

Special
Kids and Family Issue!

Healthcare Marketer's

Exchange

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who knows the way,
goes the way,
and shows the way.**

—John C. Maxwell

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Dear Healthcare Marketer,

Welcome to our Kids and Family issue!

As I sit here writing this letter, I start to sweat and my heart pounds. I'm thinking about the new school year. This year will prove to be one of new beginnings and challenges, as my daughter Katie takes to the road and starts to seriously look at colleges. I admit it...I'm anxious about this. "Katie! Study, Study, Study...put that phone down," is my new mantra for this year.

By way of an update from last year's September letter, I stopped the parties at my house. "Water bottles" filled with something other than water were starting to appear at party host houses. I decided that was it for me! There is just too much risk involved. I know junior year will provide plenty of challenges, regardless. I just hope Katie and her friends make the right decisions. Thank God we have a great group of parents who communicate and have the same values. That has been a really nice part of sending my girls to small private schools where we all know each other. And we all remember too well what we did in high school. LOL! Meanwhile, I am trying to pack in every life lesson I can think of before I send Katie on her way in two years. With teenagers, you never know if they are listening, so I keep repeating myself to try and get a reaction or increase the chance that it's sinking in.

Last night, when we were watching *The Bachelorette* together, Katie commented that when her sister Maddie is not around, she misses her. "The conversations in the car get too heavy and I miss Maddie's humor." I love how they get along and love each other. And sometimes I'm glad I have my third child, Daisy, my Labradoodle, to fall back on when they gang up on Mom. Daisy is definitely my easiest and most non-judgmental child.

I'm happy Maddie will offer a sense of normalcy as she takes on sixth grade, not a transition year. Maddie never ceases to amaze me. She is an old soul at 11 years old. She told me the other day that she wants to be famous for something – really well known. She said, "Mom, you're known. Your magazine goes to 10,000 people!" Katie chimed in, "She is not well known." I had a good laugh. Maddie then proceeded to ask me to tell her about good careers. She said her goal is to go to an Ivy League school on a half scholarship. I told her she had to start working on that now, ASAP.

Katie and I have also talked many times about careers and what she should major in at college. Given the expense of college tuition these days, I feel it's important for kids to learn about careers in high school, so they have some idea of what to focus on in college. I had the idea that Katie could start an Entrepreneur Club at school. She can have business people come in and speak to the kids about what they studied in college and what jobs led to becoming an entrepreneur. She likes the idea, so I'm helping her launch this. She'll be the President. Wish us luck! Hopefully it will inspire some students.

That's the latest on my kids and family. Keep reading and enjoy this issue packed with quips, pix, stories, and celebrations of all things family. There's a family travel tale from **Alya Sherman**. Artwork from **Stacey Conway's** daughter. A picture book from **Sandy Wellman's** grandson and a painting from my **Maddie**. Funny kids' quotes from **Merrilee Zigarelli**, **Davis F. Gates, Jr.**, **Tom Bishow**, **John Shattuck**, **Deb Zayatz**, and **Monique Michowski**. A wedding announcement from **Leslie Swiedler**. New baby news from **Shannon Ferguson**. A reunion story from **Carol Timberlake**. And my story about Katie's "sweet" Sweet 16 festivities. Thanks to this month's *Personal Exchange* contributor **Lisa Costa** too.

Next up? Fall will be in full swing. Be sure and send us your autumn favorite recipes, activities, traditions...and join our Halloween Picture Parade. Check out our latest poll at www.hmexchange.com/contests.html and participate!

"Families are like fudge. Mostly sweet with a few nuts."
—Unknown

Happy Fall,

Nancy

EXCHANGE READERS COME IN ALL SIZES!

BY MATTHEW WEST

Here's my daughter, Emma Bree West (four years old), reading one of our household's favorite magazines, HEALTHCARE MARKETER'S EXCHANGE. Thought you would like to see one of your loyal readers!

Matthew West is Vice President, Chief Talent Officer, McCANN REGAN CAMPBELL WARD, 150 East 42nd Street, 4th Floor, New York, NY 10017. He can be reached at 646-742-2145 or Matthew.West@mccann.com.



Poll Winner

Congratulations to **Davis F. Gates, Jr.**, from Merck. He WINS \$25!

Join Our Fall Fun!



Share your autumn activities, recipes, and traditions.

Participate in our
Halloween Picture Parade!

www.hmexchange.com/contests.html

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

AbelsonTaylor has announced the promotion of **Kathleen Curley** and **Meghan Mulhern** to Senior Account Executive. They can be reached at 312-894-5500.

Advanced Clinical has announced the appointment of **Cheryle Evans, RN**, as Vice President, Clinical Operations. She can be reached at 847-267-1176.

Communications Media, Inc., has announced the appointment of **Conor Hafertepe** as Associate SEM Analyst, **Julia Benson** as Assistant Media Planner, and **Ketul Shah** as Associate Director, Insights and Analytics. They can be reached at 215-568-5944.

DMW Direct has announced the appointment of **Valerie Smith** and **Sue Bouffard** as Account Director and the promotion of **Liz Meischheid** to Associate Production Manager. They can be reached at 610-407-0407.

Fingerpaint has announced the appointment of **Alexandra Roth** to its Operations Team, **Danielle Saladino-Evans** to its Corporate Communications Team, **JoAnn Gometz** and **Tom Poje** to its Creative Team, **Erin Armstrong** to its Account Service Team, and **Pam Volzone** to its Medical Strategy Team. They can be reached at 518-693-6960.

Giant Creative/Strategy, LLC, has announced the promotion of **Alyse Sukalski** to Managing Partner. She can be reached at 415-902-4283.

HCB Health has announced the appointment of **Steve Miller** as Executive Creative Director. He can be reached at 512-320-8511.

Natrel Communications has announced the promotion of **Marie Fitzsimmons** to Account Executive, **Cassandra Hartline** to Assistant Account Executive, and **Rose Dattler** to Assistant Traffic Coordinator, and the appointment of **Rick Kelly** as Vice President, Account Group Supervisor, **Howard Kanter** as Account Group Supervisor, **Kristen Seraphine** as Account Executive, **Emil Vernarec** as Senior Copywriter, **Heather Maher** as Copywriter, **John Duff** as Group Art Supervisor, **Laura Klein** as Senior Editor, **Joann Busciglio** as Traffic Coordinator, **Ron Harris** as Traffic Manager, and **Courtney Bailey** as Receptionist. They can be reached at 973-292-8400.

