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Exchange

"Where Healthcare Marketers Connect"

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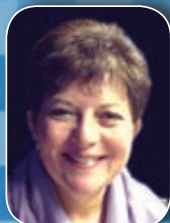


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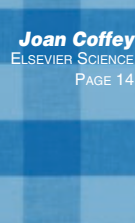
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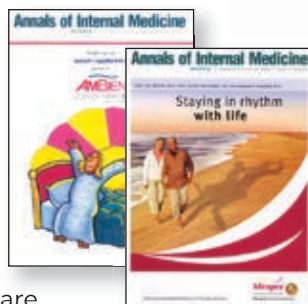
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Dear Healthcare Marketer,

As promised, here is our second issue of our readers' favorite wines, restaurants, and recipes. Really, who doesn't enjoy a delicious meal with a perfect wine to match? Some of my best times have been spent in restaurants with friends, family, and clients.

I'll never forget learning about the finer restaurants in New York City in my early 20-somethings. I had some experienced teachers like Bernie Beck from Pfizer and Marty McNamara from Dorritte, Lyons & Nickel. That was back in the days when we spent hours doing business over lunch at fabulous places like The Palm, Grifone's, and Nanni's to name a few of the classics. Oh, and maybe you also remember the three-martini lunch? Now the stuff of TV series like *Mad Men*, we may not have had *three* martinis, but we often had one or two glasses of wine. Wow those were the days!

I remember going to Le Bec-Fin two nights in a row when I was at a convention in Philly. It's closed now, but it was once considered one of the best restaurants in America and consistently awarded five stars by Mobil. Most people would only go to Le Bec-Fin once in a lifetime. The amount of silverware alone amazed me! My gallbladder was never the same after that, however, and had to be removed since this double-dining experience.

Then there were my many birthdays celebrated at Puglia in Little Italy. Oh how I love a party! Nothing could beat singing with Jorge along with the accordion, songs like *O Sole Mio* and *Volare*, while my friends and I waved our napkins and drank the red wine, which seemed to have been laced with some kind of happy drug. Then there was my dad's 80th birthday celebrated on a Mediterranean cruise that featured our famous and fabulous waiter George, who catered to our every need! My nephew Ryan ordered steak, Caesar salad, and extra mashed potatoes every night. He blew up in front of our eyes (which I wouldn't say except that now he's slim and in great shape). Then there was The Ryland Inn (see **Michael Reynolds'** review, p. 13), the top restaurant in New Jersey, where I took my dad for his 75th birthday by limo! What an experience that was.

THINK ABOUT YOUR BEST AND WORST MEALS...ALWAYS A MEMORY, RIGHT?

Now that I've taken you down my food-related memory lane, read on to enjoy a couple of perfect summertime recipes from **Kathy Huntley** and **Amy Birnbach**, plus a delicious good-for-you family treat from **Nancy E. Souza** (Digital Edition). We've got some tried-and-true wine recommendations from **Katelyn Inman**, **Matthew C. West**, **Tom Buckley**, **Lew Miller**, **Nancy E. Souza**, **Jill Bresnick**, **Julianne Crammer**, **John Alberto**, and the inside scoop on a particular winery, Imagery Estate, from **Renee Napoli**. Plus **Paul Nani** shares his dream-come-true of owning a wine shop, after being in healthcare advertising for over 35 years. Looking for an excellent dinner out? We've got reviews on a variety of venues from **Linda Zani Thomas**, **Jennifer Liao**, **Jaime Collins**, **Roseann Sorg**, **Halley Yankanich**, **Brett Marvel**, **Julie Jimenez** (Digital Edition) and, as promised, **Michael Reynolds'** review on the recently reopened Ryland Inn. Finally, congratulations to **Joan Coffey**, this year's AMM Nexus Award Winner, and this month's star of *Personal Exchange*.

We hope you have as much fun reading this issue packed with excellent ideas and recommendations as we've had putting it together. We know we'll be keeping these issues on hand as a reference for top recipes, wines, and restaurants to try.

And remember, we always love to have your recipes, wine, and restaurant top choices (and stories!) too. So always feel free to send them along!

Summer's Here...Enjoy,

Nancy



CARTOON CONTEST

Make up your own caption and send it in by August 5. The winner receives a \$25 prize. Enter on our website at www.hmexchange.com.

JOIN THE FUN WITH OUR KIDS + FAMILY ISSUE!

Share your most memorable stories – funny, moving, or meaningful – about your kids or grandkids, your nieces or nephews! Send us your best tips and ideas for family fun. And don't forget pictures!

