

Next Month:  
Kids and Family!

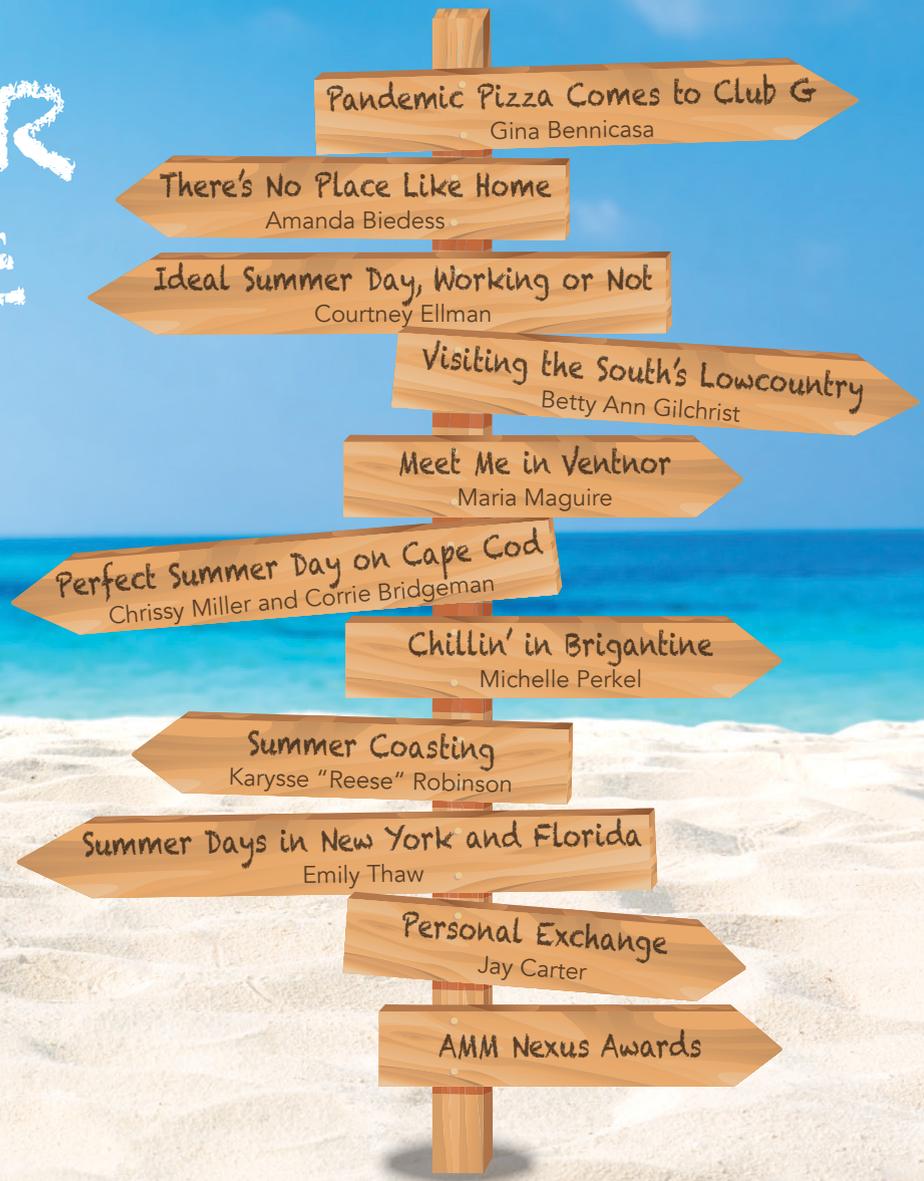
Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 31, No. 7  
AUGUST 2022

SUMMER  
FUN &  
MORE



**EVENTS  
IN THE CITIES**

PENNSYLVANIA • MASSACHUSETTS  
NEW JERSEY

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# DELIVERING A RETURN ON IMAGINATION TO FUEL BRAND SUCCESS



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## Dear Healthcare Marketer,

### Seize the day!

I had a big birthday this year and just so happened to lose several people my age to cancer and other illnesses. It was a wake-up call for me to get busy with my must-see and must-do lists and at the same time live every moment more fully present. I read on Facebook a celebrity my same age said they are in the last third of their lives...and that's if you live till 90. Whoa – wait a minute! That hit me.

So I've made a few changes to fine-tune my life in ways that will keep me engaged and active for many more years to come. I am playing pickleball more, which has led to so many new friends. I also recently started physical therapy to fix a few things like my hip and hamstrings. After a short time, I already see an improvement. I finally joined the local pool after all these years living in my town, which is actually beautiful and even has Adult-Only hours so I can get a few laps in.

I also booked a trip to Aruba before Maddie goes back to college. Grass isn't going to grow under these feet! COVID and all the mass shootings have taught us that life can change in a day or even a moment. Now is the time. Lastly, I am working on the gratitude piece to life and getting rid of any negativity I can, whether from people or situations. It is very freeing, but difficult at the same time as any change is, even for the better.

