day after we tied the knot back in October of 2011, we boarded our direct flight to Honolulu. After a daunting 11 hours on the plane, we finally arrived. The first two days of our trip were spent visiting Pearl Harbor, attending luaus, taking in local fare, and doing some shopping in the more touristy areas. It wasn't until we boarded a short hop to Maui that our trip really kicked into adventure-mode.

MAUI MAGNIFICENCE

My husband and I rented a small coupe that became our chariot for the next five days throughout an extraordinarily varied, yet equally stunning geography. It was in Maui that we drove the Road to Hana. This full-day course took us around the island where we saw black sand beaches, a rain forest whose trees boasted leaves taller than my 5'5" frame, and stopped to visit other majestic intersections along the way. From mountainous conditions to desert-like plains, this trip encapsulated the majority of the continental U.S. landscapes all within the confines of a 65-mile stretch along the island. It was amazing to view such natural beauty in so short a time frame.

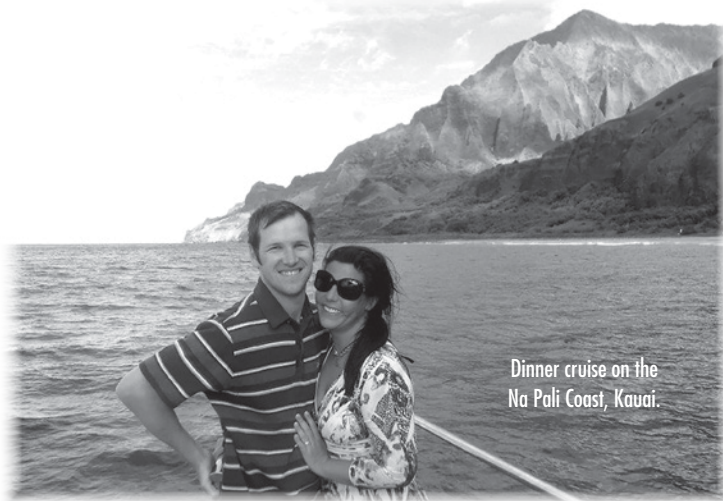
Another few highlights from our Maui visit included snorkeling along the coast, where we were able to see large sea turtles up close. We rode bicycles down a dormant volcano, named Haleakala. Given my fear of heights, and the fact that we were on top of a VOLCANO, this experience was one that was both jolting and invigorating, all at the same time. Needless to say, it was an experience neither my husband nor I will forget anytime soon.

CAPTIVATING KAUAI

To close out the last five days of our vacation, we took another short hop to Kauai. This island was by far my favorite. With the least number of tourists of any place we visited up to that point, we had the opportunity to indulge in nature's beauty without the din of other travelers to distract us. Here, we went on an all-day kayaking excursion. Not being particularly outdoorsy myself, this activity proved to be most challenging for me, though it became a favorite memory for us as a couple. We maneuvered through dense vegetation, and culminated our trip by taking a dip beneath a waterfall that gave off rainbows depending on the angle of the sun.

Truly, I cannot imagine a more perfect place on earth or a better way to embark on the partnership that is married life. My husband and I look forward to the day when we get to return to this extremely peaceful and magnificent place.

Gina Marie Kleinhans is Account Manager, *BulletinHealthcare*, 100 Lanidex Plaza, Parsippany, NJ 07054. She can be reached at 908-448-6244 or gkleinhans@bulletinhealthcare.com.



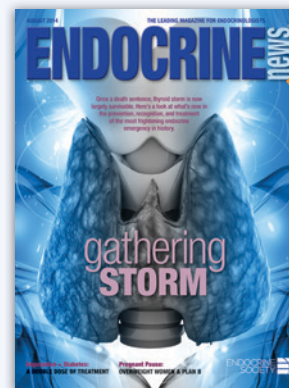
Dinner cruise on the Na Pali Coast, Kauai.



Koke'e State Park, Kauai.



