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Kids and Family

Healthcare Marketer's

# Exchange

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**Poll Winner:**  
Congratulations to  
**Shannon Byrne**  
from SSCG Media Group.  
She wins \$25!

Dear Healthcare Marketer,

It's been a crazy time; the highs and lows have been incredible...

Katie has had one of the most challenging years of her life. Yet I am so proud of her for her resilience in navigating school, friendships, my constant nudging about grades, college visits, the famous college essay, and learning to drive with me in the car. (God help us!) I also have a lot of friends who are in pain right now, whether it be losing a job, experiencing divorce, or sickness.

On top of these challenges, a friend of Katie's brother, Brendan, was recently murdered in West Orange, just a few miles away from where we live. This terrible tragedy has affected me profoundly as a mother, friend, and citizen. And since Katie just got her license, this event has only compounded my anxiety about her driving alone at night. Brendan had just texted his mom that he was on his way home and then never arrived. Somehow between that text and the time he was found, Brendan had been shot and killed...by whom and why, the authorities still do not know. How scary is that for us as parents?

Through this senseless death, I have seen humanity at its best and worst. Brendan was only 19 years old. His death has really rocked the community, but reinforced all the good things about love, support, and faith. I was deeply touched by the wake and funeral, as well as the Facebook group that was set up to honor Brendan's life. I stood in a long line at the wake, which was held at Seton Hall Prep where Brendan was a former student. The wake was held there to handle the large crowds, estimated at over 3,500 people. The boys from Seton Hall Prep stood there in their uniforms handing out water and tissues. It was beyond moving.

If one could say that a funeral for such an untimely death was uplifting, this was. Over 1,000 people attended. There were over 200 bagpipers. And the Eulogy was incredible, given by Brendan's sister, Michaela (Katie's friend), along with his two brothers. The participation by the community, the prayers, and the music were beautiful, amazing. And, finally, the Homily was one of the best I have ever heard, encouraging the kids to act now and be great, don't wait until you are older. Be a part of humanity, help others, and make your mark, as Brendan did. The message was clear and to the point. As Reverend Brian Needles said, "He proved you can live a very big life in a very short period of time."

This whole experience has me reflecting on what's most important in life. I want to be everything to everyone and yet sometimes I don't know how to help. I strive to be a good friend and have many friends who are good to me. I try to live by what I know to be the right way – Live each day to the fullest, tell people you love them, and show it!

This was the poem in Brendan's funeral program. I share it with you as reminder of what really matters...and a tribute to Brendan Tevlin.



Brendan Tevlin

### The Measure of a Man

Not – How did he die? But – How did he live?  
Not – What did he gain? But – What did he give?

These are the things that measure the worth  
Of a man as a man, regardless of birth.

Not – What was his station? But – had he a heart?  
And – How did he play his God-given part?

Was he ever ready with a word of good cheer?  
To bring back a smile, to banish a tear?

Not – What was his church? Not – What was his creed?  
But – Had he befriended those really in need?

Not – What did the sketch in the newspaper say?  
But – How many were sorry when he passed away?

These are things that measure the worth  
Of a man as a man, regardless of birth.

Author – Anonymous

I'll be back next month with my more traditional letter. But I couldn't help but share my heart here this month.

Read on to enjoy some wonderful getaway stories of friends and families gathering from **Phil Soufleris, Nick Vroom, Sue Lovenberg, Mark Perlotto, Addie Blackburn...**and this month's *Personal Exchange* from **Rob Bedford**.

Don't forget to tell someone you love them...today,

*Nancy*

# Announcements

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

## Onward & Upward

Promotions • Additions

**AbelsonTaylor** has announced the appointment of **Marita Gomez** as Director of Communications. She can be reached at 312-894-5500.

**Communications Media, Inc.**, has announced the appointment of **Marc Apter** as Campaign Analyst, **Alyssa James** as Associate Campaign Analyst, **Jacqueline Johnson** as Media Planner, **Mark Longacre** as Assistant Media Planner, **Michelle Toennies** as Program Manager, Own the Audience, **Lynelle Porter** as Office Administrator, and **Michael Ranalli** as Search Engine Optimization Supervisor. They can be reached at 215-568-5944. **Ivette McFarland** has been appointed to Associate Media Director and **Teodora Scutelnicu** as Associate Director, Insights and Analytics. They can be reached at 646-830-0717. **Jenny Baban** has been appointed to Associate Media Director. She can be reached at 856-667-8577.

**DMW Direct** has announced the promotion of **Valerie Smith** to Vice President, Account Services, and the appointment of **Donna Durant** as Account Manager, **Irene Mann** as Creative Services Manager, **TJ Methvin** as Proofreader, **Alissa Moore** as Production Artist, and **Emmy Izykowski** as Senior Account Executive. They can be reached at 610-407-0407.

**Fingerpaint** has announced the appointment of **Vira Katolik** to their Account Services Team, **Tiffany Ryan** to their Business Development Team, and **Angela Jenkins** to their Operations Team. They can be reached at 518-693-6960.

**gEMRpro**, EMR Developer, has announced the appointment of **David M. McCarty** as Chief Marketing Officer. Dave will oversee all marketing and sales operations. He can be reached at 312-399-2812 or [davemccarty@gemrpro.com](mailto:davemccarty@gemrpro.com).

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

**New Solutions Factory** has announced the appointment of **Lillian Miller, M.B.A.**, as Senior Vice President, Account Planning, **Elizabeth Carden, M.P.H., C.H.E.S.**, as Vice President, Behavioral Strategy, and **Jeff Greene** as Partner. They can be reached at [info@newsolutionsfactory.com](mailto:info@newsolutionsfactory.com).

**Quadra Communications** has announced the appointment of **Diane Power** as Executive Vice President, Business Development. She can be reached at 212-586-1900.

**Redi-Data, Inc.**, has announced the appointment of **Judy Piretra** as Sales Executive. She can be reached at 973-227-4380.

## New & Noteworthy

Awards • Mergers

The **American Society of Hematology (ASH)** and **American Medical Communications (AMC)** are collaborating on **ASH Clinical News**, a publication that will be distributed to all ASH members in the United States. ASH international members will receive complimentary online access. **ASH Clinical News** will launch this fall with issues in October and December. The publication will be published monthly in 2015. For further information, contact **Nick Luciano** at [nluciano@americanmedicalcomm.com](mailto:nluciano@americanmedicalcomm.com).

**Cubist Pharmaceuticals** has received FDA approval for **Sivextro** (tedizolid phosphate), a new antibacterial drug to treat adults with skin infections.