In this spirit, we're bringing you this summer issue full of fun and good news. It's a great beach read. We asked our readers to describe their perfect summer day. **Chrissy Miller** and **Corrie Bridgeman**, both Cape Cod residents, share their perfect days, plus 10 top things to put on your list if you visit the area. **Maria Maguire** finds it easy to imagine her best day in Ventnor City, a Jersey Shore town she frequents. **Courtney Ellman** gives us a glimpse into her ideal summer day both working remotely and also taking time off to head to the shore with friends and family. **Karysse "Reese" Robinson** gives us a peek at her summer adventures. **Emily Thaw** enjoys the best of two worlds, telling us of her fave beach days on both Long Island, NY, and in Florida. **Michelle Perkel** shares the peace and tranquility she experiences just being in Brigantine, NJ. **Betty Ann Gilchrist** takes us through a recent college friends' getaway that brought her south to Savannah, Georgia, and Hilton Head and Charleston, South Carolina. And, if you're looking for fun, live entertainment in Pennsylvania, Massachusetts, and New Jersey, we've got you covered with *Events in the Cities*.

Closer to home, **Gina Bennicasa** shares how her husband Joe developed his pizza-making skills as a way to thrive during the pandemic. She's in charge of the menu. Homemade pizza? Yes, please! Though **Amanda Beidess** has had the opportunity to travel far and wide, she loves raising her family in Indiana, not far from the town she grew up in. Sounds pretty idyllic! Thanks to **Jay Carter** for sharing the latest in his life through this month's *Personal Exchange*. He's deemed sitting with his wife overlooking their lake better than a vacation! Finally, be sure and take a look at the AMM Nexus Awards recap. Congratulations again to all the winners. It was so nice to meet in person again.

I hope these stories inspire you to think about your ideal day, places you want to visit, and people you want to spend time with...and I hope you make it happen. I know I'm working hard on it!

Here's to Celebrating Life,

*Nancy*



YOU COULD WIN A \$100 AMAZON GIFT CARD!\*

## BE PART OF OUR OCTOBER ISSUE!

Send us your:

- Best Halloween Costume Photos – You, Your Children, Family, Pets
- Favorite Hiking Spots
- Fun Fall Activities (With Social Distancing in Mind)
- Favorite Recipes
- Best Autumn Foliage Day Trips
- Social Distancing Wineries and Breweries

Send your submissions to Nancy at [NALeonard@HMEExchange.com](mailto:NALeonard@HMEExchange.com) or call 973-420-1192 to discuss.

\*One winner will be chosen in a random drawing.

# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**AbelsonTaylor** has announced the promotion of **Amy Restko** to Account Planning Director. She can be reached at [Amy.Restko@abelsontaylor.com](mailto:Amy.Restko@abelsontaylor.com).

**AstraZeneca** has announced the promotion of **Kingsley Barreto** as Senior Director and Head of U.S. Marketing, Hematology Franchise.

**Boehringer Ingelheim** has announced the appointment of **Michael Sampar** as Senior Associate Director, Specialty Marketing, Dermatology.

**CMI Media Group** has announced the promotions of **Justin Freid** to Chief Media and Innovation Officer, **Julie Hurvitz Aliaga** to Executive Vice President, Innovation, Content and Partnerships, and **Andrew Miller** to Executive Vice President, Digital Activation. **Sandy Weag** has returned to the company as Executive Vice President, Media Strategy. Joining the company are: **Camila Gini** as Analyst, Social Intelligence; **Cassandra Voglesong** as Associate Analyst, SEM; **Ella Reiser**, **Paige Mazzacano**, and **Jordan Stern** as Associate Media Planners; **Elyse Lenhardt** as Associate Analyst, Client Finance; **Brieann Cruz**, **Emily Slifkin**, and **Tyler Santangelo** as Analysts, Paid Social; **Anna Cao** as Analyst, Market Research; **Maryna Nazaruk** as Associate Analyst, Programmatic Media Buying; **Katey Kana** as Vice President, Media; **Shah Mazhar** and **Daniel Fink** as Associate Analysts, Data Analytics; **Cameron Metzger** as Associate Analyst, SEO; **William Royal** as Supervisor, Paid Social; **Casey Cardon** as Supervisor, SEM; **Keara Murphy** as Associate Analyst, Paid Social; **Noyah King** as Senior Media Planner; **Emma Lehr** as Analyst, Customer Development; **Alison Kretschman** as Director, Media; **Sijing Tao** as Senior Vice President, Customer Insights and Analytics; **Adam Sprecher** as Associate Director, Business Insights; **Collin McConaghy** as Analyst, Business Insights; **Xuyang Zhang** as Analyst, Data Analytics; **Stephanie Mesa** as Senior Analyst, Paid Social; and **Ana Cecilia Vargas** as Analyst, SEM.

**Compas** has announced the appointments of **Jenna Kantor** as Analyst, Supplier Insights; **Lawrence Nocella** as Senior Specialist, Ad Tech Services; and **David Dass** as Associate Analyst, Supplier Data.

**Cumberland Pharmaceuticals** has announced the appointment of **Michael Monroe** as Senior Product Manager. He can be reached at [mmonroe@cumberlandpharma.com](mailto:mmonroe@cumberlandpharma.com).

