

Next Month—
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Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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OCTOBER



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WRITER



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Sara Loughran
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Kelli Bishop
TIMBERLAKE MEDIA
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Lynn Gale
/ALERT



Nancy C. Pantaleo
COMMUNICATIONS MEDIA,
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Michele Sparer
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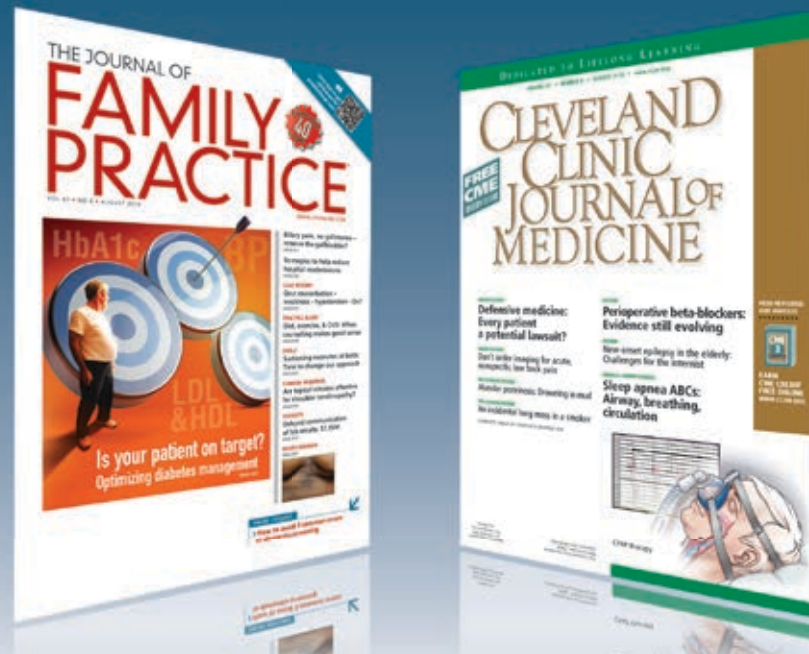
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THE HEALTHCARE MARKETER'S EXCHANGE

PUBLISHER
Nancy A. Leonard
 P.O. Box 64
 Verona, NJ 07044
 973-744-9505
naleonard@HMExchange.com

ASSISTANT TO THE PUBLISHER
CIRCULATION MANAGER
Denise Pecora
 973-744-9505
contact@HMExchange.com

ART DIRECTOR (Ad Submissions)
James J. Ticchio
 Direct Media Advertising
 73 Glenmere Terrace
 Mahwah, NJ 07430
 201-327-6985
jjm@directm.com

EDITOR (Editorial Submissions)
Elise Daly Parker
 973-919-1067
editorial@HMExchange.com

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Dear Healthcare Marketer,

Recently, as the summer faded and fall began, I was thinking the New Year probably should be moved to September 1st instead of January 1st. It seems everyone is getting back into full gear, both in business and on the homefront. After a more casual, laid-back season of looser schedules, this time of year is always full-on crazy-busy. It can be enjoyable if we have the right attitude!

So I was thinking it would be fun and helpful if we all exchanged our tips and some strategies on how we can smooth the transition and ease into this more hectic, structured season. Do you have any tips for whipping up a quick meal? How about any healthier alternatives to junk foods? Or clever gift ideas, great restaurants, family- and kid-related tips, pointers for navigating school, how to clean sports equipment, etc.?



Halloween memories.

HERE ARE SOME OF MY TIPS:

- Tip 1:** Every year, a friend of mine gives her husband a Shutterfly book of photos of the year in review with captions. What a great gift especially since most of us don't take our photos off our iPads, computers, or phones anymore.
- Tip 2:** Put a note in your child's lunch box telling them how much you love them or praising them.
- Tip 3:** Since Halloween is around the corner...When your kids are out ghosting or booing, why not join in the fun and leave your friend a bottle of wine or beer and call it "booing," instead of booing!
- Tip 4:** Sister Mary Agnes, our principal, just celebrated 25 years at our school. Instead of giving her money, we are all giving her gift cards to her favorite restaurants and the local liquor store! LOL – So she doesn't have to cook.
- Tip 5:** And finally my last tip of the month, I use the Land O' Lakes Sauté Express Seasoned Meal Starters. So simple to use, these starters lend delicious flavor to chicken, pork, beef, and even fish. I add rice and a vegetable and I'm all set. I especially like the Garlic and Herb, but there is also Lemon Pepper, Italian Herb, and Teriyaki.

How about you? We'd love to have your tip. Send it to Contact@HMExchange.com. If we publish your tip, you will receive \$50!

Speaking of fun, this issue continues our family theme, along with some Halloween and seasonal treats. We've got a story of family connection and celebration from **Theresa Field-Bobroski**. On the heels of a family getaway to Kauai, **John Palshaw** gives us his custom tour of this spectacular Hawaiian island. **Amy Ammon** shares the beautiful sights, food, and wine of Italy from her recent once-in-a-lifetime trip with her 21-year-old daughter. **Terry Krongold** leads us on the perfect fall road trip. And **Karysse Robinson** shares one of her favorite autumn traditions – apple picking with her family. How about some Tombstone Taco Dip? **Elizabeth Speak** shares this savory and spooky recipe. And we've got a whole host of characters lined up for our Annual Halloween Costume Parade, with a mix of scary and adorable pix from **Michele Sparer**, **Jeffrey Mucciolo**, **R.J. Lewis**, **Brandy Colangelo** and **Michael Woodland**, **Nancy C. Pantaleo**, **Kelli Bishop**, **Gina Bennicasa**, **Lynn Gale**, and **Sara Loughran**. Thanks also to **Karen Friedman** for her insightful *Motivational Moment* featuring *Lessons on Leadership*. And we're delighted to have **Matthew Baffa** this month for *Personal Exchange*.

Enjoy all the fun this fall holds...and don't forget to share your Tip for how you simplify and lighten up this busy season.

Happy Halloween,

Nancy

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Coming Soon...

Our Annual Holiday Issue!



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Share Your Holiday:

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- Favorite Recipes
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- Enter Our Baby Photo Contest
- Favorite Holiday Card
- Favorite Picture
- Favorite Ornament or Decoration

A page or two, a paragraph, or a few sentences, we welcome your pictures or stories about Christmas, Hanukkah, and New Year's too!

Contact our Editor, **Elise Daly Parker**
 973-509-7141 or editorial@HMExchange.com.

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

Astellas has announced the appointment of **Karl D. Uhlendorf** as Communications and Advocacy Director and **Moyra Knight** as Head of Corporate and Employee Communications in the Americas region. They can be reached at 800-888-7704.