**Frontline Medical Communications (FMC)** has announced that **OBG Management®** is the 2014 Gold Winner for Best Website as judged by the **American Society of Healthcare Publication Editors (ASHPE)**. **Frontline** also announced that **Mission Critical Health** has named **Frontline Medical News** as a distribution partner. For further information, visit [www.frontlinemed.com](http://www.frontlinemed.com).

**Giant Creative/Strategy** has expanded its presence to the East Coast by opening a full-service office in downtown Philadelphia. The address is 1818 Market Street, Philadelphia, PA 19103. For further information, visit [www.giantagency.com](http://www.giantagency.com).

**Ogilvy CommonHealth Worldwide's** digital health thought leader, **Ritesh Patel**, will serve as a panelist for the Agnitio closed-loop marketing (CLM) Webinar on Responsive Communications, *How to Respond to What*

*Healthcare Professionals Are Telling Us.* For further information, visit [www.ogilvy.com](http://www.ogilvy.com).

**SLACK Incorporated**, publisher of **Healio.com MedBlog**, won the 2014 APEX Grand Award for Publication Excellence. Earning the highest honor in the annual competition, **Medblog** was selected from more than 103 entries in the Social Media category. Nearly 2,100 entries in total were submitted in 11 major categories. For further information, visit [Healio.com](http://Healio.com) or contact **Lee Gaymon** at 856-848-1000, ext. 356, or [lgaymon@slackinc.com](mailto:lgaymon@slackinc.com).

The **American Academy of Dermatology** and **AAD Association (AAD/A)** have partnered with **Ascend Integrated Media** to provide the advertising sales representation for **Dermatology World** magazine, **Member to Member** newsletter, and **ADD.org**, the Academy's official website, beginning July 1 and extending through 2014. For further information, visit [www.aad.org/advertising](http://www.aad.org/advertising).

The **Curry Rockefeller Group, L.L.C.**, has announced it is the first independent Promotional Medical Education agency to receive certification in regulatory compliance training by the Center for Communication Compliance. For more information, please call **Chuck Rockefeller** or **Mike Curry** at 914-631-0019.

**Wolters Kluwer Health** and the **American Society of Addiction Medicine** released a new edition of *The ASAM Principles of Addiction Medicine*. For further information, visit [www.LWW.com](http://www.LWW.com).

**Wiley** has announced the appointment of **Pharmaceutical Media, Inc.**, as sales representatives for the **Triological Society's** publications, *The Laryngoscope* and *ENT Today*. **Michael Perlowitz** will be the sales representative for the publications. He can be reached at 212-904-0374. This change will take effect with the September issue.






### Launching October 2014

For advertising information, contact

**Nick Luciano | 201-317-3211**  
[nluciano@ashclinicalnews.org](mailto:nluciano@ashclinicalnews.org)

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# THE OUTER BANKS

## A Vacation Tradition We'll Continue

BY PHIL SOUFLERIS

My wife Beth and I have been vacationing on the Outer Banks of North Carolina with our daughter Michelle and son Andrew since 1997. It all started with a Soufleris family vacation in the Port Trinitie section of Duck, NC. Altogether, my mom and dad (from Syracuse, NY), brothers Mark (Parkland, FL) and Pete (Holland, PA), and I (Freehold, NJ) with our respective families rented two homes that year...and the die was cast. We were immediately hooked by all the family-friendly activities and miles of beautiful coastline. Our vacation group changed many years ago from my parents and brothers to close friends and their sons and daughters from the Freehold area. However, for many reasons the Outer Banks vacation continues to be our family's favorite vacation spot.

### ACTIVITIES FOR ALL

My sister-in-law Mary (married to my brother Mark) and her family had been vacationing on OBX for years. So in the early years, we appreciated the advantage of her prior vacation experiences. She introduced us to the sheer fun associated with running and boogie boarding with our kids down the largest sand dune on the East Coast. The dune is situated next to the Wright Brothers National Memorial, where Orville and Wilbur Wright set an in-flight record of 9-3/4 minutes back in 1911. We also found that crabbing in one of the area marinas was a



Freehold friends.

welcome mid-week activity when everyone needed a break from the sun (or rain). There are go-carts, mini golf, shopping, and beautiful golf courses. For the water sports enthusiasts, renting

vacation home to meet any budget and size requirements. Our vacations have involved at least 15 people, so we always rent a large home to accommodate our large group. Beth has taken a very active role over the years in selecting a rental house that best suits our needs. It almost seems like an oxymoron to call these rentals "homes." They are more like our own personal Bed and Breakfast, since many have large family rooms, game rooms, and multilevel wraparound porches. We start every day on the top level with our coffee, overlooking the ocean, with hopes of catching a glimpse of the porpoise enjoying breakfast in the early morning hours.

The variables in selecting a specific home are the proximity to the ocean (or bay if that is your preference), how far north or south on Route 12 you want to drive, the number of people the house must accommodate, and the amenities. These homes can be quite spacious with all the comforts of home and then some.

It still gives us an enormous amount of pleasure when our kids Michelle and Andrew ask us in the middle of the winter, "Are we going to OBX this summer?" Considering they are 25 and 21, respectively, if they keep asking the question, we intend to go as long as we can...

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in an old Coast Guard Station from the 1800s, the historic yet casual atmosphere, ocean views, and great food are a combination that keeps us coming back. The wait is always too long, but everyone agrees the Black Pelican is a must on any trip to the OBX. While waiting for our table of 16, there is an outdoor bar with live music and a set of benches on an ocean-facing dune where several photo opps are routinely taken.

Another family favorite is Fishbones, located in the Scarborough Faire Shopping Village in Duck. This hole-in-the-wall restaurant serves up countless pounds of steamed seafood and raw bar selections, along with a nice selection of local craft beers. As the "kids" have become young adults, Fishbones also offers Karaoke on Wednesday nights, which has led to countless stories and many laughs among the group.

### FINDING AND ENJOYING THE IDEAL OBX VACATION HOME

With some help from Google, you can find a



The cousin crew back in the day.

sailboats, jet skis, and kayaks, or even taking a sunset dinner cruise on a catamaran are always solid choices.

### DINING IN AND AROUND DUCK

One of our favorite restaurants anywhere happens to be the Black Pelican at MP4 (Milepost 4) in Kitty Hawk, NC. Located



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\*Sources: IMS' 2013 Year in Review: 4.2 billion total prescriptions  
Surescripts' 2013 National Progress Report: 1.038 billion total e-prescriptions

# Tanz-erdam Adventure

BY NICK VROOM

**O**n February 15, 2014, my family and I set out on a vacation adventure to Amsterdam and Tanzania. The group consisted of my brother and sister-in-law, my sister and brother-in-law, two nieces, two nephews, and my parents. We were our own herd!