**DiD Agency** has announced the promotion of **Gigi Bellettiere** to Account Supervisor. She can be reached at [Gigi.Bellettiere@wearelucidgroup.com](mailto:Gigi.Bellettiere@wearelucidgroup.com).

**Eversana Intouch** has announced the promotion of **Jeff Greene** to Senior Vice President, Strategic Planning. He can be reached at [jeff.greene@eversana.com](mailto:jeff.greene@eversana.com).

**Evoke** has announced the appointment of **Amar Urhekar** as Group President. He can be reached at [amar.urhekar@ashfieldhealth.com](mailto:amar.urhekar@ashfieldhealth.com). Also joining the company is **Francesca Mazzamuto** as Management Supervisor.

**Fishawack Health** has announced the promotion of **Kate Dettbarn** to Group Creative Director and Head of Creative Operations and Solutions. She can be reached at [kate.dettbarn@fishawack.com](mailto:kate.dettbarn@fishawack.com).

**Haymarket Media US** has announced the promotion of **Alyssa Mogavero** to Senior Director, Business Development. She can be reached at [Alyssa.mogavero@haymarketmedia.com](mailto:Alyssa.mogavero@haymarketmedia.com).

**HealixGlobal** has announced the appointment of **Gillian Bailey** as Manager, Communications Design, Media Planning and Strategy. She can be reached at [Gillian.bailey@healixglobal.com](mailto:Gillian.bailey@healixglobal.com).

**ImmunoGen, Inc.**, has announced the appointment of **Juli LeDoux** as Director, Marketing – Patient. She can be reached at [juli.ledoux@immunogen.com](mailto:juli.ledoux@immunogen.com).

**inStep Health** has announced the promotion of **Michael Byrnes** to Chief Client Officer. He can be reached at [michael.byrnes@instephealth.com](mailto:michael.byrnes@instephealth.com).

**Omnicom Health Group** has announced the appointment of **Matt McNally** as Chief Executive Officer. He can be reached at [matt.mcnelly@omnicomhealthgroup.com](mailto:matt.mcnelly@omnicomhealthgroup.com).

**Patients & Purpose** has announced the appointment of **Michael Deverin** as Group Account Supervisor. He can be reached at [michael.deverin@patientsandpurpose.com](mailto:michael.deverin@patientsandpurpose.com).

**Publicis Health Media** has announced the appointment of **Hannah Lamey** as Paid Social Media Supervisor and **Tess Robinson** as Paid Social Associate.

**Real Chemistry** has announced the appointment of **Diana Frasco** as Human Resources Director.

**Syneos Health** has announced the appointment of **Aleksandar Aleksov** as Senior Clinical Research Associate.

**Wolters Kluwer Health** has announced the appointment of **Margo Ullmann** as Account and Relationship Manager, Oncology, and the promotion of **Keida (Washington) Spurlock** to Account Manager. They can be reached at [margo.ullmann@wolterskluwer.com](mailto:margo.ullmann@wolterskluwer.com) and [keida.spurlock@wolterskluwer.com](mailto:keida.spurlock@wolterskluwer.com), respectively.

## NEW & NOTEWORTHY

awards • mergers • approvals

**Amgen** has received FDA approval of RIABNI™ (rituximab-arrx), a biosimilar to Rituxan®, in combination with methotrexate for adults with moderate to severely active rheumatoid arthritis (RA) who have had an inadequate response to one or more tumor necrosis factor (TNF) antagonist therapies. RIABNI is already approved (IS THIS NECESSARY?) for the treatment of adult patients with Non-Hodgkin's Lymphoma (NHL), Chronic Lymphocytic Leukemia (CLL), Granulomatosis with Polyangiitis (GPA) (also called Wegener's Granulomatosis) and Microscopic Polyangiitis (MPA).

**Eli Lilly and Company** and **Incyte** have received FDA approval of OLUMIANT® (baricitinib), a once-daily pill, as a first-in-disease systemic treatment for adults with severe alopecia areata (AA), available as 4-mg, 2-mg, and 1-mg tablets.

**Slack Journals** has announced the launch of its new token product, SLACK Journals Select. With this product, token bundles are available for purchase in specific focus areas, including Nursing, Ophthalmology, and General Medicine. These token bundles allow customers affordable access to articles without a subscription. For more information, email **Megan Stevenson** at [mstevenson@slackinc.com](mailto:mstevenson@slackinc.com).



### *In Memoriam*

#### RONALD J. SOUZA

We regretfully announce industry veteran Ronald J. Souza (85) completed his life's journey on June 24, 2022. In addition to his wife Marjorie (Nunes) Souza, Ron is survived by his three daughters, including our colleague Nancy Souza. He also leaves five grandchildren and three great-grandchildren.

Ron's contributions to the industry he loved were recognized and distinguished when in 2021 he was inducted into the Medical Advertising Hall of Fame (MAHF). It was his crowning professional achievement. The MAHF was founded in 1996 to preserve the history and heritage of the medical advertising profession as well as to recognize the industry's most influential and respected forebears.