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Questions? Contact our Editor Elise Daly Parker at 973-919-1067 or editorial@hmexchange.com. Email submissions to editorial@hmexchange.com. The deadline for submissions is Monday, July 25th.

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

Communications Media, Inc., has announced the appointment of **Alissa Hardiman** as Assistant Media Planner and **Danielle Heller** as Campaign Analyst. They can be reached at 215-568-5944. **Sarah Darcy** has been appointed to Assistant Media Planner and **Gina Brown** as IQ Rx. They can be reached at 484-322-0880.

Discovery USA, part of **Publicis Healthcare Communications Group (PHCG)**, has announced the appointment of **David C. Mustalish, M.D.**, as Chief Scientific Officer and **Robin Corrales, SPHR**, as Director, Human Resources. They can be reached at 312-220-1500.

Giant Creative Strategy, LLC, has announced the appointment of **Diana Witt** as Senior Vice President, Managing Group Director. She can be reached at 415-655-5200.

InfoCures has announced the appointment of **Vishrant Patil** as ETL Developer. He can be reached at 856-667-8577.

Ogilvy CommonHealth Worldwide has announced the appointment of **Michele Andrews** as Executive Vice President, Payer Strategy, and **Ritesh Patel** as Executive Vice President, Chief Digital Officer, and the promotions of **Matt Balogh** to Senior Vice President, Chief Technology Officer, and **Skot Kremen** to Vice President, User Experience Specialist. They can be reached at 973-352-1000.

Rx EDGE Pharmacy Networks has announced the appointment of **Peter Messina** as Executive Director, Sales. He can be reached at 973-934-4320.

Symphony Health Solutions has announced the appointment of **Robert Gabruk** as Senior Vice President, Customer Success and Insights. He can be reached at 215-444-8700.

New & Noteworthy

Awards • Mergers

DMW Direct has won four major advertising industry award competitions: the AVA Digital Awards, the MarCom Awards, the Generations Awards, and the Telly Awards. For further information, visit www.dmwdirect.com.

Health Media Network (HMN) and **American College of Cardiology (ACC)** have announced a strategic partnership that will significantly increase the size of HMN's Cardiology Network, while broadening the distribution of ACC's **CardioSmart Initiative**. **CardioSmart** provides tools and resources to heart health providers and the populations they serve to enhance and dialogue between all members of the care team and improve health outcomes. For further information, visit www.hmnads.com or www.cardio-source.org/ACC.

Healio.com has been chosen by **Sitecore** to participate in their early access program for its **Sitecore Experience Database**. The new database is a repository designed to collect and connect user data to create enhanced customer experiences in real time. For further information, visit Healio.com or contact **Lee Gaymon**, Senior Director, Audience Development and Marketing, at lgaymon@slackinc.com or 856-848-1000, ext. 356.

Merck has received FDA approval for Zontivity (vorapaxar) tablets to reduce the risk of heart attack, stroke, cardiovascular death, and need for procedures to restore the blood flow to the heart in patients with a previous heart attack or blockages in the arteries to the legs.

Oxford University Press (OUP) announced its new partnership with the American Medical Informatics Association (AMIA). Beginning in 2015,

OUP and AMIA will work together to publish the *Journal of the American Medical Informatics Association (JAMIA)*.

Takeda Pharmaceuticals America, Inc., has received FDA approval for Entyvio (vedolizumab) injection to treat adult patients with moderate to severe ulcerative colitis and adult patients with moderate to severe Crohn's disease. Entyvio is approved to treat those conditions when one or more standard therapies (corticosteroids, immunomodulators, or tumor necrosis factor blocker medications) have not resulted in an adequate response.

Teva Pharmaceuticals has announced the creation of a Global Generics Medicines group, which will handle launch and commercialization of its generics portfolio, as well as its over-the-counter business. Former Actavis President **Sigurður Olafsson** will head this new division. For further information, visit www.tevapharm.com.

TGaS® Advisors named nine pharmaceutical brands "Best in Benchmark" for 2013 consumer and healthcare professional digital marketing performance. The designation is the only industry award to use verified quantitative performance as the measure, according to **Donna Wray**, Vice President and Digital Marketing Practice Leader for the benchmarking and advisory services firm. For further information, visit www.tgas.com.

UBM Medica US has announced that **OBGYN.net** will present new research and topics related to improving neonatal and maternal outcomes over the coming weeks. For further information, visit www.ubm.com.



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All-Time Favorite Recipes, Wines, and Restaurants!

Here are some awesome ideas for delicious wining and dining. Continued from our June issue...

