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Healthcare Marketer's

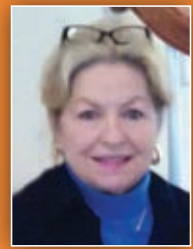
# Exchange

"Where Healthcare Marketers Connect"

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2015

OCTOBER



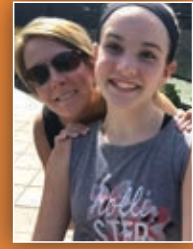
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## REMEMBERING COLLEGE ROOMMATES

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MARKETING RESEARCH CONSULTANT  
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*Real-Life Animal House*



**Dana Piccoli**  
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## Halloween Costume Parade!

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Jasmine Asare  
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Becky Frederick  
Kelly Morrison  
Alison O'Connor  
Nancy C. Pantaleo

David Rothman  
Jackie Singley



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Watch for exciting news in January

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Dear Healthcare Marketer,

Thankfully, we are over the hump!  
 When we finally got Katie off to college, I have to say she was very homesick for a week...I was really wondering if she was going to be able to make it. Then, after a week-and-a-half, it was like the flick of a switch and all was well. I was proud of how strong I was. During the worst of the texts and phone calls, it would have been easier just to bring Katie home than it was to read her pleas and hear her cry. It was breaking my heart. I just kept saying to Katie, "You can do this! I know you can!" And then saying to myself, "Nancy you must be strong and give her a chance; your reaction can change the course of her future." It's really quite unbelievable to see the change. Katie is so happy now and has adjusted to college life. THANK GOD!



Katie and Maddie bonding in dorm room.

Since I was thinking so much about Katie's sendoff a few months ago, I put the word out to colleagues that we would love to share some college roommate stories in THE EXCHANGE. Little did I know that Katie would have a roommate story of her own – a tremendously positive one! Her roommate, Amber, is fantastic. She definitely helped Katie make the adjustment with her kindness, patience, and encouragement. What a blessing!

You'll find some fun, funny, and touching roommate stories in this issue from **Judy Picciano, Bierce Riley, Stacey Conway, Tom Bishow, Bill Hahn, Terry Nugent**, and college roommate BFFs and now colleagues **Dana Piccoli and Lindsay Schubert**. We continue the Family theme with excellent photography from **Amy Novak's** daughter **Sophie**. Plus you'll find our Annual Halloween Picture Parade with photos from **Alison O'Connor, Jackie Singley, Nancy C. Pantaleo, David Rothman, Jasmine Asare, Leslie Celli, Kelly Morrison, and Becky Frederick**. **Aimee H. Berner** shares her awe-inspiring trek hiking the Grand Canyon's Bright Angel Trail down for an overnight at Phantom Ranch. **Anne Higgins Petz** updates us on her latest novel and shares some tips for writers. And **Phil Soufleris** is our featured guest through this month's *Personal Exchange*.

Also, in this issue, I'm sharing my experience of introducing entrepreneurship programs at both my kids' schools. Having spent 15 years as class mom, chaperone, and fundraiser, I thought it was time for a change. It's been so rewarding to see kids consider the many entrepreneurial possibilities and even start businesses of their own! And it's brought back so many memories of when I first started HEALTHCARE MARKETER'S EXCHANGE, which I refer to on occasion as my first child. The creation of THE EXCHANGE was so exhilarating. I'll never forget when the first ads came in - the joy was incredible. The flexibility of my own business led me to adopt Katie and Maddie as a single parent. I truly don't know if I would have or could have done it any other way. So glad I did!!

Coming up next...our November issue will showcase the 1<sup>st</sup> Annual HME Humanitarian Awards nominees and their powerful moving stories. Plus we'll announce the winners of the Personal and Company Humanitarian Awards. Don't miss it!

“ Sometimes you will never know the value of a moment until it becomes a memory. —Dr. Seuss ”

Enjoy this issue...and thanks for reading THE EXCHANGE,

*Nancy*

Coming Soon...

Our Annual Holiday Issue!



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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  
 973-919-1067 or [editorial@HMExchange.com](mailto:editorial@HMExchange.com).

In Memory of...

Alison Gale-Edelman

Alison was born on 3/23/50 and passed away on 5/27/15. Alison was a pharmaceutical industry Media Director for numerous years at various agencies, including Bristol Myers Squibb Company and most recently worked in medical education.



Her son David Edelman, who she was so proud of, was the love of her life. There was not a day that went by without Alison praising her son David, who will now be attending Medical school. She is missed by all.

# Announcements

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

## Onward & Upward

Promotions • Additions

**Communications Media, Inc.**, has announced the appointment of **Colin Clark** as Associate Campaign Analyst, and **Jessica Mancuso** and **Emily Michael** as Associate Media Planner. They can be reached at 484-322-0880. **Chris Bannan** has been appointed as Director, Programmatic Media Buying, and **Brian Clement** as Search Analyst. They can be reached at 215-568-5944. **Amalia Cortes** has been appointed as Office Coordinator and **Sarah McGilloway** as Media Planner. They can be reached at 856-667-8577.

**Healthcasts** has announced the appointment of **Denis Wyrwoll** as Senior Director of Market Research. He can be reached at 1-866-275-7861.

**MediSolutions** (formerly MediScripts) has announced the appointment of **Stephen M. Hoelper** as Vice President of Marketing and New Product Development, **Heather A. Derenthal** as Vice President, Strategic Solutions, **Roman Kudryashov** as Product Marketing Manager, **Rostislav Roznoshchik** as Community and Content Manager, and **John Spingler** as Solutions Consultant. They can be reached at 201-727-1555.