After nine years in the pharmacy hospital field, Ron was a marketing manager for two pharmaceutical companies. He then started a 19-year career in medical marketing/education/communications with NYC agencies, beginning with J. Walter Thompson. Ron joined Rolf Werner Rosenthal, Inc., later acquired by Ogilvy & Mather Advertising. He left O&M after five years to become a principal and CEO of Barnum Communications, re-named Barnum & Souza, Inc. The agency was acquired by a larger firm and Ron left Manhattan to form his own consultant business out of his home in Stamford, CT.

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# 2

JAMA Dermatology ranked #2  
*Clarivate Analytics/Journal Citation Reports*

# 19M

19M Video Views  
*Google Analytics*



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**Maureen Reichert**  
maureen.reichert@ama-assn.org



JAMA Network™

# PERFECT SUMMER DAY ON Cape Cod!

BY CHRISSEY MILLER AND CORRIE BRIDGEMAN

**W**e live on Cape Cod year-round and are spoiled by all this New England vacation haven has to offer! Whether you come for an extended vacation or just a day trip, there is a wide variety of things to do all summer long. From Falmouth to Hyannis and Yarmouth to Provincetown, Cape Cod boasts 560 miles of coastline. There are over 15 towns to explore – all unique in their own way.

**Chrissy:** “A perfect Cape Cod day would start with a round of golf and end at my beach club located on Craigville Beach – three-quarters of a mile away from my home.”

**Corrie:** “My perfect Cape Cod day would be spent on the beach at Crowes Pasture in Dennis, a beautiful sandy ORV (off-road vehicle) 4x4 drive-on beach on Cape Cod Bay. Once high tide rolls in, we would head to Sesuit Harbor Café, also in Dennis, for their famous Lobster Rolls!”

In addition to great golf and beaches – there are so many things to do we can’t possibly list them all. But here are our top 10 suggestions of things to put on your list if you visit the area.

## 1 VISIT THE CAPE COD NATIONAL SEASHORE

Over 40 miles of pristine coastline and gorgeous beaches. In 1960 it was designated as a National Park by JFK.

## 2 OUTER CAPE

The very tip of the Cape is comprised of the towns of Wellfleet, Truro, and Provincetown. Lots of shopping, dining, vibrant nightlife (P-Town), and beautiful sights to see. For history buffs, check out the Pilgrim Monument, modeled after the Torre del Mangia in Siena, Italy, that commemorates the Pilgrims landing in Massachusetts.

## 3 UPPER CAPE

Explore the historic town of Sandwich founded in 1609. The Sandwich Glass Museum is worth the trip as is Hoxie House – the oldest house on the Cape and one of the oldest surviving houses in Massachusetts. Lunch or dinner at Fisherman’s View on the Cape Cod Canal or the Dan’l Webster Inn will not disappoint!

## 4 MIDCAPE

Visit Hyannisport and stop by the JFK Library in Hyannis. Main Street in Hyannis is fun for shopping and dining – lots of great restaurants (The Naked Oyster, Anejo Mexican Café, Black Cat Tavern, and the famous Baxter’s Boathouse on

Hyannis Harbor). Osterville is a charming village with unique specialty shops and restaurants. Try the Chart Room at Crosby’s Harbor for their famous mudslides! The Sesuit Harbor Café in Dennis also runs harbor cruises on the SS Lobster Roll. The newly renovated Pelham House, also in Dennis has a fabulous outdoor roof deck restaurant right on the water.

## 5 DOWNTOWN CHATHAM

Upscale boutiques, art galleries, and fine dining stretch for a mile along

Main Street. The Chatham Bars Inn is the place to go for lunch, dinner, or cocktails!

## 6 WHALE WATCH

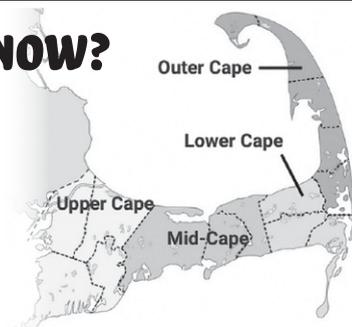
Available to book from April through October. There’s Harbor Whale Watch Cruises in Barnstable or Dolphin Fleet in Provincetown. Be prepared to see lots of whales – including humpback, pilot, and blue whales.



Chrissy Miller’s Nantucket-Style Cape home.

## DID YOU KNOW?

Cape Cod is shaped like an arm, and the portion known as the Lower Cape (as in lower arm!) or Outer Cape extends from the elbow up to the hand. This includes the towns of Harwich, Chatham, Orleans, Eastham, Wellfleet, Truro, and Provincetown. The Upper Cape refers to the area including Falmouth, Bourne, Sandwich, and Mashpee. Barnstable, Yarmouth, Hyannis, and Dennis are considered Mid-Cape.



(Continued on page 7)



Corrie, Ryan, Gracie, and Luca Bridgeman at West Dennis Beach in Massachusetts last 4th of July.

**7 DAY TRIP TO NANTUCKET**

A relaxing one-hour boat trip, ferries depart daily from Hyannis Harbor. Step off the ferry dock and you are in one of the most charming towns in America! More shopping, dining, and beaches. Check out the Whaling Museum – full of the island’s famous whaling history that dates back over four centuries!