Blush Clam Chowder

BY KATHY HUNTLEY

If I am not working, I am cooking. It is my favorite thing to do...and Blush Clam Chowder is my favorite thing to make. I always receive tons of compliments and am asked immediately for the recipe. It is not a white chowder, not a red, but a nice blend, with a little kick to it. I have made this several times for my coworkers at SLACK and it is always requested for our Sales Potluck Luncheons. Very easy to make and I don't take shortcuts as I enjoy the prepping for this recipe...



Kathy Huntley

Ingredients

1 pound bacon (I cut up in small pieces with scissors)
3 diced green bell peppers
3 diced red bell peppers
Diced carrots (approximately the same amount as red or green peppers)
2 diced onions
Parsley
Cayenne pepper
Salt and pepper
1 cup white wine
4-5 cans of diced tomatoes and chilies (Rotel – 10 ounces)
6 small cans diced clams
1 large can clam juice
2 1/2 quarts heavy cream
5 diced potatoes (cooked separately and drained)
Wondra (or use flour)

Directions

1. Simmer bacon and uncooked veggies until tender. Add seasonings. Add wine as needed.
2. Add tomatoes, clams, and clam juice.
3. Add heavy cream.
4. Add cooked potatoes.
5. Thicken with Wondra.
6. Season to taste.

Enjoy!

Kathy Huntley is Director, Association Services, SLACK, Incorporated, 6900 Grove Road, Thorofare, NJ 08080. She can be reached at 856-848-1000 or khuntley@slackinc.com.

Peach Crostata

BY AMY BIRNBACH



Amy Birnbach

With summer coming and hopefully peach season not far behind, this is a delicious easy dessert to make and serve.

Ingredients

2 cups all purpose flour
1 cup sugar
1/2 teaspoon salt
8 tablespoons (1 stick) of butter
5 or 6 medium peaches (preferably freestone), peeled and halved
Cinnamon (optional but personally I say a great additional ingredient)
1 cup heavy cream, sour cream, or yogurt
2 eggs

Directions

1. Preheat oven to 400°
2. In a mixing bowl, stir together the flour, 1/4 cup of the sugar, and salt.
3. Cut in the butter, using the tips of your fingers, until the mixture resembles coarse meal.
4. Press the mixture evenly into the bottom and up the sides of a deep 9" or 10" greased pie plate. Make the top edge neat by pressing the side up with the side of your left finger into the side of your right index finger or vice versa.
5. Arrange the peaches over the crust and sprinkle with the remaining 3/4 cup of sugar. Sprinkle lightly with cinnamon, too, if desired.
6. Bake for 15 minutes.
7. Meanwhile, in a small bowl, with a fork or whisk, beat together the cream and eggs until well blended.
8. After 15 minutes, remove the crostata from the oven, pour the egg and cream mixture over crostata, then return to the oven for another 30 minutes.
9. Serve warm (not hot) or at room temperature. (The crostata is at its best if never refrigerated.)

Variation: Nectarines are a natural substitute for peaches. Advance Preparation: May be baked several hours ahead. Can be kept at room temperature for up to 24 hours.

Amy Birnbach is Group Publisher, Oncology, UBM Medica, 535 Connecticut Avenue, Suite 300, Norwalk, CT 06854. She can be reached at 203-523-7031 (o), 646-708-6407 (c), or amy.birnbach@ubm.com.

TART TRAVERSE

BY KATELYN INMAN

Traverse Bay Cherry Wine

Since I'm a native Michigander, this is, and always will be my favorite wine. It is so reasonably priced and has the perfect tart Michigan cherry flavor that I crave. I love drinking this wine slightly chilled with barbecued foods, picnic fare, or cheese and fruit. I might not always be able to attend the Cherry Festival in Traverse City, but at least I can count on enjoying a glass of this fabulous wine.



Katelyn Inman

Katelyn Inman is Associate Campaign Analyst, Communications Media, Inc., 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944 or kinman@cmimedia.com.

A New York Natural

BY MATTHEW C. WEST

Finger Lakes Rieslings

Cult Favorite: Hermann J. Wiemer
Wiemer produces some of the best Rieslings in the U.S., using German clones grafted onto American rootstock.
Go-to Producer: Dr. Konstantin Frank
The Frank family has been growing grapes in the Finger Lakes for three generations—an amazing legacy in the U.S.
Up-and-Comer: Heart & Hands
Husband-and-wife team Tom and Susan Higgins produce tiny amounts of exceptional Riesling and Pinot Noir.