Communications Media, Inc., has announced the appointment of **Michael Birnbaum** and **Cara Travis** as Assistant Media Planner, **Justin Maziarz** as Search Analyst, **Katie Alexo** as Senior Media Planner, and **Liz Speak** as Campaign Analyst. They can be reached at 215-568-5944. **Michael Carrizal** has been appointed to Associate Director, Insights and Analytics. He can be reached at 646-840-0717.

Fingerpaint has announced the appointment of **Daniel Caminiti** to their Project and Production Management Team. He will be located in their Wayne, PA, office and can be reached at 518-693-6960.

J.B. Ashin Group, Inc., has announced the appointment of **Elizabeth Cartwright, M.S., PharmD.**, as Senior Scientific Writer, **Mary Lake** as Client Relationship Manager, **Tanika Craig** as Director, Client Services, and **Lauren Rautiola** as Publications Coordinator. They can be reached at 734-459-3144.

Ogilvy CommonHealth Worldwide has announced the promotions of **Michael Maloney** to Vice President, Associate Creative Director, **Carla Edmunds** to Media Supervisor at **Ogilvy CommonHealth Medical Media**, **Angelo Campano** to Senior Consultant at **Ogilvy Healthworld** in New York, and **Gina Maggi** to Senior Analyst. They can be reached at 973-352-1000.

Redi-Data, Inc., has announced the appointment of **Michael Antonelli** as Sales Executive. He can be reached at 973-227-4380.

New & Noteworthy

Awards • Mergers

AccentHealth released a white paper presenting recent study findings that confirms the physician's active role in consumer over-the-counter (OTC) medication selections and purchases. The study was designed to explore both physician and consumer perceptions of OTCs, the sources of information used when making treatment selections, and the role of the physician in consumer use of OTC medications. For further information, visit www.accenthealth.com.

Biogen Idec has received FDA approval for **Plegridy** (peginterferon beta-1a), a new treatment for people with relapsing forms of multiple sclerosis (RMS). **Plegridy**, the only pegylated beta interferon approved for use in RMS, is dosed once every two weeks and can be administered subcutaneously with the **Plegridy Pen**, a new ready-to-use autoinjector, or a prefilled syringe. For further information, visit www.biogenidec.com.

Fingerpaint has announced that it has been named to the Inc. 5000 list of fastest growing, privately held companies for a second year in a row. The rankings are based on revenue growth over the past three years, during which time **Fingerpaint** has seen a 476 percent increase. For a complete list of results, visit www.inc.com/inc5000/list.

Frontline Medical Communications (FMC) is proud to announce the launch of **MedStat!**™ – a go-to app for Physicians and other Healthcare Professionals to easily access award-winning print and interactive multimedia medical content from FMC publications and their affiliated websites. For further information, contact **Josh Norton** or **Lee Schweizer**. Josh can be reached at 973-206-2351 or jnorton@frontlinemedcom.com; Lee can be reached at 973-206-8982 or lschweizer@frontlinemedcom.com.

GlaxoSmithKline has received FDA approval for **Arnuity Ellipta** (fluticasone furoate inhalation powder), a once-daily inhaled corticosteroid (ICS) medicine for maintenance treatment of asthma as prophylactic therapy in patients aged 12 years and older. **Arnuity** is not indicated for relief of acute bronchospasm. The approved doses are **Arnuity Ellipta** 100 mcg and 200 mcg. **Arnuity Ellipta** is administered once daily via the dry powder inhaler, **Ellipta**. For further information, visit www.gsk.com.

Genzyme has received FDA approval for **Cerdelga** (eliglustat) for the long-term treatment of adult patients with the Type 1 form of Gaucher disease, a rare genetic disorder. For further information, visit www.genzyme.com.

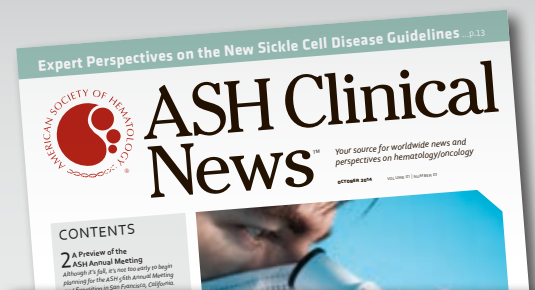
Healio.com unveils a new design, enhanced features, increased site speed, and more personalization. Driven by user data and feedback, the redesign includes enhancements to improve usability and surface more relevant content even faster. For more information, visit Healio.com or contact **Lee Gaymon**, Vice President, Marketing and Audience Development, at lgaymon@slackinc.com, 856-848-1000, ext 356.

Merck & Company has received FDA approval for **Belsomra** (suvorexant) tablets for use as needed to treat difficulty in falling and staying asleep (insomnia). **Merck & Company** has also received FDA approval for **Keytruda** (pembrolizumab) for treatment of patients with advanced or unresectable melanoma who are no longer responding to other drugs. For further information, visit www.merck.com.

UBM Medica US announces that **Diagnostic Imaging**, a leading online community for medical imaging professionals, presents special reporting about diagnostic imaging management from the the Association for Medical Imaging Management's 2014 Annual Meeting. For more information, visit www.UBMMedicalUS.com.

Wolters Kluwer Health introduced an innovative seven-volume series on the latest techniques in Otolaryngology – Head and Neck surgery. Written by a team of head and neck surgeons widely recognized as among the best in the world, the new series, entitled *Master Techniques in Otolaryngology – Head and Neck Surgery*, uses text, photos, illustrations, and video to document proven surgical techniques. For further information, visit www.LWW.com.

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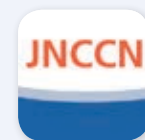


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For more information on *JNCCN*, please contact **Betty Ann Gilchrist** at bettyann@harborsidepress.com.

For more information on *The ASCO Post*, please contact **Leslie Dubin** at leslie@harborsidepress.com.



Halloween

Costume Parade!



A.J.'s first Halloween.

R.J. Lewis
eHealthcare Solutions
rlewis@ehsmail.com



Miss Ava as Abby Cadabby during her 2013 Halloween school parade. She can't wait to go trick-or-treating this year with her new lil sis, Madison!

Sara Loughran
SSCG Media Group
sloughran@sscgmedia.com



Julianna Mucciolo (nine years old) as a working candy vending machine. We started with a cardboard box, added a stick-on flashlight, black spray paint, a plexiglass front, and hi-res photos of actual vending machine details. Plus, she's wearing a custom-made, "behind-the-door-shoe-bag" vest holding real candy for her to distribute when friends drop coins into the slot. With a little help from a dad obsessed with Halloween, she created a costume that won her "Best of the Night" at the Post Road School's Halloween Bash!

Jeff Mucciolo
Freelance Healthcare Writer
jmucciolo@me.com



Halloween 2013 – Second year in a row we took home the 1st place prize for BEST costume as survivors of the Titanic. :) I have no idea how we are going to top this one!