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* KANTAR Med/Surg June 2014 – Table 120, Dia/Endo Office & Hospital

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THE PERFECT

Mountain Escape

BY JAIME COLLINS

The best vacation I have been on was in 2012 when my boyfriend, Paul, and I went to Shadow Mountain Escape located in Luray, Virginia. This place was absolutely stunning with their authentic timber-frame cabins bordering the Shenandoah National Park – Blue Ridge Mountains.

A WELCOMING SETTING

There are only four cabins on the grounds, which makes for a great, quiet getaway from the world, where cell phone service does not exist. We opted to stay in their biggest cabin, The Bumblebee, which came with a large stone fireplace, full kitchen, and a nice deck. The owners were extremely nice. They even gave us homemade baked goods upon arrival. Then when we requested a campfire outside, the owners provided all the makings for s'mores. The property offers a nice nature trail, as well as a pond full of fish. Our first morning there we were eating breakfast and saw a black bear run right past our cabin! I was terrified, but it was very cool seeing nature come alive.

VIRGINIA VINEYARDS

During our stay, which was in mid-September, we toured many of the wineries in the area, following the "Wine and Whiskey Loop." There were maps available that provided all the information we needed to venture out and find a few favorite spots. All of the wineries we visited offered delicious wines and had great views of the mountains. We visited DuCard, Sharp Rock, Little Washington, and Gadino. Our favorite was DuCard – it was about two miles off the main road by way of a dirt road. We even thought we were going the wrong way and at first turned around before we got to the winery. I'm glad we eventually got to DuCard. Their wine glass was particularly unique. It has a design that is actually an exact replica of the mountains behind the winery. When you hold the glass up in front of the mountains, it matches them perfectly.

THE UPS AND DOWNS OF THE AREA

Our activities included horseback riding. Then we

Escape



The view after hiking Stony Man Trail.

hiked a trail called Stony Man that took us way up into the mountains and offered amazing views of the valley. We also visited a popular tourist destination, the Luray Caverns, which were originally discovered in 1878. This was unlike anything we have ever seen before and a definite must-see if you are in the area. Luray Caverns is a popular tourist destination. They have many guided tours throughout the day. Beautiful...and there weren't any small holes to crawl through. The caverns were surprisingly enormous on the inside.

DINING LOCALLY

We stocked up on food before we went to Shadow Mountain Escape, since we weren't sure if there were any stores in the area. So we had breakfast food that we made in the kitchen. We also found the best places to eat were within Shenandoah National Park and reached by way of Skyline Drive, an historic scenic mountain drive. We stopped at many overlooks along the road to enjoy the view as we made our way to dinner at Big Meadows Lodge, which had a great steak. Then the day we went horseback riding, we ate lunch afterward at Skyline Drive Resort. The dining room had large windows with a spectacular view. Our last night there we got pizza and had a campfire complete with s'mores outside, which was the perfect ending.

Shadow Mountain Escape is truly an escape from the everyday grind that we all tend to find ourselves in. I highly recommend this place to anyone who is looking for a long weekend getaway that isn't far from home, only about a four-hour drive from my place in southern New Jersey.

Jaime Collins is Digital Campaign Coordinator, SLACK, Incorporated, 6900 Grove Road, Thornfare, NJ 08086. She can be reached at 856-848-1000, ext. 548, or jcollins@slackinc.com.



Enjoying wine at Little Washington Winery.

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References: 1. Primary Care. Medical/Surgical Study. Kantar Media; June 2014. 2. Membership data on file; American Academy of Family Physicians.



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My Best Vacation WITH MY Best Friend

BY CAMILLE DESANTIS

I've always said my Welsh terrier, Gracie, doesn't "bark" – she "bocks." Born in Cape Cod, she came from a wonderful breeder named Lynda, who always called her Stonewall Welsh Terriers "pieces of her heart." Within seconds of holding Gracie, I knew exactly what she meant. Gracie and I became best friends instantly. You could say she had me at "woof."