Matthew C. West

Having gone to school at Cornell, Riesling is the wine of choice up there as most of the best Reislings in the U.S. come out of that area. There are over 850 acres of Riesling vineyards in this region that have produced over 220,000 cases of Rieslings, out of over 200 producers. I am amazed at how many great restaurants in New York City still don't carry Finger Lakes Reislings. This wine is steadily growing in popularity and is some of the best available, especially if you like sweet white wine. Quality Rieslings can be refreshing, acidic, versatile, and elegant.

Matthew C. West is Director, Advice Personnel, Inc., 2 West 45th Street, Suite 408, New York, NY 10036. He can be reached at 917-206-1785 (o), 917-453-3606 (c), or mwest@adviceny.com

"You can pick a wine by its label"

BY RENEE NAPOLI

Over dinner recently, Nancy (Publisher of THE EXCHANGE) asked if I'd like to write about my favorite bottles of wine and I was stumped. Instead, I'd like to share a little secret about one of my favorite wine producers and one I believe most of my art director friends will appreciate.



Renee's top picks from Imagery.

Imagery Estate Winery

in Sonoma County, California, focuses on limited-production wines, also known as boutique or artisan wines. It's owned by the wine giant Benziger, who only plants vines that produce Imagery wines on their most-prized vineyard lots. Imagery focuses on growing varietals that are traditionally planted in Europe and not in American soil, such as Albarino, Mourvedre, Tempranillo, and Sangiovese. One of my favorites is their Cabernet Franc, a fruit forward wine with good intensity and a long finish. It's age-worthy with a balanced structure, making it an ideal food-friendly wine. Another favorite is Lagrein, which is native to northwestern Italy with fewer than 100 acres currently planted in CA! It's a full-bodied wine with sturdy tannins and slight minerality. The Lagrein is a phenomenal wine you can enjoy on its own.

Creativity doesn't end with the wine inside the bottle at Imagery. They commission a broad cross-section of international artists to design original paintings whose likeness becomes the wine bottle labels. The artists are given total creative freedom, with the only requirement being that the work must include a likeness of the Parthenon, the Imagery logo. The original artwork lines the walls of the winery, creating the Imagery Art Gallery. A must-see for those wine-sipping art lovers out there!

I would highly recommend visiting the Imagery winery during your next trip to California wine country. From my experience, the staff was always very friendly and knowledgeable. One downfall is that you can only purchase the wine in person or online through the winery. I belong to their wine club and unlike many we've tried, this wine club membership is worth renewing year after year!

Renee Napoli is an Independent Media Professional. She can be reached at 908-358-8245 or reene Napoli@gmail.com.

Great Cab

BY TOM BUCKLEY

Stags Leap Artamis Cabernet Sauvignon

An excellent and consistent Napa wine from a great producer. Nice body with smooth finish. Great served with rich, hearty meals, especially red meat.

Tom Buckley is C.E.O., Redi-Direct Marketing, Inc., 5 Audrey Place, Fairfield, NJ 07004. He can be reached at 973-808-4500 or TBuckley@redimail.com.



Tom Buckley

WINE AND FOOD

BY LEW MILLER

I have three favorite wines, depending on the menu. Wine is best when enjoyed with food, and the combination is important:

Albariño

With fish, chicken, seafood, an Albariño from Galicia (northwest Spain) is absolutely delicious, smooth and fruity while still dry.

Sancerre

With oysters, clams, and similar fresh shellfish, nothing beats the crisp, clean taste of a Sancerre, a French Sauvignon Blanc that complements these even better than California or New Zealand SBs.

Cotes de Beaune / Oregon Pinot Noir

With beef or lamb, I lean toward a Pinot Noir, either a Burgundy from Cotes de Beaune or an Oregon Pinot Noir from Willamette Valley such as AZ, which is very reasonably priced. The former is deeper in color and flavor, with a mix of fruit and tannin that lingers on the tongue; the latter is lighter and more zesty, better with rib lamb chops or even veal.

I could go on with other favorites, including the Austrian Gruner Veltliner, Italian Rosso Montepulciano, or an excellent Bordeaux from St. Emilion. My wife's preference is for a light Pinot Grigio. Having had more than 750 bottles in my cellar from all over the world, the choice is what do we have tonight, not which is my favorite.

Lewis A. Miller is Principal, WentzMiller Global Services, LLC, Consultants in Health Education Worldwide, 303 East 57th Street, Apt. 28F, New York NY 10022. He can be reached at 212-933-1027 or lew@wentzmilller.org.



Lew Miller with a magnum of Pinot Noir in his Connecticut wine cellar, circa 1780 (the cellar not the wine!).