Kelli Bishop
Timberlake Media Services, Inc.
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Halloween Costume Parade!



Patrick Kane and Jonathan Toews, a.k.a., Dave and Lynn Gale.

Lynn Gale, MBA
/alert
lgale@alertmarketing.com



Vampiress Gina Bennicasa and Vampire Hubby Joe.

Gina Bennicasa
Frontline Medical Communications
gbennicasa@frontlinemed.com



Bella as Elmo – Halloween 2013.

Nancy C. Pantaleo
Communications Media, Inc.
(CMI)
npantaleo@cmimedia.com



Sophia "Snow White" Woodland.

Brandy Colangelo
Compas, Inc.
bcolangelo@compas-inc.com
and
Michael Woodland
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Emilee on left and Ashlee on right.

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



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FALL ROAD TRIP

BY TERRY KRONGOLD

If summer must end, and end it must, I like to make the transition a tad easier. How, you ask? Road trip!

There is something quite cozy about a road trip in the fall. Rev up the convertible; pick a spot on the map, and go! The still-warm sun on your face, a gentle wind in your hair, and the promise of a beautiful day. We like to head up the Garden State Parkway to Irvington, New York (just over the Tappan Zee Bridge). If you time it right, the leaves will be starting to change, the air will have just a hint of crisp to it, and you'll score a table outdoors at Red Hat on the River.

We discovered Red Hat this summer when I was searching for an outdoor dinner spot. I put a challenge out to my Facebook friends with the following criteria: outdoor dining, great food, within an hour of home base. Extra points were given for "on the water" venues. In my book, nothing beats waterfront/waterview dining. One friend suggested Red Hat and, after doing some preliminary research, off we went!

Nestled on the banks of the mighty Hudson River, Red Hat is situated in a beautifully renovated industrial space. And what a gorgeous space it is. Soaring floor-to-ceiling windows provide a front-row view to the patio and the river.

The menu can be described as French bistro, meaning you can get anything from a burger to handmade ricotta ravioli. Our group shared the **Arugula and Jersey Peach Salad**, made all the better with dried cherries, roasted pepita (pumpkin) seeds, applewood bacon, local apple, goat cheese, and apple cider vinaigrette. We also enjoyed the **Crispy Peekytoe Crab-cake**, something I never pass up since having it many years ago on the Maine coast. Red Hat's version is served with a wasabi and lime remoulade sauce, and Napa cabbage slaw.

Our entrees ranged from a juicy **Grilled Double Cut Berkshire Pork Chop**, to perfect **Steak Frites**, to **Moules Frites** steamed with garlic, white wine, and shallots. Quintessential bistro fare very well done.

TIPS FOR YOUR FALL ROAD TRIP:

Check the long-range weather forecast – Sunshine and 60-70 degrees, is optimal. You shouldn't have to think about anything heavier than a light jacket or sweater.

Make a reservation! Trust me, you will not be the only one with this idea on a gorgeous fall day. On one of our subsequent trips, there was a two-hour wait, inside and out. Red Hat does not take reservations for the outdoor tables. It's first-come, first-served. There is a lovely, although small, rooftop bar to pass the time (the **Melon Mojito** was deluxe!). If there are no seats, head to the indoor bar on the first floor.

Make a day of it. The area is full of beautiful historical sites. Visit **Sunnyside**, Washington Irving's home (author of *The Legend of Sleepy Hollow* and *Rip Van Winkle*) in Tarrytown. I bet they've got some great Halloween activities planned... Or how about **Kykuit**, the Rockefeller Estate? This estate

was home to four generations of the Rockefeller family, beginning with John D., founder of Standard Oil. In his day, he was the richest man in America. The site is part of the National Trust for Historic Preservation. The tour covers their exceptional collection of 20th century sculpture, a collection of Picasso tapestries, and a priceless collection of classic automobiles and horse-drawn carriages. Visit <http://www.hudsonvalley.org> for

all the details on these sites, plus many others.

If you get shut out of Red Hat, there are a number of other restaurants on Main Street, a short drive from the waterfront. You can get more information here (<http://www.irvingtonny.gov/>) on Irvington.

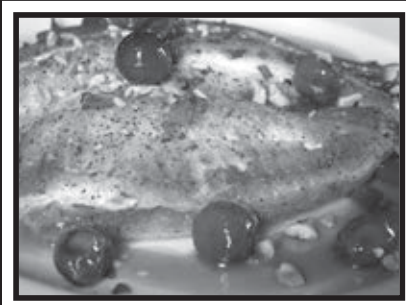
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Terry Krongold is Associate Director, MAP Lead, Novartis Pharmaceuticals Corp., One Health Plaza, East Hanover, NJ 07936. She can be reached at 862-778-2131 or Teresa.krongold@novartis.com. Check out Terry's blog at www.cookstour.net or email her at terry@cookstour.net.



Scenes from Red Hat.



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



UNITING OUR FAMILY **ACROSS THE GLOBE**

BY THERESA FIELD-BOBROSKI, CAE

It all started back in 1994 when my family met for the first and rather large international family reunion in Dublin, Ireland. I am a member of the Brennan Clan and we are a bit of a rowdy bunch when we get together. My grandmother was an immigrant from Ireland and one of 12 brothers and sisters. Over the years, some of her siblings joined her here in the States, some moved to England, and some stayed in Ireland. My dad was one of 46 cousins who, before the reunions started, rarely saw each other, or had never even met. We wanted to keep the family connection strong and determined that regular family reunions were the key. So now, every five years, we gather over a weekend for one hell-of-a-good party with family.

DESTINATION IRELAND

I was only 15 for the first family reunion. It was my first trip out of the country. I thought I was going to see the sights of Ireland, as I didn't really know my extended family from across the pond. Instead, I was on a tour

bus we chartered, with an itinerary planned by my family. We traveled around the country with 30 of my aunts, uncles, first cousins, and extended family. I saw a few sights – Blarney Castle, New Grange – but mostly, I saw the inside of every historic and local pub along the way. We eventually made our way to Dublin for the formal reunion dinner with my cousins from Ireland and England. I can tell you now that dinner turned into a great party that went well into the morning hours. In fact, when I went downstairs for breakfast there were family members just leaving the ballroom to go to bed. It's a Brennan family trait – we don't like to miss a good time, and we don't want to see a good time end.

AROUND THE WORLD TO DISNEY

Since that first reunion, the location has rotated between the three countries every five years. We've met in London, Washington, D.C., and back at the original homestead in Ahascragh, Ireland. At the end of the 2009 reunion, my older sister was handed the family reunion flag and appointed head planner for the 2014 Reunion in Disney World. My sister, very happy to accept the role, invited me to be a member of the 2014 Brennan Family Reunion Planning Committee. This traditional family event took place August 8-10 with 175 family members, plus close family friends, who we affectionately

call the Bren-NONs, since they're not officially Brennans. We stayed at Reunion Resort in Kissimmee, FL, where we could rent houses next to one another so we could all be close together. I feel badly for anyone who had a house next to one of ours; the festivities went late into the night and we are *not* a quiet bunch.