**Ogilvy CommonHealth Worldwide** has announced the promotion of **Michele Andrews** to Executive Vice President, Director of Client Services, and **Josh Wishnoff** to Account Executive, **Ogilvy Healthworld Payer Marketing**, **Dr. Steven Stockton, Ph.D.**, to Associate Medical Director, and **Amanda Haluszka** to Account Executive, **Ogilvy CommonHealth Medical Education**. New hires include **Kirstin Kremer** as Vice President, Account Group Supervisor, **Ogilvy Healthworld Payer Marketing**, **Catherine Goss** as Senior Vice President, Managing Director, **Ogilvy CommonHealth Wellness Marketing**, **Meredith Levy** as Senior Vice President, Management Supervisor, **Ogilvy CommonHealth Medical Marketing**, **Elizabeth Krieger** as Vice President, Group Account Supervisor, and **Robert Ross** as Vice President, Associate Creative Director, both of **Ogilvy Healthworld**. They can be reached at 973-352-1000.

## New & Noteworthy

Awards • Mergers

**AccentHealth** has announced the launch of a new digital patient engagement platform, the *AccentHealth Exam Room Tablet*, as part of the industry's most comprehensive exam room program. **AccentHealth's** digital tablet will provide them with a broad range of content and interactive features to make more productive use of this time and prepare for the doctor-patient discussion. For further information, contact **Erin Fitzgerald** at 212-763-5136 or [efitzgerald@accenthealth.com](mailto:efitzgerald@accenthealth.com).

**Amgen** has received FDA approval for **Repatha** (evolocumab) injection for some patients who are unable to get their low-density lipoprotein (LDL) cholesterol under control with current treatment options. **Repatha**, the second drug approved in a new class of drugs known as PCSK9 inhibitors, is approved for use in addition to diet and maximally-tolerated statin therapy in adult patients with heterozygous familial hypercholesterolemia (HeFH), homozygous familial hypercholesterolemia (HoFH), or clinical atherosclerotic cardiovascular disease, such as heart attacks or strokes, who require additional lowering of LDL cholesterol. For further information, visit [www.amgen.com](http://www.amgen.com).

**Boehringer Ingelheim Pharmaceuticals, Inc. (BIPi)**, and **Eli Lilly and Company** have received FDA approval for **Synjardy** tablets. **Synjardy** is a combination of empagliflozin and metformin – two medicines with complementary mechanisms of action – to help control blood glucose in people with T2D. **Empagliflozin**, a sodium glucose co-transporter-2 (SGLT2) inhibitor, removes excess glucose through the urine by blocking glucose re-absorption in the kidney. **Metformin**, a commonly prescribed

initial treatment for T2D, lowers glucose production by the liver and its absorption in the intestine. For further information, visit [www.boehringer-ingelheim.com](http://www.boehringer-ingelheim.com) or [www.lilly.com](http://www.lilly.com).

**MediScripts**, a provider of point-of-prescription promotion and education resources, announced that it is changing its company name to **MediSolutions**. The name change is part of a re-branding initiative to position the company as an all-inclusive multichannel clinical advertising network. For further information, visit [www.getmedisolutions.com](http://www.getmedisolutions.com).


**Novartis** has received FDA approval for the expanded use of **Promacta®** (eltrombopag) to include children 1 year of age and older with chronic immune thrombocytopenia (ITP) who have had an insufficient response to corticosteroids, immunoglobulins, or splenectomy. The updated label also includes a new oral suspension formulation of **Promacta** that is designed for younger children who may not be able to swallow tablets. For further information, visit [www.novartis.com](http://www.novartis.com).

**Ogilvy CommonHealth Worldwide** announced that **Michael Parisi**, a Managing Partner for the agency, has been named a member of the **Fill Your Bucket List Foundation's** Board of Directors. **Mr. Parisi** joins eight board members who provide oversight of the national nonprofit organization. This foundation is created to support adults with cancer by making a wish or dream come true. It also grants adults (21+) with cancer the financial support to create lasting memories with the people they love. The Foundation takes care of all the details so patients can relax and focus solely on enjoying their dream. For further information, visit [www.fillyourbucketlistfoundation.org](http://www.fillyourbucketlistfoundation.org).

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Source: Kantar Media 2015 Oncology Nursing Data based on Average Issue Readers and Page Exposures, Table 101.



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# FROM *Passion* TO *Publishing*

BY ANNE HIGGINS PETZ

*Greetings from Cary, North Carolina!*

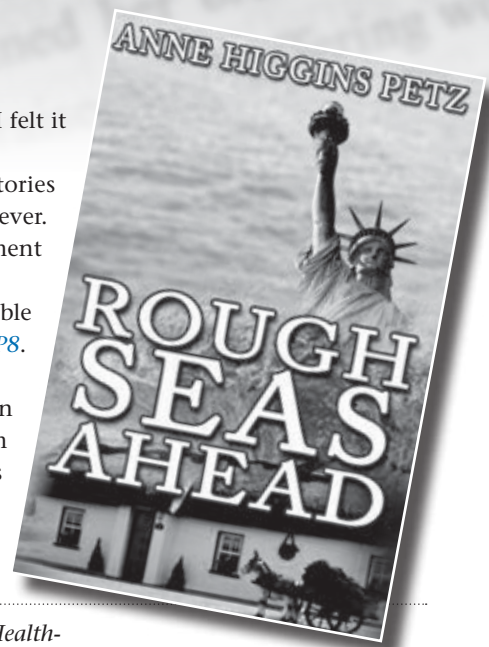
I await my issue of THE EXCHANGE every month to keep up with my old friends. So I felt it was time to let you know what I've been up to...