Photosound has announced the appointment of **Amoret Gries** as Finance Director.

The CementBloc has announced the promotion of **Dan Sontupe** to Executive Vice President of Payer Strategy and Market Access, and the appointment of **Greg Williams** as Vice President and **John Knutla** as Director of Content Strategy on Dan's team. They can be reached at 212-524-6200.

New & Noteworthy

Awards • Mergers

Astellas Pharma US, Inc., has received FDA approval for Astagraf XL (tacrolimus extended-release capsules) for the prophylaxis of organ rejection in patients receiving a kidney transplant with mycophenolate mofetil (MMF) and corticosteroids, with or without basiliximab induction.

Boehringer Ingelheim Pharmaceuticals, Inc., has received FDA approval for Gilotrif (afatinib) for patients with late stage (metastatic) non-small cell lung cancer (NSCLC) whose tumors express specific types of epidermal growth factor receptor (EGFR) gene mutations, as detected by an FDA-approved test.

Clinical Research Advantage (CRA) has expanded its geographic and therapeutic reach by acquiring the late phase division of Comprehensive Clinical Development (CCD). This transaction will allow CRA to offer pharmaceutical sponsors and contract research organizations on across-the-board solutions for their diverse clinical research needs. For further information, visit www.crastudies.com.

Federal Practitioner,® a brand of **Frontline Medical Communications**, has launched several new initiatives including an App, a Microsite, and several Special Issues. For further information, visit www.fedprac.com.

Forest Laboratories, Inc., and **Pierre Fabre Laboratories** has received FDA approval for Fetzima (levomilnacipran extended-release capsules), a once-daily serotonin and norepinephrine reuptake inhibitor (SNRI), discovered by **Pierre Fabre Laboratories** and co-developed by **Forest Laboratories, Inc.**, for the treatment of Major Depressive Disorder (MDD) in adults.

Frontline Medical Communications has announced that **Dr. Alan M. Rapoport**, *Neurology Reviews*® Editor-in-Chief, was named President of the **International Headache Society (IHS)**. For further information, visit <http://www.ihs-headache.org/>.

GA Communication Group was recognized for creative excellence at the 34th Telly Awards, 43rd Creativity Awards (Media & Interactive), and the 2013 Dx Creative Communication Awards. For further information, visit www.gacommunication.com.

Health Monitor Network, a patient-education company, as part of its long-term partnership with the **American Academy of Physician Assistants (AAPA)**, is excited to announce that **Kyra Downing**, a Physician Assistant from Glasgow Family Practice in Newark, DE, is the 2013 winner of the patient-nominated LifeChanger Award (formerly known as PA-Patient Hero of the Year Award). For further information, visit www.healthmonitor.com.

The Life Raft Group is pleased to announce the launch of *The GIST Cancer Journal*, the first journal specifically focused on Gastrointestinal Stromal Tumors (GIST). *The GIST Cancer Journal* will commence publishing in the fall of 2013 and will release issues on a quarterly basis. Once launched, the journal will also be accessible via an interactive website at www.thegistcancerjournal.com.

MicroMass Communications has created a new business unit to help life science companies maximize product success in an environment where patients, payers, and regulatory bodies increasingly affect commercial performance. The new division, **MicroMass Medical Communications Group**, challenges traditional approaches to scientific outreach, recognizing that there are multiple drivers of product success that go beyond traditional clinical data. For further information, visit medcom.micromass.com.

New England Journal of Medicine and **NEJM Journal Watch** have come together to launch **NEJM Group** as the center for continued innovation in medical publishing. The goal of **NEJM Group** is to meet the rapidly growing demand for essential medical knowledge and to disseminate that knowledge in new ways to a broader global healthcare community than ever before. For further information, visit www.nejmgroup.com.

Oxford University Press has announced that, beginning in January 2014, it will be publishing the renowned journal *BioScience*, from the American Institute of Biological Sciences (AIBS). For further information, visit www.oxfordjournals.org/our_journals/bioscience/.

UBM Medica US announced an opinion article in *Rheumatology Network* by an orthopedic surgeon urging rheumatologists to help their patients decide when they don't need surgery. Rates of orthopedic surgery are generally on the rise, the number of people with age-related joint problems is increasing, and medical societies and other organizations have joined to try to reduce the number of unnecessary procedures. For further information, visit www.UBMMedicaUS.com.

Wolters Kluwer Health has signed an agreement with **Joint Commission Resources (JCR)**, official publisher and educator of The Joint Commission, to develop online professional development courses for nurses in hospitals and other health institutions. These eCourses will be included in **Lippincott's Professional Development Programs** catalog for sale to providers.

Warner Chilcott has received FDA approval for Lo Minastrin Fe (norethindrone acetate and ethinyl estradiol chewable tablets, ethinyl estradiol tablets, and ferrous fumarate tablets) for the prevention of pregnancy.

They still just can't put it down

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Reference: 1. Primary Care. Medical/Surgical Study [slide presentation]. New York, NY: Kantar Media; December 2012.

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KIDS SAY THE DARNDEST THINGS!

A High-Tech Retort

BY DAVIS F. GATES, JR.

When I asked my daughter to help me with some of my technology challenges, her response was, "You need my help learning to use the smartphone and set up your Facebook? What do you do at work all day?"



Davis F. Gates, Jr., Ph.D., is Director, BARDS, Merck, 2015 Galloping Hill Road, K-15-2-2445, Kenilworth, NJ 07033. He can be reached at 908-740-5094 or davis.gates@merck.com.

POTTY TALK

BY MERRILEE ZIGARELLI

While hiking in the Poconos with our daughter, Nissa, and her grandparents many years ago, she and her grandfather, PopZ, were walking along being mindful not to step in any animal droppings. As they walked, he was explaining to Nissa, "See these pellets. This is deer poop, but these over here are bear poop, etc. After several minutes of this tutorial, Nissa exclaimed, "Gee PopZ, you really know your S_T!"

Needless to say, we all burst into laughter as she realized what she had said and turned an embarrassed shade of red.

Merrilee Zigarelli is Director, New Business, CM&N Advertising, 134 West End Avenue, Somerville, NJ 08876. She can be reached at 908-722-8000, ext. 101, or mzigarelli@cmn-adv.com.

Sunday in the Park with Mom

BY NANCY LEONARD

One of Maddies' masterpieces made a perfect Mothers' Day gift. She takes oil painting lessons at a local artist studio.

Nancy Leonard is the Publisher here at Healthcare Marketer's Exchange. She can be reached at 973-744-9505 or NALeonard@HMEExchange.com.