## A LOCAL'S TASTE OF AMSTERDAM

After a seven-hour plane ride to Amsterdam, we settled down at the Bildeberg Hotel (<http://www.bilderberg.nl/hotels/hotel-jan-luyken/>) located in the heart of Museumplein, named for the many famous museums in the area. We squeezed countless activities into our brief four days in Amsterdam. We visited the Van Gogh, Anne Frank, and Rembrandt museums, and were also treated to a less touristy, more local flavor thanks to my brother-in-law, Sander, who is a native of Amsterdam. He showed us some spots we wouldn't have found in our *Frommer's Guide*. For example, we went to an Indonesian restaurant called Sama Sebo. Surprisingly, Amsterdam locals take pride in their Indonesian food. We also went to a restaurant called Balthazars's Keuken - exceptional food and a very homey vibe. The restaurant had approximately



Seizing a Kodak moment miles from our campsite, despite the possibility of predators nearby.

six tables and the kitchen was open for all to see the chef at work. The server was the chef's daughter who occasionally had to run to the local market to restock supplies. The prix-fixe menu was beautifully constructed and the wine to accompany was delicious. We also enjoyed Panekoe, a crepe-like Dutch pancake for breakfast, and visited Sander's relatives for a home-cooked dinner.

## A RUNNER'S VIEW OF THIS LAID-BACK CITY

A personal highlight of mine was a long run I took through the city. Weaving in and out of the bicycle-filled streets, I was able to see the full scope of the city's beauty, occasionally catching a pungent whiff from the doorways of local "coffee shops" as I breezed by. My run gave witness to the charm of the canal streets and the personality of the

locals. The differences from my hometown of New York City were vast and dramatic.

Here's what I mean:

- The pace of life - Everyone in NYC is always in a hurry, while in Amsterdam people take a more relaxed approach (enjoying an espresso before work, for instance).
- Instead of stepping into the street and almost getting hit by a taxi, in Amsterdam there is always a close encounter with bicyclists weaving through the cobblestone streets.
- Amsterdam is also extremely clean and not very loud. It is quiet enough to hear the river flowing through the canals, which results in a calm and peaceful atmosphere. Amsterdam was spectacular, but soon enough it was time to leave the city life for Tanzania.

## A LONG TRIP TO ANOTHER WORLD

A nine-hour flight covering over 4,000 miles landed us in Arusha in Northern Tanzania. The airport was small, dimly lit, and heavy with hot, uncirculated air. The passengers on the flight were split evenly between locals dressed in traditional African garb and tourists dressed in safari gear.

We spent the first night in Arusha, which was, for lack of a better word, unsettling. The entrance to our hotel led us through a stone gate, and past military guards brandishing massive rifles. That night in Arusha did not lend itself to the easiest sleep I've experienced, but in the morning we awoke early and set out on our journey to Ngorongoro Crater. Ngorongoro is a deep volcanic crater, which is the largest unflooded and unbroken crater in the world. This time our plane was a 12-seater, so small we were seated according to weight for purposes of equilibrium.

We landed on a dirt airstrip surrounded by lush greenery. Greeted outside the plane by our tour guides with three large safari caravans, we were off, swerving through small villages, rumbling along rocky trails, and splashing through muddy lakes on our way to the crater. Finally, we reached a gigantic gate and had our permits stamped (a process that took a while).

## CLOSE ENCOUNTERS OF THE PRIMATE KIND

As we waited, monkeys swung from branches above us and fought over scraps of food left behind by preceding caravans. Sitting patiently in the car, reading a book, I noticed the passenger door opening slowly. To my astonishment, I found myself locking eyes with a monkey hoping to steal food from the van. Instead of running, the monkey slowly shut the door, his eyes never leaving mine. I couldn't help but laugh, awestruck at the human qualities this sly monkey possessed.

## AN ABUNDANCE OF WILDLIFE

After my encounter with this hungry little guy, we were on our way, descending to the bottom of the crater where wildlife graze every inch of its land. Zebras whipped flies off one another while gazelles nibbled at the grass, always keeping a cautious eye out for dangerous predators. The elephants sluggishly perused the land, scratching themselves on tree trunks

*Continued on page 10*

# A Different Kind of Going Wild on Vacation

BY MARK PERLOTTO

**F**orget "lions and tigers and bears (oh my!)." How about monkeys and sloths and toucans?

Admittedly, the Perlotto family has always had a love for nature and animals. With a house full of pets (currently a dog, three cats, two fish, and, as I write this, a tank full of tadpoles recently rescued from a pond that was drying up), over the years our vacations often involve nature and animals of some sort.

My oldest daughter is a rising senior at University of Maryland majoring in Global Social Change and Development with a minor in Conflict Management and was studying abroad this past spring in Costa Rica. As luck may have it, my youngest daughter was finishing up her freshman year at Western Carolina University just in time for her, my wife, and me to visit my older daughter as the study abroad semester came to a close.

## COSTA RICA IS "TUANIS"!

The official Costa Rican tourism tagline that appears on all of the souvenirs and T-shirts is "Pura Vida," but in my opinion an older Costa Rican term "tuanis" sums it up better - basically, tuanis means "cool."

Costa Rica is different from lots of other Latin American countries. It was one of the earliest countries in Latin America to embrace ecotourism. It has enjoyed a long period of peace and prosperity since voting to abolish its army in 1948. And the public drinking water (important to all of us visitors) is pretty much safe to drink anywhere in the country. Even the waiters and servers respond differently in Costa Rica - instead of the "de nada" (it's nothing) that you hear in most Latin American countries, in Costa Rica they reply to a thank you with "con mucho gusto" (with much pleasure). And that pretty much sums up how the "Ticos," as Costa Ricans are called, make you feel when you visit their country. Everyone we met throughout our entire stay seemed genuinely pleased that we were visiting.

San Jose itself has an excellent national cultural museum. This is housed in the fort that formerly guarded the city, as well as museums that house some of the largest collections in the world of Pre-Columbian jade and gold artifacts. This trip, how-

## SAN JOSE

We spent our first night at the Hotel Bougainvillea (<http://www.hb.co.cr/en/>) in Santo Domingo, a suburb of San Jose, near where my daughter was staying with her host family. The hotel has 10 acres of beautiful tropical gardens - perfect for an early morning stroll with a cup of the excellent Costa Rican coffee (Ticos love their coffee!).