I've been writing since I was seven years old. I first started by dictating stories to my mother while I spent a year confined to bed recovering from rheumatic fever. Working in Pharma left me little time to indulge in my desire to write, but retirement gave me the opportunity to devote myself full-time to my passion.

My second novel, *Rough Seas Ahead*, was published a few months ago. It's available through [Amazon.com](http://Amazon.com) by searching Anne Higgins Petz or go to <http://amzn.to/1OUjiP8>. I'm thrilled and humbled that it received such great reviews.

The book begins in the 1880s when European immigrants arrived in New York in droves. It's the story of Nancy O'Leary, who at age seventeen journeyed alone from Ireland to America. The crossing was hard, but the life before her had its hardships as well. Prejudice, murder, and intrigue beset Nancy and other brave settlers as Jews, Germans, Italians, and Blacks tried to assimilate as the turn of the century unfolds during a defining era in American history.

*Anne Higgins Petz worked formerly at Sudler & Hennessey, Grey Medical, and Bozell Health-care. She can be reached at [apetz@nc.rr.com](mailto:apetz@nc.rr.com).*



## SO YOU WANT TO WRITE A NOVEL?



Many people ask me how I write novels. So, here's how I do it:

**1. Plot and Character Development** – After I get a glimmer of an idea, devise a plot, and imagine situations, I choose my characters, and then develop them fully. I let them evolve through their actions and dialogue, not by describing their personalities. The characters can talk for themselves. That way, the

reader will get to know them and their motivations.

**2. Combine Knowledge with Imagination** – The conventional wisdom tells authors to write about what they know. However, not all authors do. If they did there would be no science fiction or murder mysteries. I find imagination and research, combined with life experiences, are the way to go.

**3. Write** – People also ask what's the trick or secret to disciplining oneself to spend every day facing a blank piece of paper. It can be daunting. You must accept that the first pages you write are drafts and can be revised the next day. Just get your thoughts down on paper and sleep on it. Then, the next day, assess what you've written, edit it, and keep going. I find a rough outline of the story is absolutely necessary. It may change as your book evolves, but at least you have a guideline to keep you on track.

**4. Write and Read Every Day** – It's not easy. But as you continue, it becomes easier. My advice is to make writing a daily habit. I start at about 10 a.m., work four or five hours, then read other writers' works. Many famous authors have stated that if they are not writing, they're reading. So I read other novelists as much as I can.

**5. Top Two Book Recommendations** – If you're seriously interested in writing, I recommend two books: Stephen King's *On Writing* and, of course, the classic Strunk and White *The Elements of Style*.

**6. One last word: NEVER GIVE UP!** And good luck to all you potential Pulitzer Prize winners. I'd love to hear from you.


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# Halloween

## Costume Parade!



Dora The Explorer (a.k.a., Bella) trick-or-treating at Downtown Disney!

Nancy C. Pantaleo  
Communications Media, Inc. (CMI)  
[npantaleo@cmimedia.com](mailto:npantaleo@cmimedia.com)



Emmanuel, 6, is Spider-Man and Christian, 3, is the Chuggington train from the TV series.

Jasmine Asare  
SSCG Media  
[jasare@SSCGMedia.com](mailto:jasare@SSCGMedia.com)



Ahoy Matey! A "not so happy pirate," Nicholas at age 1 (almost 2),

Jamie – a.k.a., "Sheriff Woody" – at age 4.

Leslie Celli  
SLACK Incorporated  
[lcelli@slackinc.com](mailto:lcelli@slackinc.com)



My wife as "hippie chick" Liz. Me as Richard Nixon. We have a mixed marriage. I'm a Republican and Liz is a dyed-in-the-wool Democrat. We somehow make it work.

David Rothman  
CEO, CMEAcuity Rx, LLC  
[drothman@cmeacuity.com](mailto:drothman@cmeacuity.com)



My son Miles dressed as the Joker for Halloween 2014.

My son Miles dressed as his look-a-like, Harry Potter, for Halloween 2012.

Hair and makeup by me and both costumes handmade with lots of love as always by my sister, Connie.

Alison O'Connor  
UBM MEDICA  
[aconnor@advanstar.com](mailto:aconnor@advanstar.com)



Mom and Dad used this picture to announce the birth of son, Kelton James Singley, on September 12, 2014.

Jackie Singley  
Ogilvy CommonHealth Medical Media  
[jackie.singley@ogilvy.com](mailto:jackie.singley@ogilvy.com)



My daughter Banks dressed as Zippy the Kangaroo (University of Akron mascot) and I wore a University of Akron "Fear the Roo" sweatshirt – I definitely feared the roo during her meltdown! Halloween can be hard for a toddler having to take pictures. Also getting into the picture is one of our dogs dressed as a bumble bee.

Kelly Morrison  
Ogilvy CommonHealth Medical Media  
[kelly.morrison@ogilvy.com](mailto:kelly.morrison@ogilvy.com)



Enjoying an apple from the Evil Queen 20 years ago!

Becky Frederick  
Ogilvy CommonHealth Medical Media  
[becky.frederick@ogilvy.com](mailto:becky.frederick@ogilvy.com)

# REMEMBERING COLLEGE ROOMMATES

We asked our colleagues to share their memorable college roommate stories. Here are their tales...

## R.I.P. Alfred

BY BILL HAHN

Have you ever seen a mynah bird smoke a cigarette?