Color My World

BY STACEY CONWAY



My daughter, Delia, occasionally takes art classes at the local community center, although the family favorite pictured here was created in school this past year. She's painted some lovely animal watercolors, too.

Delia has two siblings who inspire her: Emmelyn, 14, and Griffin, 8.



My daughter Delia's artwork.

Stacey Conway is Brand Marketing Manager, NEJM Group, 860 Winter Street, Waltham, MA 02451. She can be reached at 781-434-7024 or sconway@nejm.org.

Heavy Metal?

BY MONIQUE MICHOWSKI

After my daughter's first day in high school, she came home and said, "Mom, maybe it is me? But I don't think anyone should have a tattoo and braces. It is either one or the other, and the kid next to me has both. Don't you find that disturbing?"



Monique Michowski is Senior Director of Client Engagement, DMD, 28 Brooks Road, Toms River, NJ 08753. She can be reached at 908-910-3405 or mmichowski@dmdconnects.com.

Was My Face Red?

BY TOM BISHOW

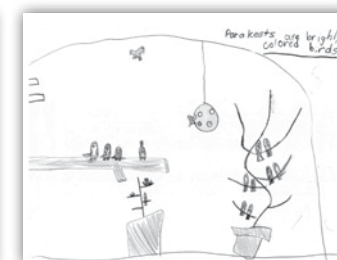
When my son was about six years old, we were at a company party when he blurted out to my then boss, "I have my mommy's features but my daddy's fixtures." What's the color of a beet?



Tom Bishow is Vice President, Sales, RRY Publications, 8 Woodsyde Place, Owings Mills, MD 21117-1633. He can be reached at 410-356-2455 or tom@ryortho.com.

Pets the Book

BY SANDY WELLMAN'S GRANDSON COLIN GRADY



Author, Colin Grady.

Sandy Wellman is Account Manager, Corporate Site License, NEJM Group, 860 Winter Street, Waltham, MA 02451-1413. She can be reached at 781-434-7041 or swellman@nejm.org.

Golf Anyone?

BY JOHN SHATTUCK

My 19-year-old son, JC, had just returned home from his first year at University of Nebraska. I asked him what he planned to do with his time over the summer (I'm thinking full-time job to afford sundry beverages at school or maybe even earning enough for a used car to get him back and forth to Lincoln, Nebraska). I was floored when he earnestly replied, "I'd really like to work on my golf game this summer!"

Thankfully, that same son went out and found a full-time job (40+ hours a week) and is taking a summer school class in the evenings as well as "working on his golf game" when time allows. My wife calls this addendum the "fair balance."

John Shattuck is Partner and Managing Director, PDQ Communications, 119 East Palatine Road, #204, Palatine, IL 60067. He can be reached at 847-963-1495 or jshattuck@pdqcom.



JC and me coming up the 18th Hole of Medinah's Championship Course.

Smart...and a Good Citizen Too!

BY DEB ZAYATZ



My grandson Kyan.

When my infant grandson, Kyan, threw up a little bit, my eight-year-old grandson, James, told me, "Kyan threw up because he put his fingers in his mouth and touched his uvula."

James also received the Citizenship Award for his school. Only two students received this award. I'm so proud of him.

Deb Zayatz is Program Coordinator, Jonathan Wood & Associates, 220 Kinderkamack Road, Westwood, NJ 07675. She can be reached at 201-594-0400, ext. 110, or dzayatz@jwoodassoc.com.



Grandson James with his citizenship award.

Jamming in The Rockies at Our Family Reunion

BY CAROL TIMBERLAKE

After waiting 16 years since the last reunion, my side of the family gathered in Boulder, Colorado, for five days (July 30 – August 5). My sister Susan purchased an 8,000 square-foot home complete with swimming pool, Jacuzzi, music room, separate bedrooms for 15 people, and, of course, the breathtaking view of the Rocky Mountains. After nine months of renovation, her home was ready to host the family coming from near and far – Florida, North Carolina, Illinois, and Colorado. The reunion included my husband Dale and our three children – Ian (23), Audrey (19), and Jack (17), my brother Paul (unmarried and no children), my mom Rowena (turned 86 in August!), and my sister Susan, her husband Eric, and their three children – Robert (24), Laura (22), William (20), and Robert's girlfriend Monica (24).

MAKING MUSIC AND MORE

Eight out of 13 of us chose to take in the RUSH concert (Canadian rock band) one night at the Pepsi Center in downtown Denver. Mom did not express any interest in going so she stayed home with a few others. Other activities included swimming, day hikes, professional photos on Saturday, and several nights of music. Our family is very musically talented so we jammed together with instruments like drums, electric guitars, bass guitars, electronic pianos, regular pianos, egg shakers, mandolins, ukuleles, tambourines, maracas, and anything we could grab that makes sound. I don't play an instrument, but I love to sing!



Carol (right) and her brother Paul and sister Susan.

My niece Laura Brehm (my sister's daughter) is actually very well known in Denver and performs live at many events. She has recorded two CDs so far and you can find her music on iTunes (<https://itunes.apple.com/us/artist/laura-brehm/id259612038>) and Amazon. Just recently she wrote and performed the opening song for Global Festival and last year she opened for the band HEART! My brother Paul lived in Nashville for 13 years as a singer/musician/songwriter, but decided to make it a hobby. So he went back to college and received his BS/MS in Chemistry and is now a lecturer at Western Carolina University. Both Paul and Susan have collaborated on several albums over the years.

"WHERE'S THE MOUSE?"

There is also a tradition in our family – called "Where's the Mouse." Every time we get together during holidays, etc., one family brings a toy rubber mouse that is hidden someplace easily found by the other family. The mouse can end up in toiletry jars, food, clothing (even pinned into clothing), anyplace creative. That person then gets to hide it and so on. This tradition started in Bethany Beach Delaware in 1976 and it has stuck ever since.

Trying to get so many people together for five days is really difficult to do especially with young adults who are in college and have jobs. But the stars aligned and it all came together thanks to 15 months of planning! Family is everything, so I would encourage others to think about ways to stay connected with your loved ones. It's a wonderful chance to take pictures, share stories and photos, and be together.



Grammy.

Carol Timberlake is President, CEO, Timberlake Media Services, Inc., 1556 Pine Lake Drive, Naperville, IL 60564. She can be reached at 630-820-1100 or carol@timberlakemedia.com.



Music night.