San Jose itself has an excellent national cultural museum. This is housed in the fort that formerly guarded the city, as well as museums that house some of the largest collections in the world of Pre-Columbian jade and gold artifacts. This trip, how-

ever, was all about getting out of the city and experiencing the nature of the country.

## JUNGLES, BEACHES, AND SWAMPS...HERE WE COME

Costa Rica has a huge variety of offerings for visitors. Guanacaste province to the north has well-developed adventure tourism options. However, for our family adventure, we chose the more laid-back central Pacific coast area of Manuel Antonio near the famous Manuel Antonio National Park, known for its abundance of wildlife.

We planned to "go native" via bus for the four-hour ride to Manuel Antonio. Unfortunately, it seemed everyone in Costa Rica was going in the same direction at the same time, so we were not able to find space for the four of us. Taxis are also prevalent everywhere, so we struck a deal with a driver to take us for \$50 per person—not bad when you consider I've paid more than that for a taxi to get me from Newark into Manhattan!

My oldest daughter, savvy from her semester in-country, put the driver on the phone with her host mother. They talked until they found a common acquaintance that she and the driver both knew to vouch for him. My daughter's Mama Tica then proclaimed the driver safe and reliable to take us on the next leg of our journey.

When we checked into the Si' Como No Resort Spa & Wildlife Refuge (<http://www.sicomono.com/>), with its open-air lobby overlooking a picture-perfect view of the Pacific, I could finally feel the shift to vacation-mode taking full effect.

## SETTLING IN TO SI' COMO NO

Si' Como No, which translates into "Yes, why not," wins my vote as one of the coolest hotel names and fits perfectly into the vibe of the place. It is a CST 5 Leaf Certified property - Costa Rica's highest sustainability rating for eco-friendliness and has its own private wildlife preserve across the road.

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## ECO MORNING AND NIGHT

We awoke every morning to the sounds of birds along with white-faced capuchin monkeys and howler monkeys moving through the tree canopy. Daily morning visits in the trees right off our room balcony also included a pair of beautiful toucans that we christened Sam (thanks Fruit Loops) and Samantha.

We signed up for a night tour of the wildlife preserve with Johnny, the park naturalist, a Biology major, and photography enthusiast. Johnny was a wealth of knowledge and an expert at the sounds and stirrings of the jungle at night. He zeroed in on the different species of frogs and insects by mimicking their calls and helped with lighting tips to enhance our photos. We had a great time tracking down, encountering, and photograph-

*Continued on page 10*



The Perlotto family (L to R), Mark, Dawn, Sydney, and Kayleigh adventuring in Manuel Antonio National Park, Costa Rica.

## Tanz-erdam *Continued from page 8*

and devouring the leaves from the bush. All the while, the lioness and her cubs walked proudly and fearlessly in search of some shady respite from the blazing sun. The crater was a one-of-a-kind experience.

### CAMPING IN THE DESERT

Finally, we arrived at the Ndutu campsite we were to call home for ten days, located two hours from the Ngorongoro Crater, in the Serengeti Desert. The tents were luxurious, relatively speaking, equipped with a twin-sized bed, a toilet over a dirt hole, and a pulley-system shower that worked by boiling hot water and hoisting it up over a platform. An excellent staff made us feel as at-home as you possibly can be on safari. They served us everything from grilled shrimp skewers with a mango dipping sauce to Ugali, a traditional African starch dish made from maize (cornmeal), like a porridge. The staff graciously cooked all of our meals, and provided comfort and hospitality second-to-none.

### A TYPICAL DAY ON SAFARI

The days consisted of waking up at 5 a.m. and eating a light breakfast before hitting the road to watch animals search for breakfast of their own. The animals are not entertainers, unfortunately, and they operate on their own time. A safari involves long hours waiting quietly and patiently, but when there is finally some action, the payoff is well worth it. We witnessed a near-kill when a cheetah attacked a gazelle. Although the cheetah left with an empty stomach, we were given a full glimpse of its speed and elegance. We also experienced the full circle of life. First, we saw the awe-inspiring birth of a wildebeest, as the baby literally fell from its mother's womb and then slowly took its first, unsteady steps by her side. Sadly, we also witnessed a failed river-crossing by a

wildebeest herd. As mothers attempted to cross with several of their young, many of the babies drowned or gave up and turned back, left to fend helplessly for themselves, alone and overmatched by stronger mature predators.

At the end of our long days under the sun, we would indulge in drinks around the firepit. My favorite libation was Konyagi, a gin-like spirit that was very strong and had "Tears of the Lion" marked on its label. We played cards as we reflected on the day's events and the amazing sights we witnessed out in the wild.



Nick (me) teaching Masai children how to use a crayon for coloring.

The vacation was once-in-a-lifetime. I was immersed in two vastly different worlds, and saw tremendous beauty in both the city and in nature. In particular, I have never before felt so far from civilization, and yet so connected to the natural world as I did in Africa. I am thankful that I was lucky enough to share in this experience with my family. If you have the opportunity, GO!

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## Going Wild *Continued from page 9*

ing numerous species of tree frogs, unique insects, sloths, and even a few (non-poisonous) snakes. At Johnny's suggestion, I even tasted some termites (yes, tasted). They were actually not bad...slightly crunchy with a mild woody taste!

One night, walking back from dinner, we spotted a three-toed sloth slowly "crossing the road" twenty feet above our heads. The resourceful sloth was using the ropes strung across the road so monkeys can avoid cars when moving through the tree canopy at dawn and dusk.

We spent an afternoon kayaking in the mangrove swamps at Damas Island, just south of Manuel Antonio where one of the most impressive sights was watching a mangrove hawk swoop down, snatch, and fly off with a crab as big as my head. (I think I recall pulling my hat on a bit tighter at that point!) We also paddled up to a row of tiny bats lined up on the underside of a leaning tree trunk. When we approached, the bats began to move in synchronized unison, which our guide informed us is thought to simulate the movements of a snake so as to scare off any possible predators.

Our day in Manuel Antonio National Park proper was spent hiking the trails, hanging out on the beach, and observing the wildlife including howler monkeys, sloths, capuchin monkeys, iguanas, and birds of all shapes and sizes. The entertainment highlight was a pair of skinny raccoons that worked in tandem to relieve a picnicking family of sandwiches and snacks with a flanking move worthy of the best army general. Once the raccoons were away from the family



The Perlotto family touring the mangrove swamps via kayak near Damas Island, Costa Rica.

and eating, a few capuchins moved in to snatch some of their loot and scurry up a tree to enjoy the spoils themselves...all to the applause and clicking of cameras by us and the other park visitors who watched it all take place.