GRACIE – TRUE TO HER BREED

If you have never had the distinct pleasure of being in the company of a Welsh terrier, I can tell you it is quite a treat. The quietest and most regal of the terriers, Welshies would make great Hollywood directors. A perfectly square dog that's 15" x 15", a Welsh terrier packs a lot of character into a small package. Welshies constantly tell you what to do, and, oddly enough,

beautiful trip, but after seven hours in the car, we all needed to stretch our legs. And some of us had four legs to stretch! Yet we persevered and we soon reached our Merry Manor.

They say a happy Welsh terrier is not a dog in a comfortable dog bed, but rather a dog in her owner's bed. True to form, Gracie made herself at home instantly and sprawled across the sky-blue blanketed bed. We arrived on a Friday afternoon, tired but enthused at what the Saturday reunion would bring.

THE BIG DAY

We awoke to a gorgeous cloudless sky. Cool morning air tickled our noses, one of which was cold and wet, which is a good thing for a dog. So after a breakfast of blueberry pancakes and kibble, we were off to Lynda's. We could hardly contain our excitement – there were Welsh terriers everywhere!

Now keep in mind that Welsh terriers are a relatively rare breed. I had never seen one in-person until I met Gracie. But there we were, Rene, Gracie, and I, and dozens of Welsh terriers – all of whom were related!

I knew Gracie had one sister, Nora, and three brothers, one named Tucker. I hadn't seen Nora since she and Gracie were five weeks old. Nora lived with Lynda, so we knew at a minimum Gracie would see Nora. We wondered if they would recognize each other.

Well, if dogs could hug each other, these dogs would have. Gracie was reunited with her show-dog dad, Sonny; her mom, Olive; her grandmother, Hannah; and yes, her sister, Nora, and brother, Tucker. Surprisingly, there was no bocking, I mean, barking. Lots of sniffing and nuzzling, and they all got along like, well, like family. We were in awe of the detente we were observing. The United Nations has nothing on a pack of related Welsh terriers.

So we made ourselves at home amongst other Welshie families, enjoyed fresh Maine lobster, and the ubiquitous family reunion sheet cake. It was a perfect day. Love literally was in the air. My heart was full, because I wasn't just on vacation in Maine. I was on vacation with my best friend. And my best friend took me home to meet her family. What could be better than that?

Camille's Top Picks For Your Maine Adventure

Especially If You're Traveling With A Dog

BEST LOBSTER

The Lobster Shack at Two Lights. People have come to this rocky point of land to eat lobster since the 1920s, when a small operation called the Lobster Shop would sell Lobster Rolls until they ran out. Ruth and Jim Leadbetter purchased it in 1968 and opened it as The Lobster Shack in 1969. In 1974 they added The Candle Shack gift shop.



Gracie.

Best friends in Maine.

Welshie owners listen! There's no mistaking who rules the roost when a Welsh is in the house. My home is no different. And I love every minute of it.

A CANINE REUNION

We had never taken a road trip together since Gracie's first trip home with me from Cape Cod to the West Village when she was just eight weeks old. Then, in August 2004, when Gracie was three-and-a-half years old, a fascinating invitation came. Lynda was hosting a "family reunion" for all of her Stonewall Welsh Terriers at her house in Maine. Of course, "pet parents" were invited, too, simply because Welshies expect to be chauffeured.

Neither my life partner, Rene, nor I had ever been to Maine and we just could not resist the thought of a seaside trip to the land of lobster and lighthouses – with Gracie the Welshie to lead the way!