2014 BRENNAN REUNION HIGHLIGHTS

There isn't a lot of structure to the reunion weekend as everyone usually just ends up congregating somewhere, usually the bar or pub or, in this case, one of the houses. There are only four events that must take place during the reunion; an athletic event to determine which country gets to take home the Brennan Cup, a welcome dinner, family mass, and of course a formal reunion dinner.

With this year's event so close to Disney, there was an unofficial pub crawl "around the world" in Epcot. What made this reunion special was that one of

the two living siblings of my grandmother, her youngest sister, was able to attend. This gave family members from overseas a chance to see their aunt for what could be the last time. It also gave my three-year-old son a chance to meet his great grandmother's sister. That's a moment many people don't get and was very special to me.

There is always a lot of talk among us as to what the whole reunion is about. It's about so many things – but ultimately it's about family connection. What put this in a nutshell for me was when I saw my son playing with his third cousin Catherine from Ireland. They got along so easily and you could see they were sharing a natural familial connection. My son is lucky to have this real connection with *all* of his cousins, including his third. Many people don't even know their first cousins.

Our next reunion will take place in England in 2019. I can't wait to see everyone again. One thing is for sure...there will be lots of family shenanigans!

Theresa Field-Bobroski, CAE, is Executive Director, Association of Medical Media, Association Headquarters, Inc., 1120 Route 73, Suite 200, Mount Laurel, NJ 08054. She can be reached at 856-439-0500, ext. 4408, or tfield@ammonline.org.



The Brennans gathering at the 2009 Reunion, Ireland.

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BIRTHDAYS AND A VACATION TO REMEMBER

BY AMY AMMON

One of the things I am sure of is that, as parents, we all want to help make our children's dreams come true. When you share a common dream with your child, it makes it even more fun and rewarding to try and accomplish it!

My daughter, Samantha, loves to travel and always talked about how much fun it would be for us to travel together. Honestly, I had my doubts, but her enthusiasm and high expectations were a compliment to me in regards to how she viewed our relationship. So, when I started to think about Samantha's 21st birthday (and my undisclosed birthday) and how much emphasis she put on it, I wanted to make it a birthday she would remember always. I wanted to celebrate in a way that would have meaning beyond a "gift."

PUTTING A PLAN IN PLACE

Early in 2014, I began to think about a trip. Italy was always a destination I dreamt of and thought it would be a perfect vacation for us to share. Early on, mindful of not making promises I couldn't keep, I started talking about it with Samantha, but continually cautioned her that it might not work out. After all, it is expensive! Behind the scenes, I was putting my plan in place.

So, it was to be Rome, Florence, and Venice. The plan was fly to Rome, take a train to Florence, and then train to Venice, and finally home from Venice. This was quite

an itinerary for just a week! I knew it would be exhausting and a pretty aggressive plan, but limited by time, there was no choice. Finally, I took the plunge and made the arrangements. When I broke the good news to Samantha that I had booked the trip, she went wild! We began

talking about the details immediately and began getting ourselves "in shape." From finding the right comfortable shoes, to packing really light (that meant no blow dryers, which for me and my daughter is really roughing it), to working out at the gym and walking the treadmill so our bodies would build up stamina, we were all-in. The trip was all we talked about and, as the time approached, we were so energized, all we could do was giggle.

FIRST STOP, ROME

Hot, crowded, endless walking, ruins, churches, food, wine, beautifully simple hotel rooms, wonderful people... a city to return to. One note, if you want to see the Trevi



Rome – The Vatican.

Fountain, wait a couple of years. When we finally got to the Fountain, on our last day, we found it is closed for renovation. I literally stood at the fence of the construction and cried. There was only one thing to do...shop! So, three handbags later, I did feel a little better. I will return to Rome if only to see the new and improved Trevi and throw in my coins.

NEXT STOP, FLORENCE

Quaint, beautiful, and the most amazing food. Florence was our favorite city. It was small enough to get everywhere by foot, and large enough to see wonderful sights. My daughter and I had the most incredible meal

and became fast friends with a lovely young couple who was touring Italy via hostels, backpacks and all. One hour later, we were exchanging numbers and emails and have an invitation to visit them in their home, Tennessee.

ON TO VENICE, OUR FINAL CITY

Well, if you haven't been, be prepared! Venice is an experience. It feels like you are living inside a postcard. The scenery is surreal, and getting around is different, at the least. No cars and crossing footbridges everywhere! We overheard fellow travelers asking directions constantly because I think everyone is just lost all the time, everywhere you go in Venice. If you aren't dragging your suitcase, it's definitely fun. If you are, good luck! It is worth taking a boat for a day trip to the islands of Murano, Burano, and Torcello. The glassmaking, the lacemaking, and the history is wonderful.

Memories of a lifetime – a trip filled with food, wine, and so much laughing – a dream come true!

My Advice – Bring many pair of very comfortable shoes... and really light suitcases.

Buonasera!

Amy Ammon is Publisher, Dermatology Times, Advanstar Communications, 485 Route 1 South, Building F, 1st Floor, Iselin, NJ 08830. She can be reached at 732-346-3089 or aammon@advanstar.com.



The Coliseum.

APPLE PICKING UPSTATE

BY KARYSSE ROBINSON

Bowman Orchards

141 Sugar Hill Road
Rexford, New York 12148
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<http://www.bowmanorchards.com/>

I love going Upstate New York to go apple picking with my family. Our group usually includes me, my sister, mother, grandmother, aunt, and younger cousin. One of our favorite orchards is Bowman Orchards in Rexford, NY. Their apple cider donuts are made hot and fresh on the spot and my grandmother usually loads up on apples to prepare for her coveted holiday apple pies.

At Bowman Orchards you can pick seasonal berries and pumpkins too, though we stick to apples. There is also a hay maze and an assortment of farm animals – pigs, sheep, goats, horses, and alpacas – ready for feeding and petting.

Karysse Robinson is Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944 or krobinson@cmimedi.com.



L to R – Grammy, Karysse, and her sister, Nicole.