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Portugal Paradise with Jacob the Explorer

BY ALYA SHERMAN

I've had the travel bug for as long as I can remember. So it was just a given that I would bestow my love for travel onto Jacob who, at the age of eight, has been to more countries than most adults.

We started slow by traveling to our favorite local spot, Miami, when Jacob was just nine months old. Then, we expanded his horizons with his first international trip to Mexico, then London and Paris, followed by Italy. This year we chose Portugal. It sounded like the perfect destination – great history to absorb, vibrant cities to explore, vast beaches to discover, and amazing food and wine to savor! Being the foodie that he is, Jacob was especially excited for the barnacles and fresh seafood he had seen on Anthony Bourdain's Travel Channel show, *No Reservations*, which we watched over and over in preparation for the trip.

STARTING IN LISBON

This was the least planned of all our trips. We left some wiggle room at each major stop in case we wanted to extend our stay. After much research, we chose to spend 10 days traveling from Lisbon north to Porto, with many stops in between.

Lisbon was a fantastic first stop on our adventure. We scaled castle walls and watched the ships come in à la Henry the Navigator (the prince of Portugal famous for his navigation school and explorations). Jacob found his story especially interesting as he is really into adventure and hopes to one day discover Atlantis!

We stayed at the Sofitel Lisbon Liberdade on Avenida da Liberdade, Lisbon's main boulevard built in the 19th century in the style of the Champs-Élysées in Paris. It was walking distance to most attractions and the historic #28 trolley was a fun way to experience the capitol city and its diverse neighborhoods.

We checked out Elevador da Gloria, a funicular (like a cable car) that links downtown to the Bairro Alto district. Most people take this to go up and down the hilly winding streets. Not us! We made the walk multiple times. As we covered every inch of every district from Castelo de São Jorge in Alfama to the Mosteiro dos Jerónimos in Belém. Walking was necessary to counterbalance all of the amazing eating – from the freshest seafood at Anthony Bordain's recommended O Ramiro to the melt in your mouth pastries at the famous Fábrica dos Pastéis de Belém.

HEADING TO MYSTICAL SINTRA

After three days of nonstop walking and eating, we drove to Sintra, stopping at the towns of Estoril and Cascais. We were not lucky enough to experience these beach havens

to the fullest, as it was still off season. However, there was so much history to explore. During World War II, Estoril acquired a glamorous reputation when Portugal's neutrality and mild weather attracted the rich and famous, international spies, and European royals and aristocrats, such as the Count of Paris and Spain's Don Juan. The lush Casino Estoril was the inspiration for Ian Fleming's James Bond and *Casino Royale*. A beachfront promenade links Estoril to beautiful Cascais, our next stop, but not before Jacob had a chance to frolic in the sand...sadly, with rain boots, but beach is beach!

The picturesque resort town of Cascais was formerly a quaint fishing village. Like Estoril, it became a popular resort with European nobility in the early 20th century. It is now a colorful cosmopolitan town with elegant pedestrian streets, luxuriant villas, fashionable shops, restaurants, and bars. Our first order of business was lunch, where we finally took a break from Portuguese food and at Jacob's request, indulged in his favorite cuisine...a sushi extravaganza. After lunch, we strolled the pretty pedestrian streets paved with mosaic block tile. We dodged the rain by popping in and out of shops and cafés like the famous Santini's Gelati. Considered by some to be the best ice cream in the world, Jacob confirmed this was the best gelati he's ever eaten.

Next stop, an outstanding sight of Boca do Inferno or "Mouth of Hell." High waves crash into gigantic caves carved out of the rock by the sea, causing an awe-inspiring noise. This may explain the name and why renowned mystic and magician Aleister Crowley chose it to fake his own death in 1930.

A TOWN FIT FOR ROYALTY

Our next and final stop and where we spent the night was Sintra. While I read amazing things about it, I was not fully prepared for what we came upon as we made our way up the maze of hilly streets. Through the gates of the Seteais Palace was our home for the night.

Sintra was one of my favorite stops on this adventure. With only one night and full day dedicated to this magical little town, we woke up well rested and hungry! After a breakfast fit for royalty, we embarked on exploring Sintra and its mystical hills dotted with fairy-tale palaces and extravagant villas. The Romans made it a place of cult moon worship and named it "Cynthia" after the goddess of the moon. Then the Moors also fell in love with the lush vegetation and built a hilltop castle, a palace, and several fountains around the town.

Since we only had one day, we chose to explore Quinta da Regaleira, one of the most remarkable of all Sintra's palaces. It holds a fascinating history and one that Jacob was very

Continued on page 12



Jacob taking a much needed break from Portuguese food.

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Portugal Paradise *Continued from page 10*

excited to learn more about. It is said that the palace was created based on the commands of magical and mythological dreams of proprietor Monteiro. He commissioned this project from the Italian set-designer and architect genius Luigi Manini.



Our personal Photog Jacob snapped this of Phil and me in front of "Monument to the Discoveries."

After indulging in the local pastries of Queijadas and Travesseiros at Piriquita, a famous bake shop that's been around for over a hundred years, we set out for our next destination. Not so fast, there was the Toy Museum that caught Jacob's attention and a three-headed dragon that he just had to have before we departed.

On to Coimbra, but not without a stop at Nazaré. Portugal's most famous fishing village has maintained most of its original charm. Not too long ago, fishermen were still seen using oxen to pull their brightly painted boats from the ocean. Even today, many locals still wear their traditional costumes. Many of the women wear skirts with seven petticoats (one for each day, for the seven colors of the rainbow). In the old days, women would sit on the beach waiting for their fishermen to sail home. To keep warm, they'd wear several petticoats in order to fold layers around their backs and legs. Nazaré is most recently famous for the Hawaiian monster-wave rider Garret McNamara, who broke his own record this April for the largest wave ever surfed. It was cool to be there right after all the hype especially since Jacob had just taken his first surf lesson and heard all about this from one of his instructors.

We took the funicular to the cliffside town of Sitio. Its top-of-the-world location provided a breathtaking view of all of Nazaré and the beautiful coastline below. Then we started on the road to Coimbra.

CLOSED COIMBRA

We arrived as it was getting dark and when we finally found our hotel, all we wanted was food and fun. Well, it was pouring and our hotel, another highly recommended palace, Quinta Das Lagrimas, with a morbid but interesting history, was across the bridge from the town center. Despite the long day, we managed to walk into town only to find that everything except a restaurant and a fado house (Portuguese music), was closed.