Well my Sig Ep roommate at the University of Maryland bought a pet mynah bird (named Alfred) and cage. Alfred was very smart and immediately began picking up words and phrases that we taught him. Living in a fraternity house in the '60s was not easy, especially for a mynah bird. Frequently, our fraternity brothers would sneak some beer into Alfred's water and would teach him phrases that would embarrass some of our visitors.



One evening, following a party in the house, a brother decided that Alfred should learn to smoke. Alfred really enjoyed the smoke and beer in his bowl and put on quite a show for all. The next morning everyone woke up except Alfred. Alfred is now only a fond memory of our college life in the Sig Ep house.

Bill Hahn is Principal, Science Branding Communications, 120 Whitmarsh Court, Murrells Inlet, SC 29576. He can be reached at 732-740-4600 or [bhahn@sciencebranding.com](mailto:bhahn@sciencebranding.com).

## Short-Term Snorer

BY JUDY PICCIANO

As a student in London (too long ago to mention), I lodged in the International GirlGuide/Girl Scout hostel (named Our Ark at the time, later Olave House, after Olave Lady Baden-Powell, widow of Lord Baden-Powell, Founder of the Scout movement) in Earls Court. Each "long-term" resident was given a double room – the extra bed was for short-term guests, passing through London. One of these guests was a Belgian gal, who had sleep apnea. She kept me awake most of the night with her snoring – which would suddenly come to a stop – to resume a minute or so later. I was not familiar with sleep apnea at the time (and there were no accepted treatments for this at the time either). I was relieved when she moved on about a week later...though we were supposed to make short-term guests feel welcome.



Judy Picciano is retired as a Manager of Business Intelligence and Market Research from Sanofi (formerly Sanofi Winthrop) and, previously, Parke-Davis/Warner-Lambert. She and her husband, Gene Picciano, a Warner-Lambert retiree, reside in Fort Myers, FL. Contact them at 239-694-1468 or [britalia@embarqmail.com](mailto:britalia@embarqmail.com).

## Third Roommate's The Charm

BY BIERCE RILEY

My first college roommates (three in a room designed for two) were horrendous. One was noisy beyond belief – couldn't shut a door or bureau drawer quietly and had no regard for sleeping roommates. The other was quiet and courteous, but snored like a sawmill. The only times I got a good night's sleep was when they both went home for the weekend. Luckily, after a couple of months of sleep deprivation, I was able to switch to a double with a junior on a schedule similar to mine.



When I transferred to Drew University, the first question my new roommate, Muntzie, asked was, "What really annoys you in a roommate?" I said, "Waking me up when I'm sleeping." She said she'd try not to do that.

We compared schedules, and since I had all eight o'clocks and Muntzie's classes began at ten, I would go to bed earlier. We took our showers at the same time in the evening, then she'd go to the study lounge in her bathrobe. She'd come back to our room to sleep, but I never even heard her. Roommates like Muntzie are rare!

Bierce Riley is a self-employed Marketing Research Consultant, 19 Budd Street, Morristown, NJ 07960. She can be reached at 973-455-0491 or at [Bierce.Riley@gmail.com](mailto:Bierce.Riley@gmail.com).

## A Little Too Much Exercise at Night

BY TOM BISHOW

I had a couple of "trying" college experiences in my first year including...

My roommate had a girlfriend in the first semester. They decided to do their "exercising" all night (must have taken five-hour energy pills!) and didn't care that I was in the next bed. After they were done, he fell asleep and his snoring shook the rafters!



Tom Bishow is Vice President of Sales, RRY Publications, LLC, 8 Woodsyde Place, Owings Mills, MD 21117. He can be reached at 410-356-2455 (o), 410-608-1697 (c), or [tom@ryortho.com](mailto:tom@ryortho.com).

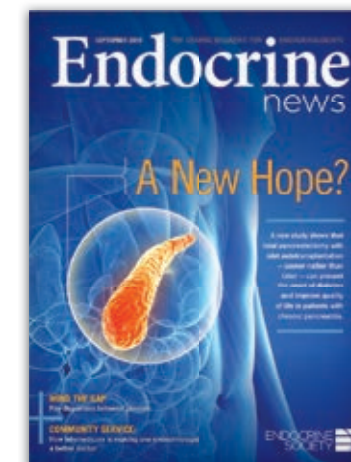
More Roommate Stories on page 12

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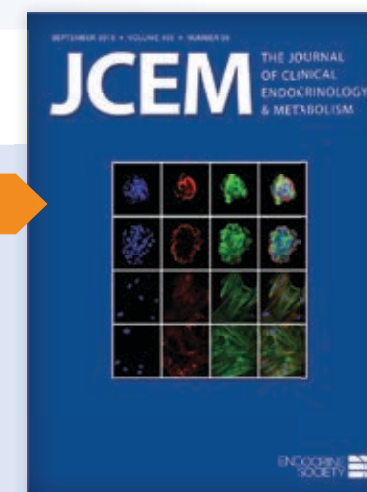
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\* Essential Journal Study, Endocrinology, January 2015 – an independent study from The Matalia Group

<sup>†</sup> Kantar Med/Surg June 2015 – Table 119, Dia/Endo Office & Hospital

<sup>‡</sup> Kantar Med/Surg June 2015 – Table 219, Dia/Endo Office & Hospital



# REMEMBERING COLLEGE ROOMMATES

## Real-Life Animal House

BY TERRY NUGENT

I was a Marquette Evans Scholar (Zeta Chapter), which was a quasi-fraternity. As a result, my college experience was akin to Bluto in *National Lampoon's Animal House*. Everybody had a "Zeta" nickname.



Portrait of the Author as a Young Man.