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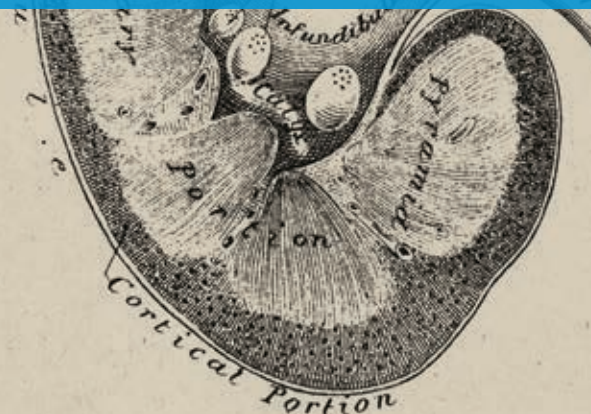
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A State of Mind Called Kauai

BY JOHN PALSHAW

Judy and I visited three of the Hawaiian islands – Hawaii, Maui, and Kauai – during our honeymoon in July 1973. We liked them so much we repeated the trip in 1975. After that we became more selective, as our sons David, Michael, and Daniel came along and began to appreciate their surroundings. The incredible natural beauty of Kauai, its gentle breezes, and its 50 miles of beaches called to us with increasing frequency. It's almost a second home.

Kauai is called The Garden Island and a big part of its beauty is Royal Poinciana trees, Hibiscus, Plumeria, Bougainvillea, Birds of Paradise. Ginger, Anthurium, Bromiliad, and many types of orchids, all competing for attention. Much of the island receives a lot of rain, so if green is one of your favorite colors you'll be happy indeed.



Kalapaki Beach on Nawiliwili Bay (at Marriott Kauai Beach Villas).

As for roads, think of a horseshoe – highway 560 ends some miles west of Hanalei Bay on the north coast, and highway 50 ends west and north of Waimea in the southwest corner of the island. They don't come close to meeting, but you're free to hike if you like.

Now let's travel around Kauai, starting on the west side.

WAIMEA CANYON/KOKE'E STATE PARK

Waimea Canyon is known as The Grand Canyon of the Pacific. Koke'e State Park is near the top, with truly awesome views of the Na Pali coast. There are lookout sites and foot trails aplenty. A bike is ideal for the swift ride back down to sea level.

The town of Waimea awaits. There you'll find The Wrangler restaurant. Colleen is the owner, serves a delicious mai tai, and features several varieties of first-rate steaks, excellent shrimp and vegetable tempura, and generous desserts (peach cobbler is my favorite). You'll also find Auntie Lillikoi's, a store that produces exotic mustards, salad dressings, and other savory cooking aids.

PORT ALLEN

To experience the totality of Kauai, take a cruise. Port Allen hosts an array of tour boats that compete to take you along the Na Pali coast for snorkeling, diving, cave explorations, and dinner cruises. Capt. Andy's boat tours are a name we've known for many years.

KALAHEO

The Kalaheo Steak House and Kalaheo Café & Coffee Shop are worthy stops. If pizza is your thing, the Brick Oven Pizza restaurant has been there forever, in spite of its rather high prices.

LAWAI/SPOUTING HORN/THE BEACH HOUSE

Carved out of the rocks about a mile beyond Lawai Beach, the Spouting Horn is a blowhole that whooshes out water

whenever a wave crashes in. A nearby row of kiosks sell jewelry of all kinds (Caroline Perez and Sue Schnell of Jewels by the Sea offer a wide range of gift items, including fine jewelry).

Down the road is The Beach House, ideally situated for those eager to enjoy the sunset while they dine. Prices are steep (you're paying for the location). Seafood dishes are a specialty – opah, ahi, mahi mahi, and monchong are likely to be among the fish available, usually at "market price." The Beach House may have "attitude," at times warm and welcoming, but occasionally aloof and stiffly correct. It's hard to predict.

KOKUI'ULA

A new shopping center near Spouting Horn, Kokui'Ula is just off the traffic circle, along with an expansive but still largely unbuilt real estate development/golf club of the

same name. Don't miss Lappert's, offering enticing flavors of my favorite ice cream, including Kona Lava Java, Kauai Pie, Tu Tu's Anniversary, and Coconut Macadamia Nut Fudge.

The real estate is most intriguing here – hundreds of acres of beautiful green rolling land, a dozen or more completed homes, the golf club with a truly spectacular course and magnificent ocean views, and a setting almost impossible to surpass. Drive around for an hour and the thought of leaving will depress you.

POIPU

Poipu is a beach with beautiful water, excellent snorkeling, welcoming sand, and all kinds of curious fish. Within the area are many hotels and timeshare resorts (Marriott, Hyatt, Sheraton, Diamond, and Wyndham among others), restaurants like Brennecke's, Keoki's, Tropical Burgers, Roy's, Plantation Gardens, and Joe's on the Green, plus Poipu Shopping Village, Brennecke's Beach, and a cove full of wave-riding turtles.

If you want to go somewhere, stay there, and enjoy it to the fullest, choose Poipu!

KOLOA

Inland from Poipu, Koloa still clings to its

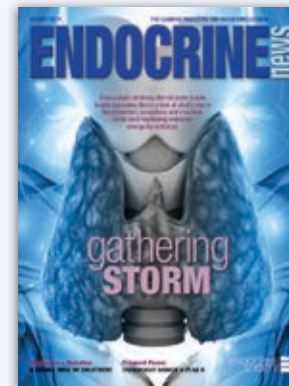


Michael's daughters Avery and Riley at Spouting Horn.

Continued on page 18



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

** Essential Journal Study, Endocrinology, December 2012 – an independent study from The Matalia Group

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Kauai *Continued from page 16*

small-town flavor and family businesses. Sueoka's grocery store has better stock than you'd expect, plus an accommodating attitude. Pizzetta's is a pizzeria/restaurant/bar with reasonable prices, hearty portions, good quality, and a friendly spirit.

THE TUNNEL OF TREES

Driving out of Koloa to rejoin the circle highway (#50) you'll pass through the glorious, mile-long Tunnel of Trees. After Hurricane Iniki, it had been reduced to a tunnel of sticks, but nature on Kauai is resilient and all of the natural beauty has been restored.

KILOHANA PLANTATION/GAYLORD'S

In 1935, the Wilcox family established the Kilohana Plantation, thousands of acres of rich farmland southwest of Lihue, the primary city on the island. Their family home, Kilohana, still stands, well-preserved and elegant. Kilohana also hosts Gaylord's, a charming restaurant well-respected for first-rate dining.

KALAPAKI BEACH ON NAWILIWILI BAY

Take Route 58 to Kalapaki Beach, fronting Nawiliwili Bay. There are plenty of shops and restaurants here, too, among them J. J.'s Broiler (right at the beach in Anchor Cove) and Duke's (fine dining at dinnertime upstairs, good competitively-priced lunches and dinners downstairs).

The beach is long and attractive, and it's just beyond Marriott's Kauai Beach Villas and the resort's big, gorgeous pool. The hotel offers multiple dining options, and its flagship restaurant, Kokui's, features a Friday night crableg and roast beef buffet, plus a delicious Sunday brunch.