The following day, we explored Coimbra and even discovered Portugal dos Pequenitos on our way to the world-famous university. Pequenitos is a Theme Park with cute child-sized models of typical Portuguese houses, mansions, temples, and palaces that Jacob found absolutely boring and a waste of his time so...we moved on. Coimbra is a university town and

while it was interesting to see, it was Spring Break. As a result, much of the allure and vibe that makes this town so cool was not there. So, we filed it under our least favorite and moved on.

PORTO WAS PERFECT

Our final stop was Porto, this was our favorite city in Portugal! No wonder Porto or "Oporto," Portugal's second largest metropolis, was named "Best European Destination 2012," winning the title over 19 major European cities. It has everything; an ancient port steeped in rich history, pristine neighborhoods lined with beautiful beaches, Gaia across the Douro River – home to "caves" where the world famous Port wine is stored and aged – and most importantly, fantastic food.

Porto is the city that originated and named Port wine, gave birth to one of history's legendary figures, Henry the Navigator, and is the birthplace of *Harry Potter*. Author J. K. Rowling lived in Oporto as an English teacher when she started writing her first book. The Livraria Lello, considered one of the most beautiful bookshops in the world, was her inspiration. Jacob had just read the first two books and was so excited to check out the bookstore, but really disappointed to find that all of the books were in Portuguese. We made it up to him by going to a delicious seafood dinner and port tasting where he declared that he definitely preferred the white port to the red. We loved everything about this majestic city so we used our extra few days here before returning to Lisbon.

QUAINT NAZARÉ

On to Coimbra, but not without a stop at Nazaré. Portugal's most famous fishing village has maintained most of its original charm. Not too long ago, fishermen were still seen using oxen to pull their brightly painted boats from the ocean. Even today, many locals still wear their traditional costumes. Many of the women wear skirts with seven petticoats (one for each day, for the seven colors of the rainbow). In the old days, women would sit on the beach waiting for their fishermen to sail home. To keep warm, they'd wear several petticoats in order to fold layers around their backs and legs. Nazaré is most recently famous for the Hawaiian monster-wave rider Garret McNamara, who broke his own record this April for the largest wave ever surfed. It was cool to be there right after all the hype especially since Jacob had just taken his first surf lesson and heard all about this from one of his instructors.



In Gaia, checking out Porto from across the Douro River.

It was a fantastic family adventure that I'm sure Jacob will never forget...I know I won't. Portugal is a vibrant, beautiful, and still somewhat undiscovered country that, compared to other parts of Europe, is authentic, exciting, and inexpensive. Go before there is a McDonalds on every corner and a Starbucks in every hotel, but don't forget to take the kids. You can't imagine just how much an adventure like this will help them grow, learn, and appreciate the world and the people around them!

Alya Sherman is Senior Vice President, Alliance Management, CMI/Compas, 4300 Haddonfield Rd., Suite 200, Pennsauken, NJ 08109. She can be reached at 856-667-8577 or asherma@cmicompas.com.

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THE Sweet WAS Sweet!

My daughter Katie – whom many of you have followed since my trip to China when we became a family – is 16. Can you believe it? She has made a transformation in the past few years that is hard to imagine or put into words.

Katie had a choice of a Sweet 16 party or a trip to celebrate her special day. She, just as I would, opted for the party. And what a party it was! She referred to it as her “Sweet,” which I

got a kick out of. It’s just like the way they say, going to “prom” instead of “the prom,” like we did. Times are a-changin’... and so are the fashions! I know none of my friends looked like the girls of today. They could be models. (In my opinion, the outfits were a bit tight and short.)

HALF THE FUN IS PLANNING

The party planning started almost a year ago and what fun we had! Throughout this story, I will give you some tips on how I made it a successful party and saved some money along the way.

Schedule for The Perfect Evening:

- 7:00 pm Kids arrive and are greeted with cotton candy
- 7:30 pm Katie makes her grand entrance with her sister Maddie
- 7:35 pm Mom makes her speech
- 7:40 pm Dinner is served
- 8:15 pm Dancing and Photo Booth
- 10:00 pm 16 Candle Speech/Cake
- 10:30 pm Candy Bar

BY NANCY LEONARD

We decided on the Brownstone in Paterson. Many of you *New Jersey Housewives* fans know it! They had the perfect room – all glass and the perfect price. The loca-

tion is a little iffy, but once you get there, you forget the ride. Katie’s best friend Val, my good friends Denise and Joan, and Maddie, her sister, helped with the pictures, song lists, the centerpieces for the 16 candles, and the candy bar. It was excellent!

FUN, FUN, FUN...AND LOTS OF PHOTOS

The theme was candy. The Brownstone gave us the back patio, which had fountains and an extra room for the buffet and photo booth. The night went off without a hitch. The kids all had a blast dancing, the photo booth was a big hit (I got the Photo Booth from Bright Eyes, www.brighteyesphotobooth.com, on Living Social for half-price, six months ago, www.livingsocial.com) and the DJ Mike was fabulous. He was part of DTM Productions (dtmproductions.com/DTM_Productions_A_DJ_Based_Entertainment_Group/Mike_Wallace.html), which The Brownstone recommends.

We added a photographer who took pictures all night and posted them on a big screen for all to see, which of course everybody loved. We just got a DVD from him of the big night. It was the most photographed Sweet 16. Between my friend Denise, the photo booth (which you get a photo CD from), and the photographer, we have over 1,000 pictures. As an added surprise, Katie’s friend Val put together a slide show of Katie’s life. What an awesome memento.

Katie dancing with Poppee.

The Leonard girls.

Maddie and her “besties.” Photo Booth pics were one of the favors!



Candy Bar.

CANDY, CAKE, AND CALAMARI

The food was delicious. We choose the foods kids are sure to like – Chicken Parmesan, Penne Vodka, Calamari, etc. In addition to a beautiful cake, we had a candy bar, like a candy buffet. I put this together myself to save money. I had a big table topped with all kinds of vases, tied polka dot ribbon around them, and filled all the vases with candy I bought myself. We had eleven different types of candy, including Peanut M&Ms, fruit roll-ups, licorice, Swedish fish, and so much more. To



“Farewell to playgrounds, pigtails and toys. Welcome to driving, parties and boys!” Invitation from candyspirit.com.

make it look extra-special, my friend Joan designed a candy bar sign and labels for the bags kids used to gather their candy. The labels looked like the ones from Dylan’s Candy Bar. I purchased the bags along with the ribbon at Amazing Savings. This was a lot of work and we are still eating the leftover candy, but it looked great and it was one of the highlights of the “sweet” festivities.