Claret - A Balanced Red Blend

BY NANCY E. SOUZA

Francis Ford Coppola Black Label Diamond Collection Claret

I love a red blend and I'm into Coppola's Claret right now because it's consistent and at a decent price point for a California red at \$15. Claret is a term originally coined by the British to describe Cabernet-based wines. This Cabernet, Merlot, Cabernet Franc, Petit Verdot, Malbec blend is deep and rich with nice balance, offering good aromas and flavors of wild berries, plum, and anise. I give it high marks at this price point. It's ready to drink when you buy it, although I find it smooths out in the glass if you wait a while to drink once poured. Cheers!

Nancy E. Souza is Account Manager, Multi-Media Advertising Sales, JAMA: Journal of the American Medical Association, 119 Cherry Hill Road, Third Floor, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 209, or Nancy.Souza@ama-assn.org.



Nancy E. Souza

Two Top Wines

BY JILL BRESNICK

Rombauer Chardonnay

From St. Helena in the Napa Valley, this wine was given to me as a gift once, and I've loved it since. It has a big, buttery taste, and is currently my favorite Chardonnay!

Caymus Cabernet

Also from Napa Valley is one of my favorite Cabernets - Caymus. Smooth as silk, Caymus is a full-bodied, rich wine with just the right amount of fruit. Not inexpensive, but worth every penny. Absolutely delicious!

Jill Bresnick is Publishing Director, HMP Communications, LLC, 83 General Warren Boulevard, Suite 100, Malvern, PA 19355. She can be reached at 610-560-4144 or jbresnick@hmpcommunications.com.



Water, wine, fun and sun in South Beach!

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Life After Advertising... OWNING A WINE AND LIQUOR SHOP

BY PAUL NANI

After a rewarding career of over 35 years in the healthcare field working in marketing for Pfizer and then advertising for Saatchi and Saatchi Health, I followed my lifelong dream of owning a wine business. I purchased Casa Oliveira, a wine and liquor shop in the West Village of Manhattan.

WINE – A PERSONAL HISTORY

My first taste of wine, my mother told me, was when I was about three or four years old. My Italian grandfather, who made his own wine, would dip a piece of Italian bread in red wine and let me eat the bread. My love of wine grew from that day forward, but my real introduction to the larger world of wine came as a college student. My mathematics professor, Al Baranchik, would often speak of his love of French wine. We became close friends, and following graduation, Al hosted dinners where he served Bordeaux and Burgundy from the 1950s, '60s, and '70s, along with some "new" wines from California.

As retirement neared, I started to think seriously again about owning a wine store. I began talking to my financial advisors about what it would take to transition from a career in pharmaceuticals to being a small business owner. As luck would have it, one of the financial advisors had a friend who owned a wine and liquor store in Greenwich Village and he put me in touch with him. One thing led to another

White Wine Tip: People often drink white wine too cold, right out of the fridge. Give it about 10 minutes at room temperature to bring out the taste and flavor.

Red Wine Tip: An article in a respiratory journal once claimed that swirling red wine in a glass for two minutes is equivalent to decanting and letting the wine breathe for 20 minutes. Try this sometime.

Wine and Food Pairings: Every wine critic has their opinions, but here are some of my favorites – Cabernet Sauvignon with strong cheeses and beef; Merlot with grilled meats and pastas with red sauce; Pinot Noir with pork and grilled tuna; Chardonnay with chicken, turkey, salmon, and shellfish; Sauvignon Blanc with salads; and Pinot Grigio with veal and white fish.



Paul Nani (above, right, with his son, Mark) purchased Casa Oliveira Wines and Liquors in 2009 after 35 years in healthcare.

and, over lunch one day in 2009, I made him an offer for his business and he accepted. I was now the new owner of Casa Oliveira Wines and Liquors, which had been in continuous business in Manhattan since the end of Prohibition in 1934.

OFF AND RUNNING

The transition has gone pretty smoothly. Since we are a local neighborhood store, most of our customers are regulars. We provide a service, and they appreciate us. This makes the work enjoyable. Also all of the staff remained after I purchased the business, so that made it easier for everyone. I've found that a small business owner has to be a Jack-of-all-trades, which is really no different than being in account service except that I no longer have an extensive corporate support infrastructure. This also means I make all the decisions, good or bad. If I make a bad decision (which I have more than once), I learn from it and move on.

Realizing that I needed help in running the business, I turned to my son Mark who had recently graduated from college and was working in sales. I asked Mark if he would like to join the new "family" business and he agreed. I could not run this business as effectively without my son. His sales experience is invaluable, and there is a comfort level knowing that when I am not at the store he is there and in charge. There is a succession plan in place! My wife, Karen Rauhauser, a marketing consultant, is also a corporate officer.