**8 DAY TRIP TO MARTHA’S VINEYARD**

Ferries depart daily from Hyannis Harbor (one hour) or Woods Hole/Falmouth (45 minutes). A little larger than its

sister island Nantucket (14 miles long, 3.5 miles wide), Martha’s Vineyard is 20 miles long, 9 miles wide. There are six towns and all are fiercely independent and unique! Rent a car or bicycle and tool around the island for the day.

**9 JUST CHILL ON A BEACH!**

So many beautiful beaches – Sandy Neck in Sandwich, Craigville Beach in Centerville, Mayflower Beach in Dennis to name a few. Pack a lunch and head out for the day – most beaches allow public parking for a \$15-\$20 charge but get there early in peak summer season.

**10 HOMEMADE ICE CREAM**

So many options all over the Cape! Try the coconut ice cream at Four Seas in Centerville or any flavor at Sundae School in Dennis or Harwich. Cape Cod Creamery in Hyannis, Yarmouth, or Dennis is also incredible for homemade ice cream!

If anyone plans to travel to Cape Cod – please do not hesitate to reach out to one of us for more information!



*Chrissy Miller is Senior Sales Director, The New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. She can be reached at 617-834-4702 or cmiller@nejm.org.*



*Corrie Bridgeman is Sales Director, The New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. She can be reached at 781-775-1287 or cbridgeman@nejm.org.*

# MEET ME IN VENTNOR

BY MARIA MAGUIRE

There is nothing better to me than a beautiful June day with the sun gleaming in the sky. My perfect summer day first includes 80-degree weather and a beach somewhere. However, my happy place is Ventnor City, New Jersey, a small town on the Jersey Shore. I frequent this town during my summers, so I can totally imagine my perfect day there.



Ventnor – my happy place!

I would start my day off with a nice, tall iced coffee and an everything bagel with cream cheese and tomato from my favorite bagel shop, Hot Bagels. Then, I would get dressed in my bathing suit, hop on my bike, and head for the beach. On the beach, I would plop my chair in the warm water and take in the sun from 11 a.m. till 5 p.m. My ideal summer day would also include me swimming through the

waves with my many younger cousins.

I might end my day with a stop at my favorite bar one town over in Margate City, New Jersey. It is called Memories in Margate and is run by Jerry Blavat, a disc jockey and performer who has owned the bar for 50 years. He plays all oldies music, and it is always a great time.

To me there is no better place than the Jersey Shore with family in the summer!



*Maria Maguire is Associate Media Planner, CMI Media Group, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-568-5944 (o), 215-971-8685 (direct), or mmaguire@cmimediagroup.com.*

# IDEAL SUMMER DAY, WORKING OR NOT

BY COURTNEY ELLMAN

## WORKING REMOTE

What better way to feel relaxed and happy than to be working in the comfort of your own home, but, on top of that, working outside. My ideal summer day working from home would be to bring my laptop outside and be able to enjoy the fresh air while soaking up the vitamin D that scientifically is proven to make me happier and more energized.

## IDEAL SUMMER DAY NOT WORKING

Since my birthday is the first day of summer, it's spent the same way every year, and that is gathering with friends and family at my favorite place called Inlet Cafe in the Highlands. It's a tradition!



The best part of summer is spending it with the ones you love.

Nothing is more important to me than being able to spend time with my friends and family and go to the beach or watch the fireworks on a warm summer night. The beach has always been my second home in the summer as I live fairly close to it. I've been going to Belmar, NJ, since as long as I can remember. We love to pack up sandwiches, water bottles, and fresh fruit from the surrounding local town markets. (A Yeti cooler would make my beach days complete as I could provide cold food and water all day long to my friends and family.) A BBQ is my favorite meal after spending all day at the beach.

Something about the summer days makes life feel complete. So, I will end this with my favorite quote, "Summer means happy times and good sunshine. It means going to the beach, enjoying the scenery, having fun with friends and family." – Brian Wilson



*Courtney Ellman is Associate Media Planner, CMI Media Group. She can be reached at 732-609-2202 and [cellman@cmimediagroup.com](mailto:cellman@cmimediagroup.com).*

# Chillin' in Brigantine

BY MICHELLE PERKEL

Brigantine Beach is a Jersey Shore town I've been visiting since childhood and thankfully can easily return to as an adult. I'm still greeted by a beautiful, pristine island with a beach that is very chill, especially by Jersey Shore standards.

Between riding my bike around the island and spending the rest of the day lounging on the beach, I am able to enjoy the peacefulness and tranquility that truly transcends the test of time. Without even leaving the house, I'm able to enjoy meals from some of my old favorites such as Tony's Baltimore Grill, White House Subs, and The Pirates Den. I've made room in my heart and stomach for newer spots like Brigantine Bistro, Bella Luna, and Cordivari's Restaurant. Aside from the company of my family, not much more is needed when I go down the shore.



Brigantine Beach.



*Michelle Perkel is Media Director, Eversana Intouch, 205 North Michigan Avenue, Suite 3200, Chicago, IL 60601. She can be reached at [michelle.perkel@eversana.com](mailto:michelle.perkel@eversana.com).*

# Summer Coasting

BY KARYSSE "REESE" ROBINSON

This June, I visited Croatia for the first time! I traveled with a group of friends who met up with hundreds of other visitors for a curated experience. We attended Week 23 of the annual Yacht Week events.