VERY PERSONAL TOUCHES

The best part of the night was the 16-candle presentation by Katie. She made me so proud! Her thoughtfulness and composure in her individual speeches to the most important people in her life brought me to tears. Each person or group honored had a song connected to their candle lighting and a picture of them with Katie was on a TV screen that made it beautiful and touching.

I was delighted to make my speech. I shared with everyone just how proud and honored I am to be Katie’s mom. How God put us together and what a perfect match it was!

The whole celebration was flawless. A sweet Sweet 16...to celebrate my sweet Katie.

Nancy Leonard is the Publisher here at Healthcare Marketer's Exchange. She can be reached at 973-744-9505 or NALeonard@HMEExchange.com.



My girls.

Wedding Bells Rang!

BY LESLIE SWIEDLER

Ryan McDonald and I were married March 1, 2013, in New York. Our family friend, Matthew V. Greico, became a Universal Life minister for the event and officiated at the State Supreme Court’s Appellate Division.

Ryan and I met at Clark University, where we both graduated and from where I also received a Master’s degree in professional communications. I’m now an Assistant Media Planner with the SSCG Media group at Cline Davis & Mann. My husband is a Program Manager for clinical drug studies at NYU-Langone Medical Center in New York. He received a Master’s degree in forensic psychology from John Jay College of the City University of New York.

We had a wonderful day and are enjoying married life.

Leslie Swiedler is Assistant Media Planner, SSCG Media, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-907-4359 or lschiedler@sscgmedia.com.



The bride and groom.

Molly Elizabeth Ferguson Arrives on February 20th!

BY SHANNON FERGUSON

It was three a.m. and I had heartburn...so bad that it woke me up. Not unusual to have sleepless nights at the time, as I was 39 weeks pregnant and the size of a house. I got up, popped a TUMS, and went back to bed. With that, my water broke. This was it! I woke up my husband and we both looked at each other stunned, not knowing what to do.

FIRST TIME FOR EVERYTHING

This WAS our first rodeo and we had been waiting for this moment for nine months, but did not expect it that night, 10 days early, and at three in the morning. Funny part was, we had just had an appointment the night before and the doctor's famous last words were, "You are only one centimeter dilated. It won't be tonight, but pack your bags just so you are ready." Our little one must have heard the doctor say that and wanted to prove her wrong.

SAFE ARRIVAL

After 18 hours of labor and a C-section, Molly came into our lives at 9:37 p.m. on February 20th with a full head of hair and big, beautiful eyes that made our hearts melt. 7 lbs., 14 oz., and 20 ½ inches long. Delivery did not go how I anticipated but I would not trade the experience for the world. I was surprised at how much I did not care about all those details. They faded away – I just wanted our baby safe and sound and with us.

HOME SWEET HOME

The most surreal moment, as most parents say, was leaving the hospital and the ride home. We get to keep her?? One of the nurses isn't coming with us? No call button to press in the middle of the night? But we were excited for the challenge. Driving through the street was like driving through a warzone – every car, every light, every bump – we were so careful...precious cargo coming through!

Once we got home it was like Molly was always there – our cats were aloof but curious. Our home just felt warmer. We were so tired and so happy. My sister always said, you

get used to the "tired." It's worth it. Very true...but I loved my naps and hearing Molly and her dad bonding downstairs.

Mom and Dad are getting the hang of things. I laugh at the time our central air broke – Molly was three months old and it was one of the hottest days of the summer. We had nowhere to go and were terrified of her melting. We booked a hotel room for the night while our air got fixed. What we wouldn't do for this little one!

THE BEST OF ALL WORLDS

I am working part-time as part of a jobshare team. I split my database with Kathy Barlick here at ADVANCE. She has two kids so we both understand the work/life balance we are trying to achieve. I work Monday/Tuesday and she works Thursday/Friday – we alternate Wednesdays. It is so nice to have this balance and I am really thankful to ADVANCE for offering this perk.

Molly is six months old now and is, honestly, the happiest, sweetest little thing we could ever imagine. She knows what she wants, she loves conversation, and she can get even the hardest person to crack a smile. We just had our first family vacation down the shore and I wish I could bottle that salt-air and take it home – what great naps she took on the beach.

Life will never be the same because of Molly and we are so happy for that!

Shannon Ferguson is now Associate Publisher, ADVANCE for NPs & PAs, a Division of Merion Matters, and part of a jobshare team with Kathy Barlick, 2900 Horizon Drive, King of Prussia, PA 19406. They can be reached at 800-355-5627, ext. 1644, or shannonkathy@advanceweb.com.



Molly Elizabeth – one day old!



Our first family trip down the Jersey Shore!

SUPER BOWL CHALLENGE



Entering this contest is easy! Check the two teams (one from the NFC and one from the AFC) that you think will play in the Super Bowl. Then predict which team will win and the number of total points. Be sure to fill out the entire form to qualify. Return your entry by Monday, October 14, 2013. Scan and email this entry form to: contact@hmexchange.com or go to www.hmexchange.com/contests.html.



NFC Choose One Team

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|------------------------------------|--|
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| <input type="checkbox"/> Atlanta | <input type="checkbox"/> New York Giants |
| <input type="checkbox"/> Carolina | <input type="checkbox"/> Philadelphia |
| <input type="checkbox"/> Chicago | <input type="checkbox"/> San Francisco |
| <input type="checkbox"/> Dallas | <input type="checkbox"/> Seattle |
| <input type="checkbox"/> Detroit | <input type="checkbox"/> St. Louis |
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AFC Choose One Team

- | | |
|------------------------------------|-------------------------------------|
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| <input type="radio"/> Buffalo | <input type="radio"/> Miami |
| <input type="radio"/> Cincinnati | <input type="radio"/> New England |
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On Tuesday, July 23rd, over 160 Association of Medical Media (AMM) members and medical media professionals joined together to raise awareness and money to benefit BreastCancer.org at the 4th AMM Bowling for Breast Cancer fundraiser. The event took place at Frames Bowling Lounge in New York City. Attendees enjoyed an evening of bowling, eating, and mingling with friends and colleagues – all for a good cause. All net proceeds from the event will be donated to BreastCancer.org.

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resource for breast health and breast cancer information. Since the organization started, BreastCancer.org has reached more than 28 million people from 230 different countries around the world. With more than 6,000 pages of original, expert-reviewed content, BreastCancer.org offers users the most reliable, complete and up-to-date breast health and breast cancer information



available. This invaluable resource is free to all.