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SO WHAT ARE PEOPLE DRINKING THESE DAYS?

As for red wines, California Cabernets from the 2010 vintage, especially those from Napa Valley, are excellent choices and are showing very well right now. If you can find Pinot Noirs from the Russian River Valley, they are smooth and easy-drinking. Côtes du Rhône from France are also a good choice. Look for a basic wine from E. Guigal (AOC), an excellent wine at a reasonable price. And Malbecs from Argentina are up and coming. They are always a reliable choice.

As for white wines, there has been a dramatic shift away from Chardonnay, at least in the West Village, to drinking

Continued on page 10

ESSENTIAL

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PERSONAL EXCHANGE

Joan Coffey



Birthplace: Bay Ridge Brooklyn, NY
Marital Status: Single
Occupation: Medical Marketing
Years in Industry: 15
College: Fordham University

Who is your mentor and how did he/she impact you?

My Dad – Executive Vice President, Sales, Anheuser Busch. He had me a little later in life – would take me to the park every Saturday to shoot hoops (he was a basketball star in school and I was his last hope to have an offspring in the game). For hours, we would talk about the strategy of the game, how to succeed and be a winner. I just didn't quite follow him in basketball. I think he would be over the moon about the AMM win...So I guess I listened!

What is the biggest obstacle you have overcome?

There are many obstacles in life; it is how you come out on the other side that counts. I hope that I have demonstrated perseverance and poise to handle what life has and will throw at me.

If you could do a guest role on a TV show, which one would it be?

Modern Family – I think I would make a perfect visiting Aunt. I believe my sense of humor would fit right in.

If you could work doing anything in the world, regardless of the income, what would you do?

Visit orphanages and keep the children's spirits up while they wait for placement.

What are two things on your bucket list?

1. To do stand up on the *Late Show*.
2. Get married (would like to at least try it? No?).

What is your favorite restaurant?

DiSalvano in NYC – the service is fantastic and the food is always superb (and you can always catch a star or two).

What is your favorite vacation spot?

Monte Carlo – it has the beach, shops and international intrigue...(you feel like James Bond could show up at any moment).

What do you think is the most important issue facing us today?

The Sunshine Act.

What was your very first job?

Clearing shells off of the sand at the beach club; age 8.

What do you know for sure?

That I have a great family and friends.

What three adjectives best describe you?

Funny, loyal, and charismatic.

What are you reading?

Missing You by Harlan Coben.

What's your favorite movie?

Gone With The Wind.

What age would you like to be right now?

This one – never look back – the light is ahead.

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

An island – surrounded by beach and waves! Heaven.

Who is your personal hero/heroine?

My nephew – put himself through law school and is practicing in the great state of Texas.

Goals?

To own a shabby shack on the beach.

If you could be anyone who would you be?

Me – I like who I am.

Who was your favorite teacher?

Frank Van Leer – he is a great sales trainer and motivator.

What one thing would you have done differently?

Nothing. All I have done has made me who I am today – no regrets.

What would you like to know more about?

Languages – I wish I could speak Spanish or French.

Best/worst part of your job?

Best part are the people – they surprise me every day.

What one little thing always makes you happy?

The ocean.

Have you ever had a brush with fame?

I actually have had quite a few – one of my faves was when I bumped into Carol Channing in the streets of NYC. I was taken back by how stunningly beautiful she was...

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

Sting is my fave – have always loved his music from The Police to today. I also had the pleasure of meeting him last November in Paris.

How did you get started in the industry?

Hank Blaney told me to come on over; that I would probably get married to a doctor within a year...That was 15 years ago!

What is your favorite quote?

"Be yourself everyone else is taken." – Oscar Wilde (Beyond all other inspirational quotes this seems the most foundational.)

What was the best present you ever received?

When my niece saved her allowance and bought me a Christmas gift at the school fair – she was eight. She was so excited to give it to me (a bear pendant). Very precious.

What is your most memorable birthday?

I am hoping it is yet to come.

What is one thing you can't live without?

Family.

What do you collect?

Shells from beaches all over the world.

Most embarrassing moment?

Kind of filling in all this info about me...

Joan Coffey is AMM 2014 Nexus Sales Rep of the Year Award Winner and Integrated Healthcare Professionals Marketing Solutions Manager - Specialty Leader (Surgery), Elsevier Science, 360 Park Avenue South, New York, NY 10010. She can be reached at 551-580-4018 or j.coffey@elsevier.com.