MAINE-WARD BOUND

Since "Life is merrier with a Welsh terrier," we booked our stay at the pet-friendly Best Western *Merry Manor* of South Portland. So we loaded up the Subaru and off we went up 195. Driving to Maine from New York City is a

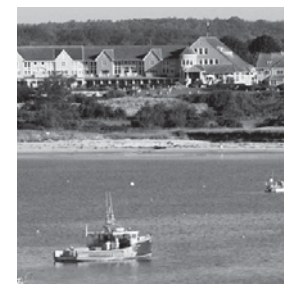
The business has remained in the family ever since, and the secret family recipes passed down. Over the years, The Lobster Shack has been featured on many TV shows, guides, and books, including *Serious Eats*, *The Boston Globe*, *USA Today*, *Bon Appetit*, *The Food Network*, and *Gourmet Magazine*. There's nothing fancy happening here. Be prepared to sit donning your bib, on a wooden bench overlooking the Atlantic Ocean, and enjoy! And pay attention while you're there – the Portland Head Light is viewable from The Lobster Shack. (<http://lobstershacktwolights.com/>, 225 Two Lights Road, Cape Elizabeth, ME 04107; telephone 207-799-1677)

MOST PHOTOGRAPHED LIGHTHOUSE IN THE WORLD

Portland Head Light, located in Fort Williams Park, was first lit in 1791 and is the world's most photographed lighthouse. It features a museum and gift shop. (<http://www.portlandheadlight.com>, 1000 Shore Road, Cape Elizabeth, ME 04107; telephone 207-799-2661)

BEST VALUE PLACE TO STAY

Best Western Merry Manor. Ranked #2 of 12 on TripAdvisor for South Portland, ME, the Merry Manor is a great value. Clean, comfortable, and wonderful Maine hospitality. It's affordable, has a nice breakfast



package, is family and couples friendly, is not far from any of the activities Portland has to offer, has food always available (via late-night delivery or at the on-site restaurant), the staff are superb, and the heated pool is a plus. And did I mention it is PET FRIENDLY! (<http://book.bestwestern.com>; 700 Main Street, South Portland, ME 04106-5402; telephone 207-774-6151)

BEST BEACH

Crescent Beach State Park's signature feature and name-sake is a mile-long, crescent-shaped beach ideal for strolling and sunbathing, where relatively warm waters and light surf make swimming and boating a pleasure. A few feet from the crowded summer sands are trails for walking and nature watching. (http://www.stateparks.com/crescent_beach.html)

BEST PARK ON THE ROCKY COAST

Two Lights State Park is a popular point of destination for Maine residents and the many visitors who enjoy the state's legendary rocky coast. Opened in 1961, the park encompasses 41 acres of rocky headlands. Standing high above the rocky coast and rolling surf, visitors have sweeping views of Casco Bay and the open Atlantic. (<http://www.visitmaine.com/organization/two-lights-state-park>)

Camille DeSantis is Co-Founder, Managing Partner, Chief of Strategy and Research, Guard Dog Brand Development, 853 Broadway, Suite 1220, New York, NY 10003. She can be reached at 212-529-0292 or cdesantis@guarddogbd.com.

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PERSONAL EXCHANGE

Emily Chau

Birthplace: New York, NY

Marital Status: Single

Occupation: Associate Media Planner

Years in Industry: 1 year

College: The Pennsylvania State University - University Park

Favorite quote: "If you keep your faith, you keep your trust, you keep the right attitude, if you're grateful, you'll see God open up new doors."
-Joel Osteen

which is perfect when you have a taco craving at random times of the day or night.

How did you get started in the industry?

Networking! A fellow alumna referred me to CMI and this industry. I'm grateful for her guidance and suggestions that led me to where I am today.

What three adjectives best describe you?

I took a poll of my team and coworkers because I'm not good at answering these questions on my own. Here are the three I selected from the responses: Kind, Observant, and Cheerful.

Favorite movie?

Mean Girls – I quote it daily.

What would you do or buy if you won the lottery?

I would pay off debt and put the majority in savings. However, I would have to splurge on a few trips (maybe off my bucket list). I would definitely go on a shopping spree; after all, I did work retail and have an affinity for clothes, handbags, shoes, and jewelry.

What are your hobbies?

Music of all kinds (Country and Pop mostly), eating all different types of food, watching TV, and traveling.

What one little thing always makes you happy?

Puppies or coffee; it's a toss-up. A puppy will give unconditional love, but coffee is a lifeline.

What is your pet peeve?