AMM's efforts were supported by our industry sponsors, including Advanstar Communications, American Academy of Family Physicians, Frontline Medical Communications, Harborside Press, Haymarket Media, *Journal of Bone and Joint Surgery*, *Mayo Clinic Proceedings*, *New England Journal of Medicine*, and Wolters Kluwer Health (*Oncology Times*), as well as by a host of dona-

tions from additional medical media partners for the on-site raffle. The final numbers are being tallied, and a detailed announcement and post-event press release regarding AMM's donation to BreastCancer.org will be distributed in the coming weeks.



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Look for more details on this event and future AMM events and fundraisers on the AMM website at www.ammonline.org.

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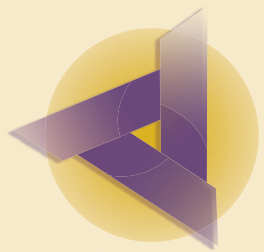
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9-12 NEW ORLEANS, LA

North American Spine Society Annual Meeting, 630-230-3600

10 SAUSALITO, CA

HBA San Francisco Bay Area Chapter, www.hbanet.org

11-16 SAN DIEGO, CA

American College of Gastroenterology Annual Scientific Meeting, 301-263-9000

12-17 BOSTON, MA

American Society for Reproductive Medicine Annual Meeting, 866-471-7224

13-15 NEW ORLEANS, LA

American Neurological Association Annual Meeting, 856-638-0423

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17 NEW YORK, NY

AMM Monthly Educational Meeting, www.ammonline.org

22-27 ORLANDO, FL

60th Annual American Academy of Child and Adolescent Psychiatry Meeting, 202-966-7300

24 ATLANTA, GA

HBA Atlanta Chapter, www.hbanet.org

26-29 ORLANDO, FL

2013 American Academy of Pediatrics National Conference and Exhibition, 847-434-4000

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26-31 CHICAGO, IL

American College of Chest Physicians Annual Meeting, 847-498-1400

28 TBD

HBA Research Triangle Park Chapter, www.hbanet.org

29 CARLSBAD, CA

HBA Southern California Chapter, www.hbanet.org

MEETINGS IN NOVEMBER

2-6 BOSTON, MA

141st Annual American Public Health Association Meeting, 202-777-2742

7-12 BALTIMORE, MD

American College of Allergy, Asthma, and Immunology Annual Scientific Meeting, 847-427-1200

FUN THINGS TO DO

CHICAGO

October

Allstate Arena

6920 North Mannheim Road, Rosemont, 800-745-3000

- 3 - Avenged Sevenfold
- 5 - V103 25th Anniversary
- 19 - The Eagles

Lincoln Hall

2424 North Lincoln Avenue, Chicago, events@thrillcall.com

- 3 - Bass Drum of Death with Hanni El Khatib
- 4 - Palma Violets
- 6 - Why? with The Cloak Ox
- 7 - Blitzen Trapper
- 9 - Grouplove with The Rubens
- 10 - Leagues
- 11 - Matt Wertz with Stephen Kellogg, Fort Atlantic
- 12-13 - Boy with Greg Holden
- 14 - The Blow
- 15 - Radical Face
- 16 - Bell X1
- 17 - Alice Russell
- 18 - Matt Wertz with Elenowen
- 19 - The 1975 with Baby Loves Disco
- 20 - Les Claypool
- 22 - Mount Kimbie
- 25 - Lucius
- 26 - Baby Loves Disco
- 30 - Of Montreal with La Luz

Rosemont Theatre

5400 North River Road, Rosemont, 847-671-5100

- 19 - The Rat Pack Is Back!
- 20 - Bonnie Raitt
- 25 - Hunter Hayes
- 26 - Rain - A Tribute to The Beatles

United Center

1901 West Madison Street, Chicago, 312-455-4500

- 9 - Drake
- 20 - Josh Groban
- 24 - Rod Stewart

NEW YORK

October

Barclays Center

620 Atlantic Avenue, Brooklyn, 917-618-6700

- 2 - Phoenix
- 5 - Kaskade
- 9 - Rodriguez
- 14 - Nine Inch Nails
- 16 - Selena Gomez
- 18-19 - Pearl Jam
- 21 - Eros Ramazzotti
- 26 - Sensation
- 28 - Drake

Beacon Theatre

2124 Broadway (between West 74th and 75th Street), New York, 212-465-6500

- 1-8 - Steely Dan

- 10-11 - An Evening with Ian Anderson
 - 15 - Brian Wilson and Jeff Beck
 - 22 - Fiona Apple and Blake Mills
 - 24-25 - Radiolab Live Apocalyptic
 - 26 - The Fab Faux
 - 27 - The Idan Raichel Project
 - 28-29 - John Legend
 - 30 - Chris Tomlin Burning Lights Tour
 - 31 - Zappa Plays Zappa
- NYCB Theatre at Westbury**
900 Brush Hollow Road, Westbury, 800-901-4092

- 3 - Buddy Guy
- 4 - The Wiggles
- 5 - Jay Black and Bill Medley
- 8 - Ian Anderson
- 11 - Joan Rivers and Steve Tyrell
- 12 - Jeff Beck and Brian Wilson
- 13 - Engelbert Humperdinck
- 18 - Gladys Knight and Mint Condition
- 25 - Brian Regan
- 26 - Roger Hodgson

Radio City Music Hall

1260 Avenue of the Americas, New York, 212-247-4777

- 3 - How Sweet The Sound
- 4-5 - Hillsong Conference USA
- 7-8 - The Weeknd
- 10 - Rodriguez
- 11 - Tony Bennett



PERSONAL EXCHANGE

Lisa Costa

Birthplace: Woodbury, NJ

Marital Status: In a relationship

Children: None

Occupation: Account Manager, Buying Services and Deliverables

Years in Industry: 3.5 years

College: Rowan University

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

General Hospital. I think guest starring in a soap opera would be pretty neat. I have been watching *GH* for over 20 years. My Granny got me addicted at a very young age. ☺

Do you have any pets?

Yes, I have a chocolate lab named Miller. He's almost two years old and very energetic. He loves to swim and play fetch.

What is your favorite restaurant?

Kavanagh's Irish Pub and Grille – It is a small town pub in Malaga, New Jersey. I absolutely love their Cajun ranch chicken quesadillas and the Wexford (a hot roast beef sandwich).

What do you know for sure?