KAUAI ADVENTURES/HANAMAULU

There are many tour companies offering a broad variety of adventures (deep sea fishing, zip-lining, snorkeling, boat tours of the Na Pali coast, tubing through irrigation tunnels, kayaking on rivers, ATV drives in back-



David's kids, Josh and Jacquie, with my wife and their grandmother, Judy at The Beachboy.

country, and much more). Kauai Adventures in the little town of Hanamaulu is one we've enjoyed working with. They're on route 56, about a mile northeast of Walmart.

WAIPOULI

Driving the east side of Kauai, approaching Kapaa, you'll cross the Wailua River (good for kayaking as well as wake-riding) and enter Waipouli. On your left you'll see the ruins of the Coco Palms Resort – Elvis Presley and Ann-Margret made movies there eons ago – on your right a couple of miles later is The Coconut Marketplace. That too has seen better days, though it's still open.

THE BEACHBOY/THE MARRIOTT COURTYARD

The Beachboy, a Shell Vacation Resort being acquired by Wyndham, is on the beach behind The Coconut Marketplace. Their timeshare units are well-sized and extremely comfortable, with a full kitchen and laundry. You'll find Hukilau, one of the island's better restaurants, here too.



John and Judy Palshaw with son Michael, wife Kelli, and their girls at Hukilau.

DINING OPTIONS IN OR NEAR KAPAA

There are lots of dining choices, including The Bullshed (steaks, seafood, and a good salad bar in a setting right at the water's edge), Kauai Pasta with many excellent pasta dishes at moderate prices (Judy is a big fan of their pesto), and The Kountry Kitchen, on the north side of Kapaa (serving particularly generous omelets).

KILAUEA

Kilauea on Kauai is *not* a volcano, it's a small town with some estate properties and an entrancing park/seabird preserve with a lighthouse. There's a well-stocked gift shop, too, with solid info about the many seabirds dwelling there. Take a sweater. It gets quite windy but you won't be in any hurry to leave this beautiful setting.

PRINCEVILLE

From April or May onward, it's a lovely place to be, surrounded by golf, condo timeshares, a shopping center, and a few resorts. The St. Regis Princeville Resort is worth seeing... quite impressive and pricey, too. We'd suggest avoiding this part of the island during the first quarter of the year. It's very wet and foggy (we finally "got religion" in the sunny climes of Poipu after many damp stays in Princeville).

HANAIEI

Puff The Magic Dragon is hard to find, but hippies abound in Hanalei, just beyond Princeville and across the Hanalei River. Restaurants are small and eclectic (Postcards Cafe is a nice choice for Sunday breakfast). The Hanalei River is a kayakers favorite. It has a strong current running down the river to the ocean, so if you're paddling upstream expect slow going (Judy and I still recall a dog walking faster on the riverbank than we could paddle).

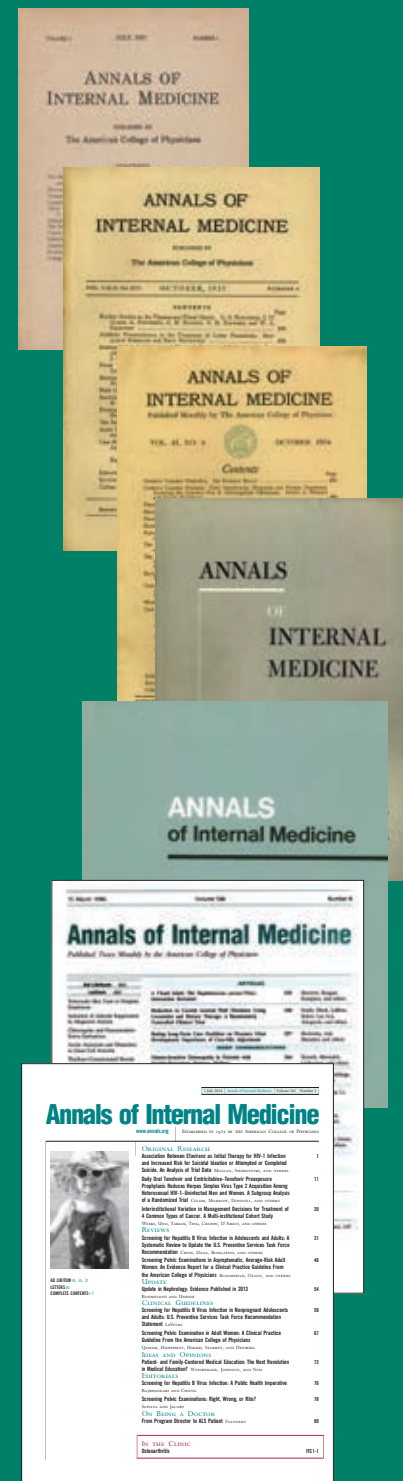
TUNNELS BEACH

Lastly, on the north shore close to road's end you'll find Tunnels Beach, a beautiful long, deep stretch of sand where you can snorkel, swim, surf, or whatever. It's even nice to just take a folding beach chair down to the water, drop it in, and sit in it...doing nothing but enjoying life immensely.

And that's what Kauai is all about.

John Palshaw retired from Palshaw Measurement, Inc., in 2012. He can be reached at 831-624-7448 or palshaw@earthlink.net.

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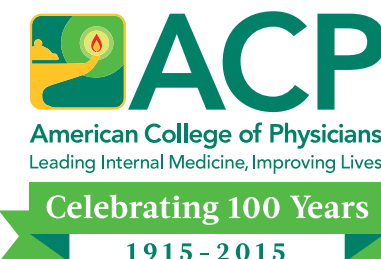
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MOTIVATIONAL MOMENT

"HEY DUDE, WAY TO GO!"

Lessons On Leadership

BY KAREN FRIEDMAN

When they called out our son's name, we were stunned. To his and our complete surprise, he received our congregation's annual award given to the single person who touches, inspires, and betters others who come in contact with him. We beamed. He beamed. His grandmother cried. Our other son said, "Hey dude, way to go." My husband looked at me and said, "We must have done something right." Perhaps we did, but I try not to take credit. Our kids can be great in spite of us.

I think it's critical to remind our children how proud of them we are and encourage them to be the best they can be. Part of being their best selves includes empowering and encouraging others to be the same. In the case of our son, the traits he was recognized for – touching, inspiring, and bettering others – are the very traits I have found make good leaders. Unfortunately, I've encountered plenty of professionals who don't demonstrate these characteristics.

LEADERSHIP DON'TS

Lets talk about a few professional approaches that are ineffective and even demoralizing.

Recently, I worked with a newly hired younger client clearly poised to climb the ladder. When we were introduced, her first words were, "I can do what you do, but don't have the time, which is why they're bringing you in to coach these people." Thanks for the vote of confidence.

In every meeting, this client interrupted, coached executives I was hired to help, and grabbed any opportunity to show off to the boss – taking credit for other people's ideas. What kind of boss will she be?