Slow walkers. Even though I'm short, I tend to speed walk.

Have you ever had a brush with fame?

Jessie James Decker was in a football suite next to the one my coworkers and I were in. Had a photo shoot mid-game!

If you could see anyone in concert, who would it be?

Taylor Swift.

What is one thing you can't live without?

My cell phone. I'm a quintessential millennial because my entire life revolves around my phone. Whether it's my email, contacts, texts, alarm clock, etc., I need my phone to function. If I do not have it, I feel lost and unprepared.

What is your favorite vacation spot?

My grandparents' house. They have the cutest house that is located between the beach and bay in New York. Most of my aunts, uncles, and cousins live within a mile, so it's always one big family reunion when I visit.

Emily Chau is Associate Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-568-5944 or echau@cmimedi.com.



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What are two things on your bucket list?

1. I would love to take a trip to Vietnam to visit my dad's hometown and eat my way through the country!
2. It would be amazing to attend the Olympic Games in a foreign country. Either the Summer or Winter Olympics would be just as thrilling, previously being an avid swimmer and ice skating fan.

What was your first job?

My first job was as a babysitter or lifeguard/swimming instructor at a local country club; I can't remember which was first. My first job out of college was as an Assistant Store Manager at Kohl's Department Store. I started as an intern during the summers, and during the school year, I was an on-campus brand ambassador and recruiter. I received the keys to the store once I graduated the program! It was so much responsibility for a 22 year old, but I'm so grateful for all of the lessons learned and people I met during those four years with the company.

Who do you most admire for their humanitarian or charitable efforts?

As an alumna, I have to say Penn State students, faculty, and any other supporters of the Four Diamonds Fund. The Fund helps provide monetary support for research striving to find a cure for pediatric cancer. Many Penn State students support this fund through their organizations, sororities/fraternities, sports teams, or individually by canvassing and seeking out corporate and personal donations.

What is your favorite restaurant?

El Limon in Conshohocken, PA, because it has the absolute best tacos and it's so cheap! They have flexible hours,



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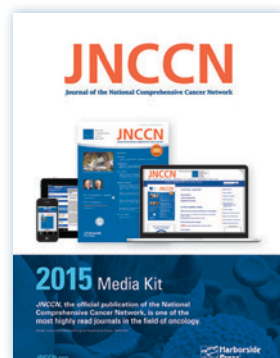
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Must-Know Industry Events

MAY 2015

MEETINGS IN JUNE

- 4-6 PHOENIX, AZ**
12th Annual Nutrition and Health Conference, 520-626-4781
- 13-15 ROCHESTER, MN**
7th Annual Hospital Medicine for Nurse Practitioners and Physician Assistants (NPPAs) Meeting, 800-323-2688
- 13-16 BOSTON, MA**
Heart Rhythm 2015, 202-464-3400
- 14 NEW YORK, NY**
HBA Woman of the Year (WOTY) Luncheon, www.hbanet.org
- 14-15 NEW YORK, NY**
The Center for Business Intelligence is sponsoring "iPharma 2015," 800-817-8601
- 16-20 AMSTERDAM, NETHERLANDS**
56th Annual North American Clinical Dermatologic Society Meeting, www.nacds.com/meetings/future-meetings/
- 24-27 HILTON HEAD ISLAND, SC**
30th Annual Advances on the Knee, Shoulder and Sports Medicine Conference, 513-794-8461
- 27-30 INDIANAPOLIS, IN**
Consortium of Multiple Sclerosis Centers (CMSC) Annual Meeting, 201-487-1050

- 5-7 TULSA, OK**
18th Annual Emergency Medicine Review, 800-274-1972
- 26-28 CHARLESTON, SC**
19th Annual Hypertension, Diabetes and Dyslipidemia CME Conference, 800-327-4502