The Phillie Phanatic is pretty cool no matter what age you are. The Phillie Phanatic is the mascot of the Philadelphia Phillies Baseball team. He is a cute, furry, green creature that typically rides a four-wheeler onto the field before the start of the game. "According to his official biography, the Phanatic is originally from the Galápagos Islands and is the Phillies' biggest fan."

What three adjectives best describe you?

Talkative – Hardworking – Outgoing.

Last good book you've read?

Something Borrowed by Emily Giffin. It was a quick and interesting read. I thought the movie was also very good and loved Ginnifer Goodwin and Kate Hudson as Rachel and Darcy.

What's your favorite movie?

I would say *Rain Man*. Dustin Hoffman and Tom Cruise both had strong performances in this movie. Cruise could learn a lot from Hoffman's character in this film especially around the topic of change and acceptance. *Rain Man* was one of the first looks at autism/savant syndrome. Since this movie was filmed in the 1980s, it showed us how individuals with this syndrome were institutionalized. It is amazing how our knowledge around this syndrome has changed as the institutional model is typically

now the last resort. It is truly inspiring to see advancement like this.

Who was your favorite teacher?

My favorite teacher was my high school Marketing teacher, Ms. Lamborne. She was a great mentor to me throughout my high school years. She inspired me to seek my career within the marketing field by introducing me to the Distributive Education Clubs of America (DECA) program in 10th grade. DECA has an important mission statement; to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

What was your very first job?

My very first job was on my aunt and uncle's farm. I think I started helping around the age of seven. My cousins and I would pack the vegetables to take to the block to sell (then go to the pool for an afternoon swim). Those were the days...

What are two things on your lifelong "to do" list?

Have children and travel to at least one place outside of the United States.

What is your pet peeve?

My biggest pet peeve is when people don't take ownership of their actions. A good personal rule of thumb is to admit your mistakes and accept the consequences. People will respect you and your honesty.

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

Garth Brooks – He's my favorite country singer. He retired when I was in seventh grade, so I never got the opportunity to see him live. He recently came out of retirement and signed a deal to perform in Las Vegas – I hope he does an out-of-retirement tour and comes to our area...

How did you get started in the industry?

I started with Compas right out of college. I met Gia Mauriello and Michelle Potts at the Rowan career fair and got a call for an interview shortly after.

What is your favorite quote?

"May the wind always be at your back and the sun upon your face.

And may the winds of destiny carry you aloft to dance with the stars." ~ George Jung/*Irish Blessing*

While the subject matter of the movie *Blow* may not be appropriate, I think this quote is pretty inspiring.

What was the best present you ever received?

My dog. My boyfriend surprised me the Saturday before Christmas in 2011.

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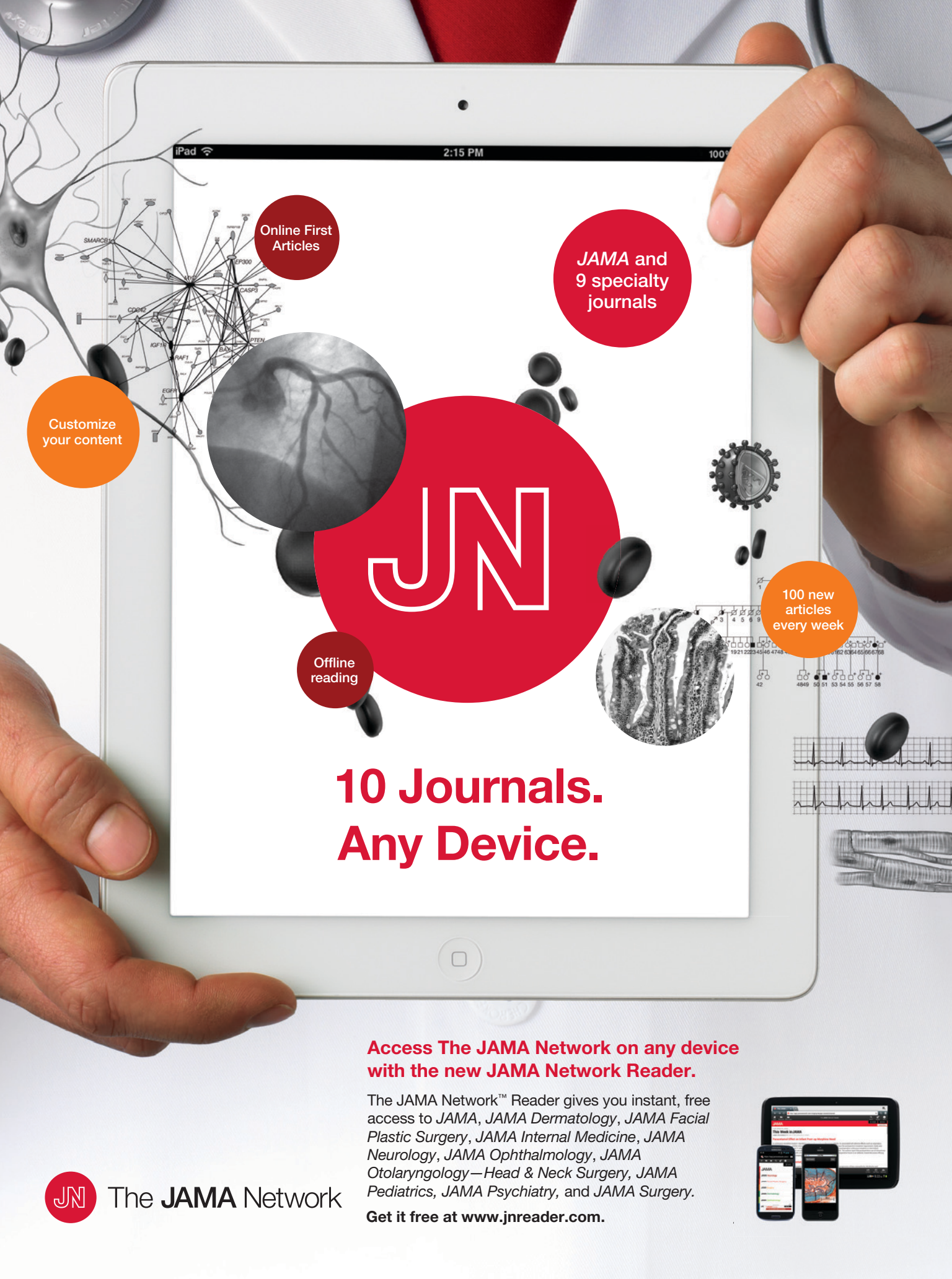


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