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References: 1. Primary Care. Medical/Surgical Study. Kantar Media; December 2013. 2. Membership data on file; American Academy of Family Physicians.





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JN The **JAMA** Network

A Vegetarian Restaurant That s a Treat for All

BY JULIE JIMENEZ

Red Bamboo

140 West 4th Street (Between 6th Avenue and MacDougal)
New York, NY 10012
212-260-7049 • 212-260-1212
<http://www.redbamboo-nyc.com/>



Julie Jimenez

A hidden gem for vegetarians! The owner, Jade, is very outgoing and often greets you when you walk in. The menu is expansive with my favorite entrée being the BBQ ribs – grilled soy ribs served with a side of steamed carrots, broccoli, snow peas, sweet corn, mashed potatoes and mushroom gravy. There is plenty more to choose from, including a wide selection of appetizers, specials, pastas, burgers, and salads. A great place that will not break your bank that serves delicious vegan desserts too. Red Bamboo will never disappoint.

Julie Jimenez is a Recruitment Associate, Pharmaceutical Media, Inc., 30 East 33rd Street, 4th Floor, New York, NY 10016. She can be reached at 212-904-0360 or jjimenez@pminy.com.

Vovo Souza's "Good for You" Muffins

BY NANCY E. SOUZA

These are my mom's breakfast muffins. Healthy ingredients and I freeze and eat one for breakfast on the go after 30 seconds in the microwave.

Ingredients

- 4 cups unsifted wheat flour
- 1 jar (12 oz) wheat germ
- 1 cup ground flaxseed (We use Spectrum Essentials: Organic Ground Flaxseed, ready-to-use from Whole Foods or online: 4 pack for \$20.69 – http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=Spectrum-Essentials-Organic-Flaxseed-14-ounce)
- 1 cup packed brown sugar (we use a little more than called for here)
- 5 teaspoons baking soda
- 4 eggs, slightly beaten
- 1 cup raisins or dried cranberries
- 1 cup honey or Vermont maple syrup (we use honey and a little more than called for here)
- 1 quart lowfat buttermilk
- 1 cup oil
- 1 cup crushed walnuts (optional)

Directions

1. Combine in very large bowl: Flour, wheat germ, flaxseed, sugar, baking soda.
2. Stir until blended.
3. Add remaining ingredients, stirring until well blended.
4. Grease muffin pans with Pam or similar cooking spray.
5. Fill pans 2/3 full (they do not rise a lot).
6. Bake at 400° for 12-14 minutes.

Makes 3 dozen muffins.

Nancy E. Souza is Account Manager, Multi-Media Advertising Sales, JAMA: Journal of the American Medical Association, 119 Cherry Hill Road, Third Floor, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 209, or Nancy.Souza@ama-assn.org.



Nancy E. Souza

FUN THINGS TO DO

NEW JERSEY

August

Atlantic City

<http://www.casenet.com/concert/atlanticcityconcert.htm>

- 1 - Resorts-Danielle Bradbery
- 1,2 - Borgata-Lewis Black
- 1 - Borgata-Sammy Haggart
- 1-3,5-8,10,12 Harrahs-Straight No Chaser
- 2 - Borgata-Jerry Seinfeld
- 2 - Boardwalk Hall-Kiss, Def Leppard
- 3 - Borgata-Bay Atlantic Symphony-All Mozart
- 3 - Atlantic City Beach-Lady Antebellum
- 3 - Borgata-Lionel Richie
- 7,14,21,28 - Borgata-The Burlesque Show
- 16 - Resorts-David Nail
- 16 - Borgata-Jim Gaffigan
- 16 - Tropicana-KC and the Sunshine Band
- 17 - Borgata-Bay Atlantic Symphony - Go the Distance
- 20,21-24 - Boardwalk Hall-Cirque du Soleil: Varekai
- 22 - Borgata-Chicago, REO Speedwagon
- 22 - Borgata-Howie Mandel
- 23 - Borgata-Artie Lange
- 23 - Trump Taj Mahal-Rod Stewart
- 30 - Golden Nugget-Aaron Lewis
- 30 - Borgata-Demetri Martin
- 30 - Borgata-Train
- 31 - Boardwalk Hall-Aerosmith, Slash
- 31 - Borgata-Neighbourhood