FUN THINGS TO DO

MAY 2015

NEW YORK May

- Apollo Theatre**
253 West 125th Street, 800-745-3000
- 6 - Amateur Night: Show off - Harlem Jazz Shrines
 - 7 - Live Wire: Harlem Music Legacy
 - 8 - Apollo Music Café featuring The Baylor Project
 - 9 - Jason Moran - Harlem Nights, U Street Lights
 - 9 - Music Café featuring Christylez Bacon and Black Alley
 - 13 - Amateur Night at the Apollo
 - 20 - Amateur Night at the Apollo
 - 27 - Amateur Night at the Apollo

- Barclays Center**
620 Atlantic Avenue, Brooklyn, 917-618-6700
- 7 - Iggy Azalea "The Great Escape Tour"
 - 26 - The Who "Hits 50!"
 - 31 - Ed Sheeran

- Beacon Theatre**
2124 Broadway, between West 74th and 75th Street, 866-858-0008
- 2 - Spandau Ballet
 - 6 - Paramore
 - 12 - Brit Floyd
 - 16-17 - Chuggington Live! *The Great Rescue Adventure*
 - 27 - Pixies
 - 29 - George Thorogood and The Destroyers/Brian Setzer's Rockabilly Riot

- Madison Square Garden**
7th Avenue, between 31st and 33rd Street, 866-858-0008
- 28 - Billy Joel

- Radio City Music Hall**
1260 Avenue of the Americas, 866-858-0008
- 1-3 - New York Spring Spectacular

NEW JERSEY May

- Bergen Performing Arts Center**
30 North Van Brunt Street, Englewood, 201-227-1030
- 2 - Rita Rudner and Louie Anderson
 - 3 - The Berenstain Bears Live!
 - 6 - Pat Benatar and Neil Giraldo
 - 7 - Kenny "Babyface" Edmonds
 - 8 - Audra McDonald
 - 9 - Russian National Ballet: *Swan Lake*
 - 10 - Carol Burnett
 - 13 - Curious George
 - 16 - African Brazilian Carnival
 - 16 - Live Nation Presents Lewis Black: *The Rant is Due Part Deux*
 - 17 - Blues Traveler
 - 27 - Vince Gill and Lyle Lovett
 - 28 - The Midtown Men
 - 29 - Randy Rhoads Remembered
 - 30 - Bonzo Bash

- NJPAC**
One Center Street, Newark, 1-800-Go-NJPAC
- 1-2 - NJSO: Zhang Conducts Mozart and Brahms
 - 2 - Michael Franks with Raul Midon
 - 8-10 - Alvin Ailey American Dance Theater
 - 9 - The Musical Adventures of Flat Stanley
 - 10 - Metropolitan Opera Rising Stars: *Romantic Treasures*

- 15 - Dodge Poetry At NJPAC: *Poetry Like Bread*
- 15 - Andre Watts With the NJSO
- 17 - NJSO: 18th Annual UJA Benefit Concert
- 19 - Trending with Scott Simon: *Women Who Set the Agenda*
- 22 - Hispanic Youth Showcase
- 22 - NJPAC Stage Exchange: *Hoodwinked*
- 28 - Colors of the Rainbow
- 30 - Jonathan's Choice: Jessica Molaskey
- 30 - NJSO: *Broadway Spectacular with the NJSO*

- Paper Mill Playhouse**
22 Brookside Drive, Millburn, 973-376-4343
- 8 - Paper Mill Playhouse Gala
 - 21-24 - *Ever After "The Enchanting Love Story"*
 - 27-31 - *Ever After "The Enchanting Love Story"*

- Prudential Center**
25 Lafayette Street, Newark, 973-757-6600
- 2 - Eric Church "The Outsiders World Tour"
 - 8 - Iggy Azalea "The Great Escape Tour"
 - 9 - McDonald's Gospelfest
 - 14 - Nitro Circus Live
 - 30 - Ed Sheeran

- The Wellmont Theater**
5 Seymour Street, Montclair, 973-783-9500
- 9-10 - Jason Bonham's Led Zeppelin Experience
 - 12 - Godsmack
 - 16 - The Psychedelic Furs
 - 22 - The B-52s