Croatia.

We spent seven days at sea with a week full of activities and, more importantly, parties!

In August, I'm visiting the Amalfi Coast for the first time! This is a friend's birthday trip I was invited to. I can't wait to see all the beautiful ocean views, try the delicious authentic foods, and experience the culture. We're planning to stop by Massa Lubrense, Sorrento, Capri, Praiano, and Amalfi.

I may be there by the time you read this. But just in case, if any HME readers have visited the Amalfi Coast, please feel free to email me some recommendations at [KarysseRobinson@gmail.com](mailto:KarysseRobinson@gmail.com).



*Karysse "Reese" Robinson is Director, Strategic Partnerships, Skipta, Philadelphia, PA. She can be reached at [Karysse.Robinson@skipta.com](mailto:Karysse.Robinson@skipta.com) or [KarysseRobinson@gmail.com](mailto:KarysseRobinson@gmail.com).*

# The scores are in and *Annals of Internal Medicine* remains in **FIRST PLACE!**

Internal Medicine  
Journal Standings  
May 2022

Scores	Received (%)	Total Readers (%)	4 out of 4 Readers (%)	Projected Avg Page Exposures	Approx Minutes Per Month (millions)
<b>Annals of Internal Medicine</b>	<b>76</b>	<b>55</b>	<b>22</b>	<b>21</b>	<b>5.38</b>
Competitor A	39	24	8	7	2.03
Competitor B	69	43	17	17	3.10
Competitor C	66	44	17	21	2.16
Competitor D	62	39	14	15	3.82

**Annals of Internal Medicine** is the #1 read medical journal for Internal Medicine physicians.\*

Check out **Annals** first place standings:

- **Annals** reaches more internists than any other medical journal.
- More internists are likely to read **Annals** than any other medical journal.
- More internists read each issue of **Annals** than any other medical journal.
- More internists spend more time on Annals.org than other medical journal websites.

\*Source: Kantar Media, May 2022 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 204, 402, and 403



Pitch your message. Contact:

**Kevin A. Bolum**, Director, Advertising Sales, at  
215-351-2440 or kbolum@acponline.org

# VISITING THE SOUTH'S LOWCOUNTRY

BY BETTY ANN GILCHRIST

Several times a year, I travel with my friends from college. In May, we visited Savannah, GA, Hilton Head, SC, and Charleston, SC. We packed a lot into seven days but enjoyed every second of it. In preparation for Savannah, I read the novel *Midnight in the Garden of Good and Evil* by John Berendt, which set me up nicely for sightseeing in the historic district.

## SAVANNAH SIGHTS

Our vacation truly began when we arrived in Savannah and sat down for a late lunch at Vic's on the River. We



Coligny Beach, Hilton Head Island.

immediately encountered that southern hospitality as they had held our reservation for over an hour and kept the kitchen open for us! After some She Crab Soup, Fried Green Tomatoes, and a glass of Chardonnay, we set off to explore. We bought tickets for the Hop On Hop Off Trolley Tour, exposing ourselves as world-class tourists!

The trolley tour was one-and-a-half hours and, admittedly, a perfect way to see the historic Savannah squares, parks, and homes. We were able to stop and walk around Chippeewa Square, home of the Forrest Gump bus bench and James Oglethorpe statue (the British colonist who founded Georgia). And we visited Monterey Square, where much of *Midnight in the Garden of Good and Evil* takes place. There were hip SCAD (Savannah College of Art and Design) art students everywhere displaying their art or rushing with their portfolios for a bus or class. Sadly, we ran out of time and missed the Bonaventure Cemetery and Tybee Island, but we got a true feel for the city.

## HILTON HEAD HAPPENINGS

Tired from our travels and sightseeing, we drove to Hilton Head, which was a 45-minute drive. We had several days on Hilton Head Island and made the most of our time. After a good night's sleep, the first thing we did was rent bikes. We then rode down to Coligny Beach, where you can ride directly on the sand along the water during low tide. Then, we rode out to Sea Pines and had lunch at the Salty Dog Restaurant in South Beach – a must if visiting Hilton Head! For those interested in alligators, you will pass many along the way. In fact, we were told that you can assume there is an alligator in almost every swamp and pond on the island.

One of the unexpected highlights of our trip was hiking on Pinckney Island, a National Wildlife Refuge with 4000 acres of land, salt marshes, and tidal creeks. If you like birds and butterflies, you will love this place, with 14 miles of nature trails, 250 different bird species, and 25 butterfly species. One thing that can't be missed is Ibis Pond, where hundreds of White Ibis nest with their babies. This is one of the state's largest Ibis nesting grounds. You can hear the birds from half a mile away.



Another great trip to Southern California – Catalina Island.