I had three roommates during my first semester in college:

- "Mort," a.k.a., "The Boogiemaster" – a hard-drinking South Side Irishman. People began calling me "Little Mort," which drove him crazy. His response to this was to pretend I didn't exist.
- "Weasel" – Serious, studious, albino, one of a pair of identical twins, my frat "Big Brother." Always at the library or with his girlfriend. Sort of like the Holy Spirit in Catholic theology, present mostly in spirit.
- "Otto" – Eighth-year super senior. Jerry Garcia clone. Evidently majoring in biochemistry using himself as a lab rat à la Timothy Leary.

Needless to say, it was an interesting semester cooped up in a 12' x 10' room with this motley crew.

As in *Animal House*, an epilogue is de rigeur:

- Mort became a civil engineer, which is a fairly scary thought given the brain cell burn rate of his undergraduate days.
- Weasel is now a pharmaceutical executive.
- Last time I saw Otto, he was a gate agent for one of my flights.
- And I, of course, am a U.S. Senator.

*Terry Nugent is Director of Publication and Association Development at mms, 935 National Parkway, Suite 93510, Schaumburg, IL 60173-5150. He can be reached at 630-477-1553 or [t-nugent@mmslists.com](mailto:t-nugent@mmslists.com).*

## The Story of Dana & Lindsay

BY DANA PICCOLI AND LINDSAY SCHUBERT

In fall of 2004, we both moved into the Irma dorm at Quinnipiac University where we lived directly across the hall from each other. Our love for pop music (and not Dave Matthews) and shared home state of New Jersey quickly made us friends. We became direct roommates our sophomore year and continued to be through our senior year. Since then, we have shared all of life's big milestones together, and were bridesmaids in each other's weddings. Most recently, we became co-workers, now that we are both working at SSCG Media.



Lindsay and Dana – 11 Years of Friendship.

Throughout our college years we had a big group of shared friends that we call the "Irma family," since we met them all our freshmen year within the Irma dorm. We try and see everyone at least once per year, and took a trip down to the Outer Banks in North Carolina this summer as a "family."

### THINGS WE LOVED MOST ABOUT BEING ROOMMATES:

1. Never-ending supply of fabulous accessories
2. Having a partner in crime whether going out or staying in
3. Family dinners at our apartment with all of our friends
4. Having an extra wardrobe to choose from
5. Weekend *Sex and the City* marathons

*Dana Piccoli is Supervisor, Multichannel Media, SSCG Media Group, 2001 Route 46, Waterview Plaza, Suite 310, Parsippany, NJ 07054. She can be reached at 973-402-4934 or [dpiccoli@SSCGMedia.com](mailto:dpiccoli@SSCGMedia.com).*

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## The Boyfriends and the Bill

BY STACEY CONWAY

It's my freshman year of college and I meet my two roommates for the first time. We are three to a room and the room is small, one twin bed and one twin bunk. Not a week in, one roommate has her boyfriend from another local college sleeping over nearly every night. So now, we are four to a tiny room. The air quality is questionable...at best. This setup is annoying, to say the least, but I don't say anything about it.

Then at the end of September, after barely four weeks at college, I receive the telephone bill that's in my name. For the first time, I feel like an adult with something for which I am responsible. I open the envelope and stare in shock at the bill for over \$1,000! Someone had been calling France repeatedly. How am I going to pay for this?! I approach my roommates. As it turns out, the roommate with the live-in boyfriend has another boyfriend in France! I have no idea how or when she found the time to call France so frequently with the other boyfriend always around. Anyway, that's when I said, enough is enough, and told her we didn't need a fourth roommate. I also told her she was responsible for the telephone bill.

Annoying boyfriends who are always around probably aren't going away anytime soon. At least parents today can be thankful for cell phones!

*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](mailto:sconway@nejm.org).*



Stacey Conway, Bentley University, 1990.

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# HIKING THE GRAND CANYON

## BRIGHT ANGEL TRAIL TO PHANTOM RANCH AND BACK AGAIN

BY AIMEE H. BERNER

**H**iking the Bright Angel Trail down into Grand Canyon from the South Rim to Phantom Ranch and back had been a bucket list goal of mine for a long time. I had been making trips to the rim of the Canyon for years – from my childhood to graduate school trips up from Phoenix, and then going with my husband and son. It was time...

### PLANNING

A hike in the Grand Canyon always starts with planning. But to actually hike all the way down into the Canyon takes planning and stamina. If you don't want to camp (and carry all that extra weight), that means a night at Phantom Ranch, which offers the only accommodations available at the bottom of the Canyon. Reservations book up a year in advance. I called in October 2013 and made a reservation for my husband, Paul, and me for early December 2014. However, if you live in the Phoenix area or are flexible – there are plenty of last-minute cancellations to take advantage of.

With a date on the books, it was time to get in shape. From Spring through Fall 2014 we started hiking – 5, 6, 7, 8 mile hikes. That helped with the stamina for the 10 miles down and 10 miles back up. But how to prepare for the elevation – an average grade of 10 percent? Regular “hikes” on the treadmill at 10-15 percent inclines took care of that.

To be prepared and actually anticipate what we were getting into, we did research on the official National Park sites, reviewed notes from other campers, and watched YouTube videos of the hike.

Key Recommendations: Carry and drink lots of water (you can refill on Bright Angel Trail and at Phantom Ranch – but not on other trails); Pack snacks and more snacks; Bring elec-



Enjoying the rock ledge formations near Indian Gardens.

trolyte supplements – these were mandatory – Gatorade and electrolyte pills; Wear good broken-in hiking boots (not athletic shoes) and bring hiking poles.