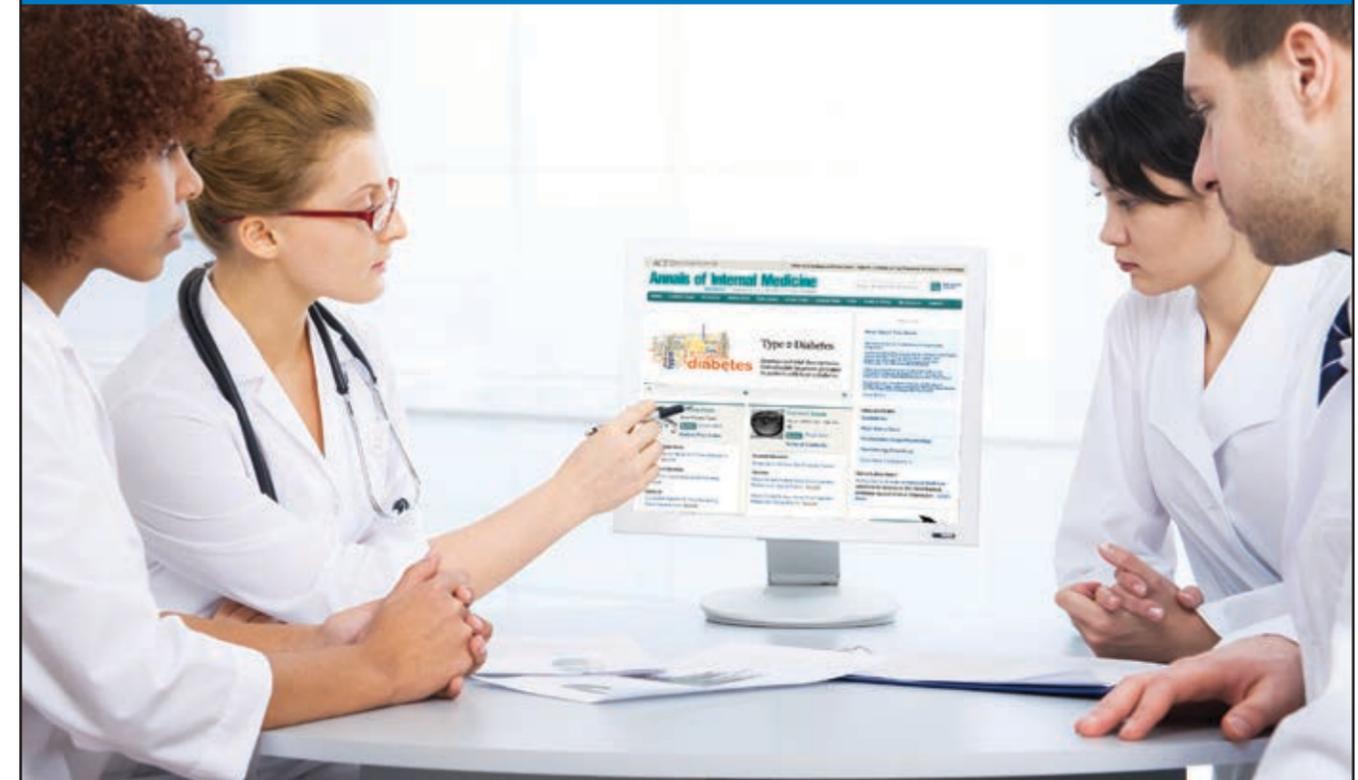
Would I go back? No question. I feel like we only scratched the surface of the things to see and do in Costa Rica.

In my opinion, Costa Rica is unquestionably "tuanis"!

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# Williamsburg

## A TASTE OF OLD AND NEW

BY SUE LOVENBERG

For about 10 years now, we have been heading to Williamsburg, Virginia. In fact, we like it so much, we bought a timeshare at The Colonies of Williamsburg ([http://www.vacationvillageresorts.com/VVR/colonies\\_williamsburg/](http://www.vacationvillageresorts.com/VVR/colonies_williamsburg/)), where we stay bi-annually. My husband is a history buff and I'm a biker and knew there were good trails in the area. Plus nearby Busch Gardens and Water World are great for the kids.

### THE COLONIES – A PERFECT PLACE TO STAY

At The Colonies of Williamsburg Resort, we enjoy a double unit that encompasses two fully-equipped suites, connected by a private hallway with an entrance foyer. Each suite has two bedrooms (one king, one queen), two bathrooms, and a large open living/dining/kitchen area, plus a full-size kitchen with everything you need to prepare meals. There are several grocery stores nearby. And, if you arrive early on a Saturday, Williamsburg has a fantastic Farmers Market with everything from home-made butters, jellies, jams, and baked goods to local area wines, bison products, and organic earthworms.

### AMENITIES GALORE

The resort has a heated indoor pool, an outdoor pool featuring fountains, slides, and water basketball, an outdoor hot tub (heaven after some of our activities!), lounge chairs and pool towels, barbecue grills and picnic tables. There is also a children's playground, tennis courts, game room, family center with large screen TV, Wii, and ping pong, and a fully-equipped fitness center onsite. Wi-Fi is free, but there's also a computer center. The resort has a few pet-friendly units for well-behaved, smaller pets (reserve in advance/small cleaning fee). And there are several golf courses in the area at discounts available through the resort.

There is something for everyone at The Colonies. Our timeshare has worked well for us. We can use both units and leave the doors open if we have family or friends joining us. Or we can use one unit and deposit the other as a week to use another time or place. Or we can always rent one or both units out.

### A QUICK TRIP TO THE PAST

Colonial Williamsburg is about five miles from our resort. It's close enough to bike over and we've found a nice back way through the grounds of William and Mary College. We COULD spend the whole week in Colonial Williamsburg as there is something different going on every day. Since history is my husband's passion, I have my own personal Williamsburg guide. Talking with all the actors is fascinating as they all stay completely in character while explaining what they are doing. It's very funny when you want to take a photo and they refer to it as a "quick portrait with those odd boxes."