Leading means letting go. It means taking pride in the strengths of others and utilizing their skills to help everyone succeed. Perhaps this comes with experience, but an off-the-cuff negative remark signaling your insecurities and lack of confidence in others fosters distrust, uncertainty, and hostility.

When I attended a reunion of former Philadelphia broadcasters, we laughed until our sides hurt reminiscing about days gone by. Yet so many memories focused on shortcomings of past news bosses. There was the news director who threw a typewriter through his glass office window. The editor who screamed obscenities at people in hopes of motivating them. And there was the person who drove more than one woman to tears when he put her down in front of others. Much of this was tolerated. Thankfully, this was the mark of a past era...

POWERFUL LEADERSHIP DOS

Today's leaders and aspiring leaders of all ages can take concrete steps toward the best and most effective leadership by pushing others to excel.

Here are some ways to empower those you lead:

• *Communicate Vision*

Help others understand how they can play a role in achieving your vision, empowering them to contribute and succeed.

• *Seek Input*

Invite multiple voices and perspectives into the process of doing business to spark new ideas, collaboration, and teamwork.

• *Remind People They Are Valued*

Successful leaders understand that praise, recognition, and emotional sensitivity create authenticity.

• *Walk the Talk*

Clearly articulate your expectations and observe the rules you put in place for others to create an atmosphere of openness and trust.

As we were leaving the award ceremony, one of my son's teachers shared a story about how my son made another classmate feel valued. They were on an overnight trip and one of the kids was having a hard time being away from home. She said our boy nurtured that child until she forgot about being homesick and began participating in the activities. At a young 15, he intuitively exhibits strong leadership characteristics.

Good leaders push others to be the best they can be. Good leaders inspire others to follow. Good leaders lead by example. Good leaders look to others for help and guidance, understanding this only makes them stronger. Like parents, good leaders focus on others to create an engaging workplace. Good leaders know when to say, "Hey dude, way to go!"

Karen Friedman is an international communication coach whose programs have helped people on four continents. She is the author of the best-selling book Shut Up and Say Something and a columnist for the Philadelphia Business Journal whose articles are syndicated nationwide. She is adjunct faculty for Smith College's prestigious Executive Education programs where she teaches leadership communications for women. She heads Karen Friedman Enterprises (www.karenfriedman.com) in the Philadelphia area and can be reached at 610-292-9780 or karen@karenfriedman.com. You can follow her on Twitter @karenfriedmane.



Savory Spooky Tombstone Taco Dip

BY ELIZABETH SPEAK



A garden gnome making taco dip? That IS scary!

1 can refried beans with green chiles
 1/4 cup bottled salsa
 2/3 cup bottled ranch salad dressing
 2 tsp taco seasoning
 1 1/2 cups cooked chicken, finely chopped
 1 7 oz pouch refrigerated guacamole
 Tombstone Graveyard Characters (Use the tortillas)
 1/2 of a 2 1/4 oz can chopped pitted ripe olives, drained
 Shredded lettuce
 Pkg of 10-inch tortillas



DIRECTIONS FOR DIP

- In a small bowl, combine refried beans and salsa. Spread refried bean mixture in a 2-quart rectangular dish.
- In a small bowl, combine ranch salad dressing and taco seasoning; stir in chicken. Spoon on top of the beans in an even layer.

- Spoon guacamole in small mounds on top of the chicken mixture. Carefully spread to an even layer.
- Cover and chill at least 30 minutes or up to 6 hours before serving.
- Just before serving, place Graveyard Characters into dip. Sprinkle the graves with chopped olives and shredded lettuce.
- Serve with tortilla chips.

TORTILLA GRAVEYARD CHARACTERS

Using cookie cutters or a knife, cut tortillas into grave-stones, cats, owls, bats, fence rails, and a tree. Bake at 350° for 5 to 7 minutes or until firm and crisp. Cool on rack.

Elizabeth Speak is a Campaign Analyst, Communications Media, Inc. (CMI), 4300 Haddonfield Road, Pennsauken Township, NJ 08109. She can be reached at 215-568-5944 or espeak@cmimedia.com.

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PERSONAL EXCHANGE

Matthew Baffa

Birthplace: West Chester, PA
Marital Status: Single
Occupation: Media Supervisor
Years in Industry: 5½
College: The University of Scranton

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

My mother and father because no matter what happens with our family – the good, the bad, the crazy - they always remain calm, cool, and collected in every situation.

What famous person would you HATE to be stuck in a room with?

Kanye West. I don't mind his music, but cannot stand when he goes off on his glorified rants about how he's the greatest of all time.

Do you have any pets?

Maddie, the Shiba Inu, who dislikes everyone who doesn't feed her bologna every few hours. My mother is her only friend.

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

I'd like to say *Game of Thrones*, but I know I wouldn't survive a full episode. The show kills off all of the great characters.

What are two things on your bucket list?

1. Watch the Flyers win a Stanley Cup and parade down Broad Street.
2. South African Safari.

What is your favorite restaurant?

Marrone's Pizzeria in Ardmore, PA. My family started eating their delicious upside-down pizza back in the '60s and the tradition continues today.

What is your favorite vacation spot?

Our family cabin in the Poconos. It's a great, quiet place to relax on a lake, far away from the big city.

What was your very first job?

Lugging golf clubs around as a caddy at Aronimink Golf Club.

What do you know for sure?

That today will end and tomorrow will begin.

What three adjectives best describe you?

Calm. Thoughtful. Collected.

Last good book you've read?

The Road by Cormac McCarthy.

Favorite movie?

The Shawshank Redemption.

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

First, I'd make sure my family and friends were taken care of and then I would head west around the world until I made it back to New York City.

What are your hobbies?

Ice and Roller Hockey! Can't say I'm in the best of shape, but it's sure fun to play.

Goals?

To eventually settle down and start a family with great kids. Just like my father did.

Who was your favorite teacher?

Mrs. McGreal, my seventh grade teacher. Despite the numerous detentions I was given as a teenager, she stuck with me, whipped me into shape, and taught me valuable life lessons at a fairly early age.

What would you like to know more about?

Media Planning.

What's the best/worst part of your job?

Best part – working with smart, friendly people on a daily basis.

Worst part – catching up on voicemail and email after taking a week off.

What one little thing always makes you happy?

When I head home to Pennsylvania and my mom has my favorite dinner sitting on the table (roast chicken with mashed potatoes topped off with gravy).

What is your pet peeve?

People who are consistently late.

Have you ever had a brush with fame?

I don't normally get starstruck, but I did recently meet Julie "The Cat" Gaffney from *The Mighty Ducks*.

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

I need to see Muse play a stadium show in Europe, which will definitely happen within the next year or two.

How did you get started in the industry?