For those kayakers out there, I highly recommend renting a kayak or booking a kayak tour out of Shelter Cove Marina. We enjoyed a spectacular afternoon on the water. And, although we didn't see any dolphins, it was a very tranquil, peaceful experience. Hilton Head is a bike-friendly island with bike trails on nearly every street and a free trolley service running all day down Pope Avenue, one of the main thoroughfares to the beach. There are plenty of

(Continued on page 11)

## Heading South *(Continued from page 10)*



Several years ago we visited Montreal.

terrific restaurants. Some we dined at included Red Fish (ask for an outdoor table), Skull Creek Boathouse, A Lowcountry Backyard Restaurant (a local favorite), and Hudson's Seafood House on the Docks. At Hudson's, we were filmed for *The Morning Show*, so you may see us in one of the South Carolina restaurant clips! There are many parks, beautiful beaches, marinas, lighthouses, and natural preserves.

### HISTORIC CHARLESTON

Then, we were off to Charleston, which was about a two-hour drive from Hilton Head. We stayed at Planters Inn, which I highly recommend. We booked it on a whim. It was pricey, but well worth it. We took the (again) touristy horse and carriage ride, which was a great, yet a little stinky, way to see the historic section of the city. That evening, we had drinks at The Vendue Rooftop Bar and dinner at Church and Union, which were both a highlight. Church and Union is a renovated church. Leo Tolstoy's novel *War and Peace* is written in its entirety on the ceiling. I think it's wallpaper, but still very impressive.

So much history in this city, with beautiful mansions where the homeowners are required to keep their outdoor gas lanterns lit 24 hours a day. The outdoor farmers market, cobblestone streets, the harbor, live music everywhere, museums, and, from what we were told, lots of ghosts! We spent the next day at Magnolia Plantation and Gardens. The extensive gardens, the oldest in America, and the trails along the river are breathtaking. Visitors will see pods of bottlenose dolphins and, yes, many alligators. There is also an area with miniature ponies, goats, ducks, and donkeys. Supposedly, there are wild boar that only come out at night to feed. The most impactful part of the day, though, was learning the history of the 235 enslaved people who lived on this plantation. There is nothing new to this story but painful to see and hear, nonetheless.

So, I've come to the end of my trip, and we all had a great time. Our next adventure is on the calendar for 2023 in Sun Valley, Idaho!



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# Summer Days in New York and Florida

BY EMILY THAW

**M**y ideal summer day would be waking up early and going to the gym to not feel guilty for the rest of my day. After working out, I would throw on a bathing suit and pack my cooler with ice and all the beach essentials. Then, I would pick up a bacon, egg, and cheese sandwich for breakfast, followed by an acai bowl that I would store in my cooler for lunch.

At the beach, I would read my book in my Tommy Bahama chair with a crisp White Claw and catch some rays. Once 2 p.m. rolls around, I would pack up and go home to shower and take a nap with the windows open. Then, I would get ready for a night at the beach bar to listen to music and eat a crab cake sandwich.

After that full day, I would be in bed by 10 p.m., and that's my perfect summer day!

I live on Long Island, New York, but spend time in South Florida often with family, especially since I've been working more remotely due to COVID. So, I have favorites in both places.

- In Florida, I would get breakfast at Bagels & in Lake Worth and an Acai Bowl at SoBol in Boynton Beach. Then, I'd end up at Old Key Lime House in Lantana!
- In New York, I would get breakfast at Union Bagel Café in Lynbrook and an Acai Bowl at SoBol in Babylon. Then, I'd end up at Salt Shack at Gilgo Beach!



Relaxing on the beach in West Palm Beach, Florida.



**Emily Thaw** is Manager, Communications Design, Healix Global, 100 West 33rd Street, New York, NY 10001. She can be reached at 646-609-9943 or [Emily.Thaw@healixglobal.com](mailto:Emily.Thaw@healixglobal.com).

# PANDEMIC PIZZA

comes to

# CLUB G

BY GINA BENNICASA

**O**ur story, like most good stories, starts at home. Well... maybe it started when I was a little girl, and I was first introduced to PIZZA!!

The pandemic forced many people to stay home, hunker down, and there's only so many times you can clean out a closet. One day, I noticed a large box being delivered to our home. I asked my husband Joe, "What's in the box?" He said, "We're going to start making pizza in the backyard."

#### ENTER THE OONI

The Pizza Oven is made by Ooni and looks like a little spaceship. Propane fuels the stone in the oven to over 900°. Many years ago, we named our backyard Club G, and this seemed like a nice addition to "The Club." I started to get a little nervous when box after box continued to arrive at the house. Apparently, there are a lot of "tools and devices" needed to create these