### A BIKER'S DREAM

While there is more than enough to do between our resort and Colonial Williamsburg to keep us busy, biking is my thing. I contacted the local bike club and found they offered good recommendations and steered me in the direction of a great book they published with details on dozens of bike routes and destinations. This area has bike lanes on most roads. We've traveled routes that included a visit to Jamestown, Yorktown, a lunch and tour at the Williamsburg Winery, and an extended ride with a stop at the not-to-be-missed Pierce's BBQ Pit. I don't know if the food tasted so good because of the long ride or the fact that they smoke their own meats right there. Virginia is also in the process of completing the Virginia Capital Trail, a 50+ mile dedicated, paved pedestrian and bicycle trail that will connect the Commonwealth's past and present capitals of Jamestown and Richmond along the Scenic Route 5 corridor. Can't wait!

### BUT WAIT, THERE'S MORE

If you have a taste for thrills and adventure, a recent addition to the Williamsburg area is a treetop zipline and obstacle course called Go Ape! Challenging, scary, fun, exciting...we can't wait to go back and try it again! There are Go Ape! locations in Eastern and Central U.S. so definitely check them out.

For those looking for something a little tamer within miles of the resort, there's the Williamsburg Premium Outlet Center or New Town a newer upscale shopping area and cinema.

Within Colonial Williamsburg, there's the Kimball Theatre (<http://www.colonialwilliamsburg.com/do/kimball-theatre/>) with live theater, musical performances, and movies. The Abby Aldrich Rockefeller Folk Art Museum was a surprising find! They house one of the largest collections of American folk art. Oh, and since we're all in healthcare in one form or another, you must visit the Public Hospital for Persons of Insane and Disordered Minds, the first building in North America devoted solely to treating the mentally ill. The first patient was admitted on October 12, 1773. I'm very glad NOT to be living in that day and age.

If you're looking for great food in Williamsburg, our favorite lunch spots are Aroma's Café and Blue Talon Bistro. Seasons Café, Berret's Seafood Restaurant and Taphouse Grill, or Christiana Campbell's Tavern are our top picks for really delicious dinners.

Future things to try are ecotourism adventures involving kayaking or canoeing the James and York Rivers. Next time!

*Sue Lovenberg is Manager, Reprints and ePrints, The JAMA Network, 119 Cherry Hill Road, Suite 330, Parsippany, NJ 07950. She can be reached at 973-263-9191, ext. 218, and [Sue.Lovenberg@ama-assn.org](mailto:Sue.Lovenberg@ama-assn.org).*



Horse power vs. Pedal power, then and now.

## A Whirlwind Trip

## THROUGH ITALY AND FRANCE

BY ADDIE BLACKBURN

I went on my first trip to Europe when my boyfriend Donald was invited to attend an event called *Riva Days* – essentially where a bunch of people who own Riva boats get together to look at each other's boats, talk about boats, and drink. Riva boats were first built by shipbuilder Pietro Riva in 1842 and the family has continued to build and develop the legendary yachts since. This was the BIG event for Riva owners. It was the 50<sup>th</sup> Anniversary of one of the most renowned of the Riva boats, the Aquarama, and the 90<sup>th</sup> birthday of the man who designed this iconic Riva – Carlo Riva.



Addie and Donald on the Grand Canal, Venice.

*Riva Days* took place in Sarnico, Italy, on beautiful Lake Iseo nestled in the Alps between its more well-known neighbors Lake Como and Lake Garda. Sarnico is a small town that is traditionally Italian and not at all touristy. We quickly found this out when we arrived and learned that everyone, including the meter readers, took siesta from 2 – 4 each day. Parking is free during siesta hours, so the meter readers don't have to work to write tickets. We stayed, on the recommendation of friends also attending the event, in a small family-run hotel – Hotel Sebino ([www.hotelsebino.it/English](http://www.hotelsebino.it/English)) – and LOVED it thanks to the amazing personal service we received from the lovely Francesca.

Unfortunately, most of our time in Sarnico and on Lake Iseo included record rainfall and VERY wet clothes with very little boating. However, we did enjoy exploring the little village of Sarnico and touring the Riva facilities.

### BEAUTIFUL LAKE GARDA

After *Riva Days*, we continued on our full tour of northern Italy and the French Riviera. We started the rest of our adventure with a quick stop on Lake Garda in Desenzano del Garda and stayed in the lovely Park Hotel – [www.garda-lake-hotel.com](http://www.garda-lake-hotel.com). Lake Garda was HUGE and beautiful; we quickly regretted our decision to spend only one night there as we did not have enough time to explore the lake. While in Desenzano, we had the best meal of our trip at a little wine bar. The food was prepared to order by the wife and husband waiting on us, while the kids ate their supper in the corner – almost like being in their home for supper. Amazing fresh-made pasta and homemade blueberry wine for dessert.

### THE CHARMS OF VENICE

Then we were off to Venice (yes there is a water and boat theme here) and stayed at the brand-new Carnival Palace – [www.carnivalpalace.com](http://www.carnivalpalace.com) – overlooking the Cannaregio Canal. I took a chance on this hotel as it had just opened when I

made the reservations, but it was fabulous. Wonderful modern Venice themes in each room and we were upgraded to a suite overlooking the canal at no additional charge.

My must-do in Venice was to see La Fenice – the Venice opera house, which has risen literally from the ashes twice. We wound our way through the streets and over the canals of Venice as I tried to get us to La Fenice for a couple of hours, stopping for caffè and pastry along the way. Finally, we came upon the opera house and learned all about the fires, rebuilding, and history. It was amazing to see the recreation of the opera house – the details were recreated from old photographs. Venice was beautiful, but again we shorted ourselves on time, not getting to go into Doge's Palace or Saint Mark's Basilica. We enjoyed wandering, shopping, and eating our way through the canals, but will have to return to see more.

### RIVIERA AND MORE RIVAS

Finally, we were off to France and Monaco. When we made it to Menton, France, after driving through the Southern Alps in our 87 horse power Lancia Ypsilon, I successfully ordered my first lunch in France in my poor high school French (spoken at least well enough that I received what I wanted). We stayed in Nice (at a hotel I cannot recommend), and found the most amazing bakery – Boulangerie J. Multari. There we bought several Feuilleté Nutella (a flat croissant filled [oozing] with Nutella) each day for breakfast and snacks.

While in the Riviera, we spent most of our time in Monaco – the cleanest most beautiful place I've ever been. We visited the Prince's Palace of Monaco and saw the throne room where Princess Grace was married and crowned, then off to the cathedral where Princess Grace is entombed. We also toured the Prince of Monaco's Vintage Car Collection – a slight deviation from the boat theme on Don's must-do list – an amazing collection of cars from all over the world, including Formula 1 cars used in the Monaco Grand Prix. Then, we sipped cocktails in the lobby of the Hotel du Paris before visiting Monaco Boat Service to look at more Rivas.