### THE HIKE

We started as soon as the sun came up. In early December, we woke to a 30° day, but it warmed to 40° at the top of the trail with the first sun at 8 a.m. On the way down, we took many stops for scenic vistas and photo ops. Then, we made a lunch stop at Indian Gardens – the halfway point. By this time, the temperature had increased to a comfortable 65°, yet we talked with people who had hiked this same week the prior year and had snow. So lucky for us. We passed through so many different landscapes and rock formations with each descent to the next level drawing us closer to the river. Finally, we pushed on to the Colorado River. What a true rush! But there were still another 1.5 miles left before Phantom Ranch. To get there you have to cross a suspension bridge across the Colorado River. This is not for the squeamish.

### A LITTLE R&R

Phantom Ranch is an oasis after the hike – yet little changed from the 1920s when it was built. Most everyone stays in one of four gender-segregated bunkhouses – 10 to a house. You are assigned a bunkhouse and grab a bed. We got in at about 2 p.m. and found most of the bunks still open. We walked around and explored the historic cabins and the campsite, but didn't do much else. Dinner was a choice of steak (early seating) or Hikers Stew (later seating). We went for the stew, which was excellent; served with cornbread and salad and all you can eat. Meals were served family style, so it was a great opportunity to meet with the other hikers and hear their stories.

The next day we were awakened with a knock on the door at 5 a.m. announcing the 5:30 a.m. breakfast, which was bountiful – all-you-can-eat eggs, pancakes, bacon to prepare us for the day ahead of hiking. After breakfast, at 6:30 a.m., still in the dark, we left with a small group of campers, hiking by the lights of our headlamps. By the time we crossed back over the suspension bridge, it was daylight.

They say it will take you twice as long to go up as it took to go down. We worried – 6 hours down, does that really mean 12 hours in front of us? Well, we were back up by 3:30 – an 8-hour return. Evidently we took a lot of time on the way down enjoying the views.

### THE WRAPAROUND

The day before and after the hike we stayed at the famous El Tovar hotel at the top of the Canyon. There are plenty of other



The last few miles on the way back up are the hardest. Stopped often and enjoyed the views.

places to stay – but after the hike, the luxury of the old hotel and dining room were well appreciated.

Xantera handles reservations for the Phantom Ranch and the rim lodging and are used to coordinating the ins and outs of hikers. Our luggage had been stored while we were away and was waiting for us in our new room when we came back. The only thing left was a hot shower, a glass of wine, and emails to family letting them know we made it.

From a one-time adventure – this trip turned us into avid hikers – we have since hiked Rag Mountain in Shenandoah National Park in VA and Shirley Lake Trail up Squaw Peak in Lake Tahoe, CA.

*Aimee H. Berner is Principal, Giles & Associates Consultancy, Inc., 51 Sherwood Terrace, Suite P, Lake Bluff, IL 60044. She can be reached at 847-682-4202 or [aberner@gilesaa.com](mailto:aberner@gilesaa.com).*

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# A celebration of Family



## Passing on My Enthusiasm for Entrepreneurship

BY NANCY LEONARD

For the last two years, I decided to volunteer at both of my daughters' schools in a way different than I had in the past. I've been the class mom for both girls numerous times over the last 15 years. I've worked on events like Octoberfest, our grammar school's biggest fundraiser. Plus I've been a chaperone for pretty much every class trip there ever was.

It was time to do something a little different. I wanted to share my entrepreneurial passion with the kids. I saw a void in the every-day curriculum, both on the grammar and high school levels. There seemed to be a missing link between subjects like Math and English, and how they apply to every-day life. I wanted to help the students make the connection between what they were learning and what they could do with these skills in the future. And I wanted to fuel their understanding and enthusiasm toward making personal connections, learning to ask questions, getting more comfortable interacting with adults, and getting a glimpse of the exciting opportunities that await them.

### STARTING A HIGH SCHOOL ENTREPRENEUR CLUB

So I started with Katie, my high schooler at the time. Together we created the Entrepreneur Club. The idea really took off and I'm proud to say we had the largest attendance of any club at school. Since Katie attended an all-girls school that emphasizes empowerment of women, I thought it would be valuable for the kids to hear from women who have been successful in careers and also balanced raising families. So I helped Katie connect with women business owners and then she scheduled them for a presentation to the club. The kids were exposed to so many different careers and the women shared a variety of avenues they took to get there. No person walked in a straight line. I liked what one woman told them, "It's never too early to act like an adult. You never know who can help you get a job or might be your customer someday." Some of the speakers included an architect, lawyer, accountant, interior designer, editor/blogger, makeup artist, clothes

designer, and boutique and toy store owner. My daughter Katie and her classmates learned so much...and so did I for that matter. It was a big bonding experience for us too, particularly great since she was a senior.

### MIDDLE SCHOOL MARKETPLACE

Now onto Maddie, my seventh grader. This past year seemed like the perfect time to start something new at her school, Our Lady of the Lake, in Verona, NJ. I heard of an entrepreneur program called TREP\$ for grammar school kids. TREP\$ is a six-week after-school program (which I turned into eight weeks, adding two weeks to include sales presentation displays and to tie up loose ends) through which children are taught everything they need to know to start their own businesses.

The kids learn about product development, market research, advertising, pricing, marketing, and sales. There is one lesson taught each week and then the kids break up into groups to work on a fun and engaging exercise that emphasizes what was learned – always with a lot of creativity. The program ends with a large-scale flea-market-style event that gives the kids the opportunity to launch their businesses selling real products to real customers for real money.