MetLife Stadium

East Rutherford, 201-559-1300

- 4,5 - One Direction
- 16,17 - Eminem and Rihanna-The Monster Tour

PNC Bank Arts Center

Exit 116, Garden State Parkway, Holmdel, 732-203-2500

- 2 - Nine Inch Nails, Soundgarden
- 3 - Under the Influence of Music Tour: Wiz Khalifa, Jeezy & More
- 4 - John Fogerty and Jackson Browne
- 10 - OneRepublic Native Summer Tour with The Script
- 12 - Goo Goo Dolls and Daughtry with Special Guest Plain White T's
- 15 - Keith Urban-Raise 'Em Up Tour
- 16 - Chicago and REO Speedwagon

- 18 - Linkin Park: Carnivores Tour
- 22 - Brad Paisley: Country Nation World Tour
- 28 - Kings of Leon: 2014 Mechanical Bull Tour
- 30 - Dodge Presents: Mötley Crue-The Final Tour

Prudential Center

25 Lafayette Street, Newark, 973-203-2500

- 24 - Street League Skateboarding 2014 World Tour
- 27-31 - Cirque Du Soleil: Varekai

Wellmont Theater

5 Seymour Street, Montclair, 973-783-9500

- 8 - Sublime with Rome
- 9 - The First Annual Freestyle Jersey Jam featuring TKA, Lisa Lisa
- 22 - Elvis Tribute Artist Spectacular
- 23 - Get The Led Out

NEW YORK

August

Beacon Theatre

2124 Broadway, 866-858-0008

- 12,13 - Tori Amos
- 23 - An Evening with Lyle Lovett and His Large Band

Central Park Summer Stage

69th Street at 5th Avenue, 212-360-2777

- 2 - Dr. John and the Night Trippers-Hurray for the Riff Raff
- 3 - Gregory Porter and Revive Big Band Led by Igmar Thomas
- 6 - Spectrum Dance Theater-Sidra Bell Dance NY
- 9 - Motown Gospel Revue featuring Tasha Cobbs, Smokie Norful, Pastor Charles Jenkins
- 10 - Passenger, Liam Bailey, DJ Natasha Digs in Association with Giant Step
- 11 - Urban Theatre Movement's Handball by Seth Zvi Rosenfeld, Directed by Brenda Banda
- 13 - Gavin DeGraw and Matt Nathanson, Andrew McMahon
- 16 - Blood Orange with Guests Moses Sumney, Sean Nicholas Savage
- 17 - WBSL 6th Annual R&B Fest: Musiq Soulchild
- 23 - La Mega 7th Annual Tropical Fest: Alex Sensation
- 24 - Fania All Stars

Jones Beach

Bay Parkway, Wantagh, 516-221-1000

- 1 - Nine Inch Nails, Soundgarden
- 5 - John Fogerty & Jackson Browne
- 6 - Kiss, Def Leppard

- 13 - King of Leon, Young the Giant, KONGOS
- 17 - Chicago, REO Speedwagon
- 19 - Linkin Park, 30 Seconds to Mars & AFI
- 20 - Rod Stewart and Santana
- 21 - Jimmy Buffett and The Coral Reefer Band
- 29 - Mötley Crue, Alice Cooper
- 30 - Zac Brown Band

Madison Square Garden

7th Avenue, between 31st and 33rd Streets, 212-465-6741

- 1 - Blake Shelton
- 16 - Steve Aoki

The Theater at MSG

7th Avenue, between 31st and 33rd Streets, 212-465-6741

- 4 - David Gray
- 5 - Panic at the Disco
- 16 - Ana Gabriel

CHICAGO

August

Chicago Summer Festivals

<http://www.chicagomag.com/arts-culture/February-2014/2014-Summer-Festival-Guide/>

First Midwest Bank Amphitheatre

19100 South Ridgeland, Tinley Park, 312-540-2000

- 5 - Under the Influence of Music Tour: Wiz Khalifa, Jeezy & More
- 8 - Dodge Presents: Motley Crue-The Final Tour
- 9 - Jason Aldean, 2014 Burn It Down Tour
- 15 - Platinum Tour: Miranda Lambert with Justin Moore & Thomas Rhett
- 16 - Kiss and Def Leppard
- 29 - Linkin Park: Carnivores Tour

Jay Pritzker Pavilion in Millennium Park

201 East Randolph Street, between Michigan and Columbus Avenues, www.Grandparkmusicfestival.com

- 6 - The Seven Deadly Sins
- 8,9 - Northern Lights
- 13 - Bolcom and Mozart

- 15,16 - Daphnis and Chloe

United Center

1901 West Madison Street, 312-455-4500

- 7,8 - Katy Perry
- 14 - Miley Cyrus
- 16 - 2014 USA Basketball
- 23 - Tom Petty & The Heartbreakers
- 26,27 - Arcade Fire