Our trip was a whirlwind of hotels, wine, water, and boats...and I can't wait to go back again.

*Addie Blackburn is Senior Media Planner, Sudler & Hennessey, 230 Park Avenue South, New York, NY 10003. She can be reached at 212-614-3888 and [Addie.Blackburn@Sudler.com](mailto:Addie.Blackburn@Sudler.com).*



Boating on Lake Iseo with friends.



The family that plays together, stays together.

# PERSONAL EXCHANGE

## Rob Bedford

**Birthplace:** Philadelphia, PA  
**Marital Status:** Married  
**Children:** Three  
**Occupation:** Executive Vice President, Sales and Marketing, MediScripts  
**Years in Industry:** 27  
**College:** University of South Carolina, B.A., Journalism; St. Joseph's University, M.B.A., Pharmaceutical Marketing

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

My father, Richard A. Bedford, M.D. He was the most honorable man I have ever met. He was a proud former Marine who taught me discipline, the importance of having a strong work ethic, and family values. He taught me how to win with integrity and how to lose with grace and honor. If you gave 100% effort you should be proud of your effort, win or lose. He taught me how to work hard and play harder. I miss you Pops!

**Do you have any pets?**

My home is like the SPCA! We have a German Shepherd named Raven and a Sheltie named Tex. We have three rescue cats (Redzie, Orville, Lightfoot) and a Ball Python named Chill (because he is so cool and mellow!). My daughter volunteers at the SPCA and is currently fostering three new little kittens, which she promised to find homes for by the end of the summer.

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

Let's pretend *Mad Men* runs a few more seasons and evolves into the '80s and '90s. I would play a new-age Don Draper-type character in the glory heydays of pharma marketing. By then he would probably not drink or smoke anymore, so he would rely on his cunning and wits to succeed in a tough business. That would be fun.

**What is your favorite vacation spot?**

Costa Rica. Just got back after the most awesome family vacation where we survived running the Pacuare River during the rainy season. Class IV+ rapids. It doesn't get more exciting than that! The food is fresh and delicious as well. There are no friendlier people on earth than Costa Ricans.

**What was your very first job?**

Cleaning the cigarette butts from the butt cans at the local swim club. I graduated to lifeguard the following year. I have been working since I was 12 years old. My first "real job" out of college was selling roach killers to supermarkets in West Philly. Remember Roach Motels? "Roaches check in, but they don't check out!"

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

Of course, first thing is pay off the mortgage, the college tuitions, and credit cards. Then I would buy a place in the islands and fish all day. I would buy the whole island if the Powerball jackpot were big enough! I would buy a classic Cadillac from the early '60s with the big tail fins and chrome headlights, and of course something nice for my wife and my mom!

**Any hobbies?**

Deep sea fishing, restoring my '72 Cadillac Eldorado convertible, collecting relevant sports memorabilia from my childhood. For example, I recently acquired seats from the old Philadelphia Veterans Stadium, which was demolished over 10 years ago. Those seats were used in great events from epic Rolling Stones and Pink Floyd concerts to the Phillies 1980 World Series victory! It brings back memories of going to "The Vet" to see my childhood heroes.

**Goals?**

I would like to be considered the best father of all time. I know I have lots of competition!

**What are the best/worst parts of your job?**

Best part is building and managing a team of top professionals, which I get to work with on a daily basis. The worst is seemingly endless budget cuts, consolidations, regulations that impact people's lives in a negative way and are out of most people's control. Telling someone they are being let go or their job is being eliminated is the reality of our industry over the last decade. There is no manual and it never is something any executive ever gets used to doing.

**What one little thing always makes you happy?**

Eating a home-cooked meal with my family while watching a Philly team win. Can be the Phillies, Eagles, Sixers, or Flyers. It doesn't matter.

**How did you get started in the industry?**

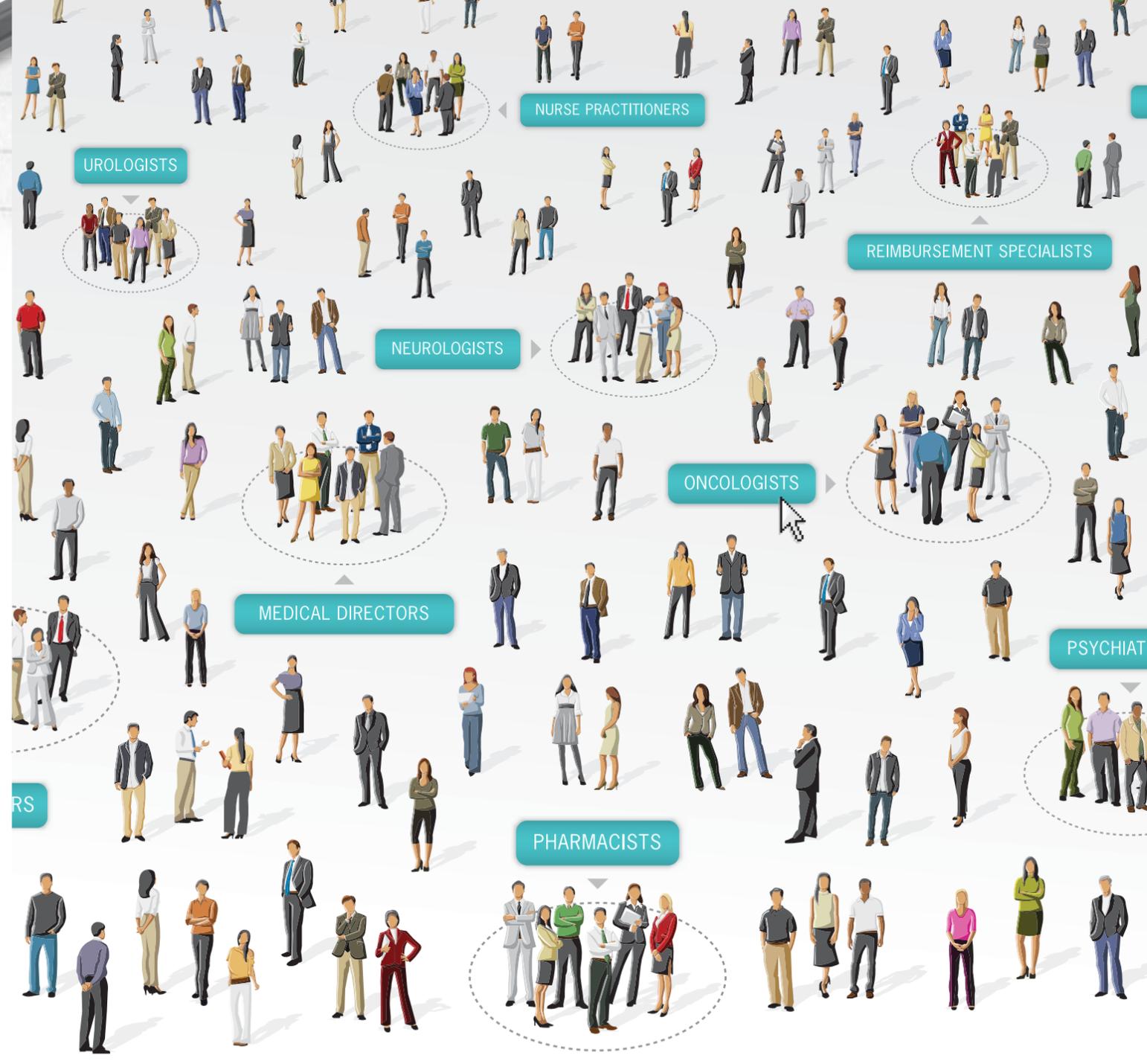
I started carrying the bag for a small company based in Bristol, Tennessee, called Beecham Labs. After several M&As, it is now known as GSK. My dad steered my brother and me away from medicine and into pharma. Back then being a "Detail Man" was the way to go.