We had 27 seventh and eighth graders participate. I was very proud of these kids. Some of the products sold included decorated phone cases, homemade bath salts, handmade crafts, emoji t-shirts, and homemade gourmet chocolates to name a few. My daughter Maddie had three businesses. Her company was called Maddie's Arts & Smarts. Maddie has done a number of colorful and beautiful (not just 'cause she's my daughter) oil paintings. She took high-quality pictures of her paintings and had them printed onto note cards. They were a big hit. She also



Maddie, following in Mom's entrepreneurial footsteps! Check out her t-shirt, which says, "Buy It Now Before I Am Famous."



The banner featuring our young entrepreneurs.

hand-painted mason jars with school and sports logos. The "Smart" part came with offering tutoring services for young kids. She had two years of tutoring experience already with the National Honor Society, plus Red Cross certification in babysitting and safety, so this was a natural extension. With a lot of effort, she was very successful and continues to work at tutoring (in fact, someone hired her to tutor their third grade son three days a week) and is still selling her note cards. She is a young entrepreneur!

Overall, the TREP\$ fair was a huge success. To help get the word out, I developed an ad campaign and the kids developed their own ads promoting their individual businesses. The ads were included in the parish bulletin, posted at school, and through local businesses. There was also a social media campaign to promote TREP\$. Plus, the kids promoted the fair at church where they were given the opportunity to speak to the congregation. Everyone learned so much and in addition to getting a lot of local attention, the young entrepreneurs put their private Catholic school on the map. Even the mayor showed up to cut the ribbon to open the fair.

### GREAT GAINS THROUGH ENTREPRENEURSHIP

I believe that both Entrepreneur programs made a difference in the kids' lives. They learned so many life and business skills, like leadership and decision-making. The kids became empowered, gained self-esteem, and learned how and why to behave professionally. They practiced social skills and were motivated to take initiative and see their project through from concept to completion. They learned how to handle money and learned about profit and loss. Now, when they interact in the world outside of the classroom, they will take with them their entrepreneurial spirit and all the skills they've learned. And when they go into a store, they will have a whole new understanding of how commerce works.

I'm really glad I decided to change things up a bit when it came to volunteering at my girls' schools. I could see the students were positively impacted by both the Entrepreneur Club and TREP\$. Plus, these experiences brought me closer to my own kids. They got a glimpse of their mom in work mode. I think they were surprised at how much I knew – lol. Though Katie has now moved on to college, the Entrepreneur Club will continue (without me). And I will work again with Maddie's school on another TREP\$ marketplace. I can't wait to see what the kids come up with this year!

Nancy Leonard is Publisher, Healthcare Marketer's Exchange, P.O. Box 64, Verona, NJ 07044. She can be reached at 973-744-9505 or [nleonard@hmexchange.com](mailto:nleonard@hmexchange.com).



Original Art Note Cards by Maddie Leonard

# A celebration of family

## Every Picture Tells a Story

BY SOPHIE NOVAK

I became attached to photography long before I got my camera. My dad got his late father's camera from a long time ago that is displayed in our house. I always loved to pick up that camera and take imaginary photos (without film) of my family and the outdoors. My grandfather on my mother's side also loves photography so it's fun to share our passion for picture-taking.

Photography is one thing much different from other activities out in the world. When taking a photo you stop time, you can capture an event and look back at that exact moment without being there. Nothing else is like that, absolutely nothing.

Whenever I see a picture, I can tell the photographer has a story behind it and it speaks to me every time.

Most photographers are amazing at what they do, not only because they can get a perfect, clear picture of what they are shooting at, but because they capture the story behind it. Some of my favorite photographs are the ones that are not perfect, not even clear, but have a story behind them.

When I grow up, I hope to be a photographer who can not only take clear, perfect pictures, but also take pictures that others can feel and grasp the story in.

*Sophie Novak is Amy Novak's 12-year-old daughter. Amy Novak is President, Strategic Media Consulting, Inc., 5108 Trumpeter Drive, Portage, MI 49024. She can be reached at 269-352-7909 or [novaksmc@gmail.com](mailto:novaksmc@gmail.com).*

Tombs in The Arlington National Cemetery.



I had to snap this picture quickly of a bird standing silently in Naples, Florida.



Changing of the guards in front of The Tomb of the Unknown Soldier in Arlington National Cemetery.



This is a close-up of the moon on a beautiful night.



I took this picture during the evening of one of the most beautiful sunsets ever.



Bella, one of my standard poodles, staring at me while I had a camera in her face.



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# Must-Know Industry Events **NOVEMBER** 2015

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11th Annual Primary Care Update Fall Conference, 952-948-1685

**3 ATLANTA, GA**  
2015 HBA Annual Conference, [www.hbanet.org](http://www.hbanet.org)

**4-5 PHILADELPHIA, PA**  
ExL Pharma is sponsoring "Pharmaceutical Meeting Professionals Summit," 866-207-6528

**4-8 NATIONAL HARBOR, MD**  
Society for Immunotherapy of Cancer (SITC) 30th Anniversary Annual Meeting and Associated Programs, 414-271-2456

**5 COLUMBUS, OH**  
HBA Ohio Chapter: "Influencing Transformation of Healthcare" Dine Around Series, [www.hbanet.org](http://www.hbanet.org)