Answered an ad on Craigslist...

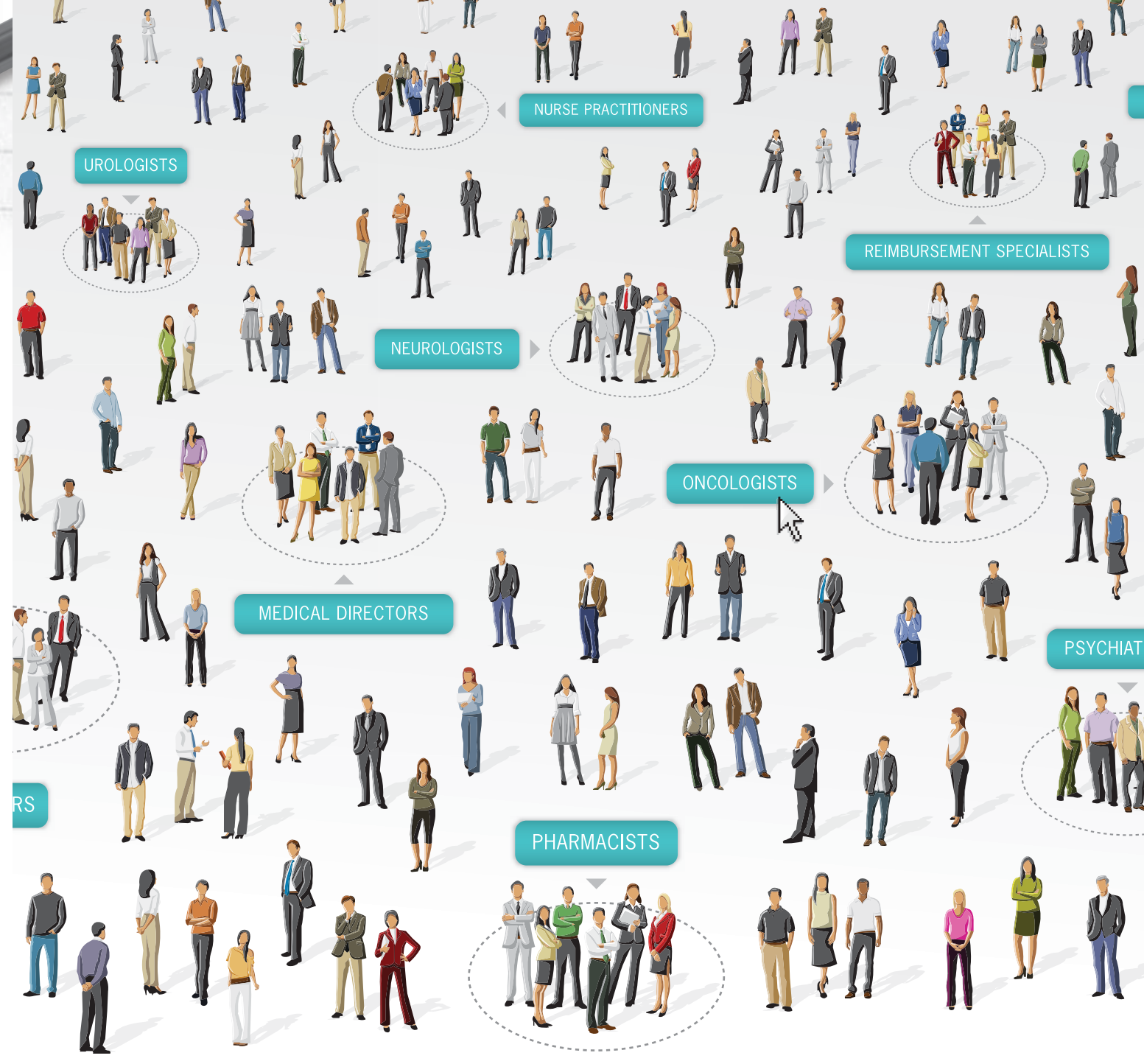
What is your favorite quote?

"Get busy living or get busy dying," from *The Shawshank Redemption*

What is your most memorable birthday?

When I turned 13, my dad brought me down to his company's suite for a Flyers game and all my friends and family were there to surprise me...and the Flyers won.

.....
Matthew Baffa is Media Supervisor, FCB Healthcare, 100 West 33rd Street, New York, NY 10011. He can be reached at 212-885-3083 or matthew.baffa@fcb.com.



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HBA San Francisco Bay Area Chapter: HBA Supper Club, www.hbanet.org

12-14 CHICAGO, IL

2014 HBA Leadership Conference, 973-575-0606

12-15 SAN FRANCISCO, CA

29th Annual North American Spine Society (NASS) Meeting, 630-230-3600

12-15 FORT LAUDERDALE, FL

61st Annual Academy of Psychosomatic Medicine (APM) Meeting, 301-718-6520

13-14 SAN FRANCISCO, CA

The Center for Business Intelligence is sponsoring "5th Annual West Coast Compliance Congress," 800-817-8601

13-16 SAN DIEGO, CA

American Academy of Physical Medicine and Rehabilitation (AAPMR) Annual Assembly, 847-737-6000

21-25 NEW YORK, NY

North American Primary Care Research Group (NAPCRG) Annual Meeting, 888-371-6397

MEETINGS IN DECEMBER

4 ATLANTA, GA

HBA 4th Annual Women in Healthcare Leadership Awards Dinner, www.hbanet.org

5-9 SEATTLE, WA

68th Annual American Epilepsy Society (AES) Meeting, 860-586-7505

FUN THINGS TO DO

NOVEMBER 2014

FEATURE EVENT FOR NOVEMBER

BANK OF AMERICA Winter Village at Bryant Park, NYC

The ice skating rink is the centerpiece of Bank of America's Winter Village at Bryant Park. The 170' x 100' rink features free admission to ice skating, plus you can rent high-quality skates. You can also check out skating shows, special events, and various activities.



There are more than a 125 boutique-like shops offering exquisite gift ideas, from jewelry to decorative home goods, local foods, and more. The shops are laid out along the park's allies and terraces and housed in Bryant Park's own custom-designed kiosks.

After shopping till you drop, you can indulge in some hot chocolate or tasty treats, dine ringside at a two-story glass-enclosed restaurant, stroll down the streets and check out the food vendors, or sit back, relax, and enjoy a number of other dining options.

Get into the holiday spirit and visit Bank of America's Winter Village at Bryant Park!

Location: Bryant Park is situated behind the New York Public Library in Midtown Manhattan, between 40th and 42nd Streets and Fifth and Sixth Avenues.

Ice Skating Rink: October 21, 2014 – March 1, 2015 • The Holiday Shops: October 21, 2014 – January 4, 2015

For more information, go to <http://www.bryantpark.org/things-to-do/wintervillage.html>