**What is your favorite quote?**

"A man who stops advertising to save money is like a man who stops a clock to save time."  
 — Henry Ford

Self-explanatory to this audience. Preaching to the choir, right?

*Robert D. Bedford is Executive Vice President, Sales and Marketing, MediScripts, 500 Route 17 South, Suite 201, Hasbrouck Heights, NJ 07604. He can be reached at 201-727-1555 or rbedford@mediscripts.com.*



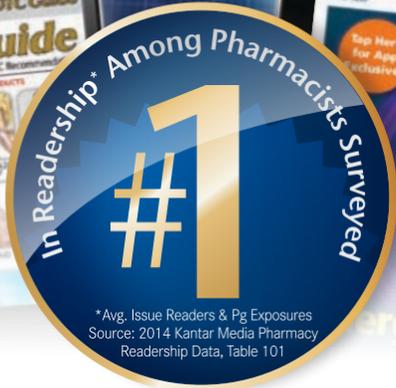
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## Must-Know Industry Events **SEPTEMBER 2014**

### 4-6 DENVER, CO

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) Annual Meeting, 312-321-5146

### 10-11 PHILADELPHIA, PA

The Center for Business Intelligence is sponsoring "Pharmacovigilance 2014," 800-817-8601

### 11-13 CHICAGO, IL

American Gynecological and Obstetrical Society (AGOS) Annual Meeting, 312-676-3920

### 11-14 BOSTON, MA

Eastern Vascular Society (EVS) Annual Meeting, 978-745-8331

### 11-14 SEATTLE, WA

Neurological Care Society (NCS) Annual Meeting, 952-646-2034

### 14-16 ATLANTA, GA

2014 American College of Clinical Pharmacology Annual Meeting, 240-399-9070

### 14-17 LAS VEGAS, NV

Heart Failure Society of America (HFSA) Annual Scientific Meeting, 301-718-4800

### 14-17 SAN FRANCISCO, CA

American Society for Radiation Oncology (ASTRO) Annual Meeting, 703-839-7332

### 18 NEW YORK, NY

AMM Monthly Meeting, [www.ammonline.org](http://www.ammonline.org)

### 18 NORTHBROOK, IL

HBA Chicago Chapter: An Evening with the HBA Woman of the Year – From the Battlefield to the Boardroom, [www.hbanet.org](http://www.hbanet.org)

### 19-21 SAN ANTONIO, TX

5th Annual Integrative Medicine for Mental Health Conference, 913-440-0773

### 19-24 FALLEN LEAF, CA

38th Annual UC Davis Fingers to the Toes:

A Comprehensive Review of Primary Care Orthopaedics Meeting, 916-734-5390

### 22-24 SAN FRANCISCO, CA

Institute for International Research is sponsoring "ePharma West 2014," 888-345-8016

## MEETINGS IN OCTOBER

### 11-14 SAN DIEGO, CA

American Academy of Pediatrics National Conference and Exhibition, 800-433-9016

### 15-18 WASHINGTON, DC

25th Annual North American Menopause Society Meeting, 440-442-7550

## FUN THINGS TO DO

## SEPTEMBER 2014

### NEW JERSEY September

#### Mayo Performing Arts Center

100 South Street, Morristown, 973-539-8008

- 6 - Kenny Wayne Shepherd Band
- 12 - Bill Engvall
- 13 - Don Williams
- 19 - Opening Night: Brian Stokes Mitchell and Kelli O'Hara
- 20 - Ladies of Laughter
- 25 - Asia
- 26 - Morristown Festival of Books

#### Prudential Center

25 Lafayette Street, Newark, 973-203-2500

- 3 - Aerosmith–Let Rock Rule Tour, Special Guest: Slash
- 7 - Juan Gabriel
- 10 - The Eagles–History of Eagles Tour
- 12 - Enrique Iglesias and Pitbull
- 17 - Cher–D2K Tour

### 20,21 - Sesame Street–Let's Dance

26,27 - Oprah's *The Life You Want* Weekend

#### State Theatre

15 Livingston Avenue, New Brunswick, 732-246-7469

- 13 - Glen Burtnik and Friends – Beatles Bash
- 14 - Jeff Dunham
- 18 - Momix, Dreamcatcher
- 26,27 - Disney's *Beauty and the Beast*
- 28 - Shawn Colvin and Steve Earle

### NEW YORK September

#### Barclays Center

620 Atlantic Avenue, Brooklyn, 917-618-6700

- 14 - Luke Bryan
- 19 - The Weekend
- 23,24 - The Black Keys

### Beacon Theatre

2124 Broadway, between West 74th and 75th Street, 866-858-0008

- 6 - Gipsy Kings
- 13 - Natalie Merchant
- 19,27 - Tedeschi Trucks Band
- 21 - Bunbury

#### Madison Square Garden

7th Avenue, between 31st and 33rd Street, 866-858-0008

- 10 - Tom Petty and the Heartbreakers
- 12 - Luke Bryan
- 13,18 - The Eagles–History of Eagles Tour
- 19,20 - Cher–D2K Tour
- 25 - Enrique Iglesias and Pitbull
- 27 - Eric Prydz: Epic 3.0

#### Radio City Music Hall

1260 Avenue of the Americas, 212-247-4777

- 25 - Train