**5-7 LAS VEGAS, NV**  
SDEF's 16th Annual Las Vegas

Dermatology Seminar and 12th Annual Psoriasis Forum, 973-290-8214

**6-8 MONTEREY, CA**  
26th Annual UC Davis Anesthesiology Update, 916-734-1574

**6-11 SAN FRANCISCO, CA**  
American College of Rheumatology Annual Meeting, 404-633-3777

**10 COLUMBUS, OH**  
HBA Ohio Chapter: Women in Science (WIS) 2015 Series, [www.hbanet.org](http://www.hbanet.org)

**11-14 SEVEN MILE BEACH, CAYMAN ISLANDS**  
16th Annual Fall Conference on Emergency Medicine, 925-969-1789

**12-15 ORLANDO, FL**  
29th Annual American College of Phlebology Congress, 510-346-6800

**13 SACRAMENTO, CA**  
10th Anniversary of the Annual UC Davis Psychotic Disorders Conference, 916-734-5390

**14-17 LAS VEGAS, NV**  
2015 American Academy of Ophthalmology (AAO) Annual Meeting, 415-447-0320

**16-17 MORRISTOWN, NJ**  
ExL Pharma is sponsoring "Drug Pricing and Reimbursement Strategies Summit," 866-207-6528

**18-20 BOSTON, MA**  
Institute for International Research is sponsoring "Therapeutic Area Partnership 2015," 800-345-8016

**18-21 GUANACASTE, COSTA RICA**  
21st Annual Conference on Women's Health: Care of Women Over 50, 925-969-1789

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References: 1. Kantar Media, Medical/Surgical Study, June 2015, Primary Care. 2. Kantar Media, Website Usage and Qualitative Evaluations, June 2015, Family Medicine. 3. Membership data on file: American Academy of Family Physicians.



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## PERSONAL EXCHANGE

*Phil Soufleris*

**Birthplace:** Burlington, VT

**Marital Status:** Married to Beth, 30 years this November!

**Children:** Michelle 26 and Andrew 22, both are awesome!

**Occupation:** Sales

**Years in Industry:** Wow! May 1986 - you do the math

**College:** Ithaca College, Iona College, M.B.A

**Personal Motto, Mantra, or Favorite Quote:**

"Be the ball, Danny." (*Caddyshack*)

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

My brother Mark is six years older than me and he was my role model for many years. He patiently watched me play bad golf and let me hang out with his friends when I was a little guy. Walking home from the golf course one very hot summer day, he stopped a milk truck and bought a quart of chocolate milk for us to share on the way home – best chocolate milk I ever had in my life. After graduate school, he helped me connect with several of his agency and publishing contacts in our industry and that led to my first job in the industry. I cannot tell you how many times I have heard the comment from people in the industry, "Your brother is such a great guy." Hearing that never gets old.

**What was your first job?**

Making French fries at Carrols Restaurant in my hometown (Manlius, NY).

**What is your favorite restaurant?**

Two former Sudler & Hennessey media clients introduced me to Gotham Bar & Grill. For several years after 9-11, it became the go-to restaurant to celebrate my wife Beth's birthday (9-11). It was the first restaurant where I asked the waiter to bring something that no one else at the table ordered. Not really that daring, considering the menu and the quality of the food.

**What is your most embarrassing moment?**

Well, it actually is a reoccurring event. Beth DVRs several of the "Housewives" shows and I tell her the shows are ridiculous. This comment comes after standing for 10 minutes, not being able to move out of the room. She tells me that I should just admit that I like the shows, but I am not quite there yet...

**Who is your personal hero/heroine?**

My wife, Beth. She is battling a terrible disease and does so with grace and dignity on a daily basis. Her bravery is

immeasurable and her sense of humor is amazing. However, long before her diagnosis, she set the bar of life incredibly high. She is a true champion of tolerance and a great example for our children, Michelle and Andrew, to live by. I admire her character. I would consider myself a success if I became half the person Beth is.

**What are your hobbies?**

Golf. I cannot play that often, but enjoy every minute of it.

**Who was your favorite teacher?**

Mr. Cooper, middle school English. He was young, cool, and drove a canary yellow TR-6 – one of my favorite cars.

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

Cupcakes! C'mon, who does not like a good cupcake?

**Craziest thing you've ever done?**

Some friends and I were pre-gaming on our high school roof before a Friday night football game. A custodian came up on the roof after hearing us, so we did what any 17-year-old would do in this situation – we ran and then jumped off the roof in the dark! Fortunately, I landed on an elevated grassy area. No harm, no foul; but a few feet to my right was a significant drop that would have resulted in a much different ending to my evening. I occasionally think about that one...

**What is your pet peeve?**

The "reply all" to a company-wide email.

**What was the best present you ever received?**

On February 14, 1981, I met my bride at an after-hours party at Ithaca College that my housemates and I happened to host. Best gift of my life, period.

**What is your most memorable birthday?**

Somewhere around the age of four or five, I proudly announced in the line at the supermarket that my mom is making me a green cake with blue frosting (or vice versa)! Not sure what happened at that moment, but I have this thing for cake that remains with me many birthdays later!

**What is one thing you can't live without?**

I have a really hard time not snacking after dinner. Some of my favorites are cheese, pretzels, tortilla chips, and pretty much anything salty. Wasabi peas and nuts have recently made the rotation.

**What is your favorite vacation spot?**

I previously authored an article about it in *THE EXCHANGE* – The Outer Banks, NC. I always look forward to our annual family + friends' trip in July. With many activities and sights to see, it is so much more than a beach vacation. And, it doesn't hurt that there are several Brew-Thrus (drive-in beer and wine stores)! How awesome is that concept?

*Phil Soufleris is Vice President, Sales, Frontline Medical Communications, 7 Century Drive, Suite 302, Parsippany, NJ 07054. He can be reached at 973-290-8224 or [psoufleris@frontlinemed.com](mailto:psoufleris@frontlinemed.com).*

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