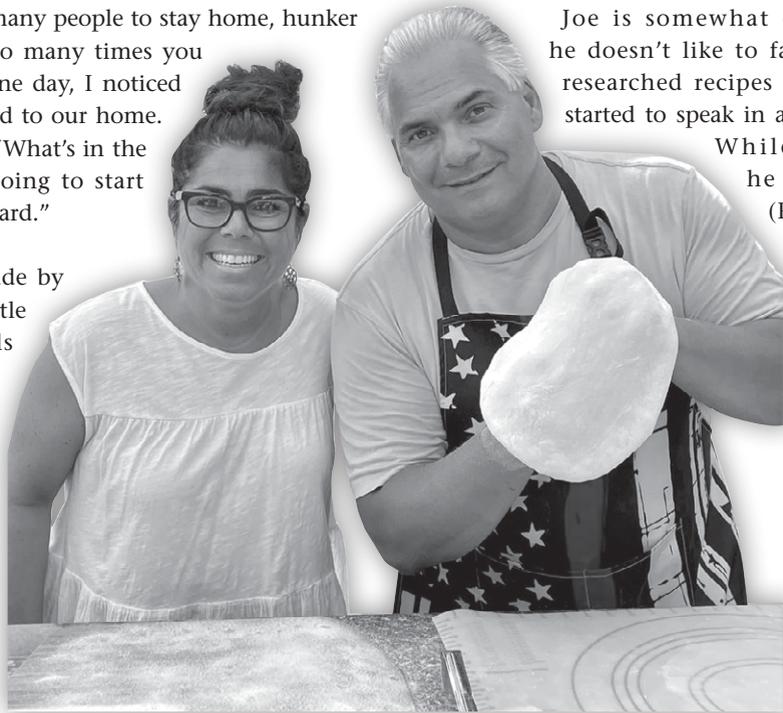
backyard pizzas. Joe spent what seemed like 3,265 hours watching YouTube videos, trying to learn as much as he could, so that we could have the best pizza experience.

Joe is somewhat of a perfectionist, and he doesn't like to fail. I watched him as he researched recipes for pizza dough, and he started to speak in a whole different language.

While making the dough, he is using terms like RT (Room Temperature) and CT (Controlled Temperature). He also only uses the Metric System while tapping into his "Inner Mad Scientist," during the dough-making process.

#### VARIATIONS ON A PIZZA-MAKING THEME

I realized I needed a role in this pizza-making, so I decided to come up with a menu, drawing on my years of pizza eating experience. Joe now makes about seven

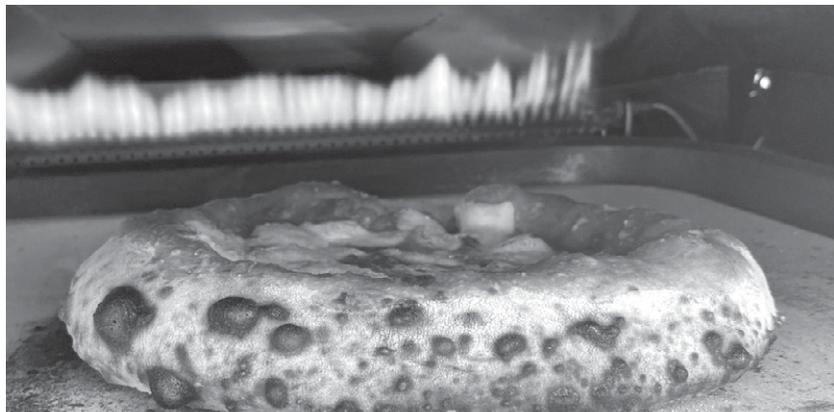


Stretching the homemade dough.

*(Continued on page 14)*



Classic Margherita, Canotto Style.



Puffy crust in the making.

# There's No Place Like Home

BY AMANDA BIEDESS

I've been blessed to live in many places in the United States – and beyond even with a three-year stint in Switzerland. However, summertime in Indiana will forever be my favorite time of year and place. It's why, given the choice to live anywhere in the world, I chose Indiana to raise my family.

## A LITTLE BACKGROUND

Growing up in Zionsville, Indiana, my perfect summer day was made up of long bike rides, digging in the dirt in the garden with my mom, and dinner in the backyard with the hopes of an evening walk to Dairy Queen for a small, dipped cone. Today, I live in Westfield, a town that when we moved here about 10 years ago had roughly 30,000 people. Today, it boasts just over 50,000. While this influx of people has some drawbacks, I love that we have grown to have some amazing local restaurants and distilleries. We're also working our way toward being the amateur sports center of the Midwest with Grand Park Sports Campus just a couple of miles from our home. It's a sprawling 400-acre facility with 31 soccer/lacrosse fields and 26 baseball diamonds.

## IDEAL DAY DAWNING

My ideal summer Saturday starts early at Grand Park watching my 14-year-old daughter, Madeleine, streak across the lacrosse field. We typically get there just as the sun is beginning to peek over the horizon. So, I have a front-row view of amazing sunrises as I drive through the dark to light. These mornings are magical. With a warm coffee in my hands, it makes me stop and appreciate the moments in life that usually pass too quickly – like the growing pride I feel for my children, not for the sports they play, but for the



Watching the sun come up over my daughter's early morning lacrosse game is a beautiful beginning.

friendships they forge and the drive to try new things and stretch out of their comfort zones.

From the lacrosse fields, I jog over to watch my son play baseball. Jacob is 12 and, due to the pandemic, he took two years off from rec baseball. To have him playing again, learning new skills, and competing has been so much fun – and one of the reasons a summer day is so perfect. I love watching him laugh in the dugout, jump up and down with his teammates when someone hits a homerun, and his laser focus when he's in the infield or outfield. It reminds me of the importance of building teams and friend-

ships one play at a time and that you can always get back in the game.

## NIGHT FALLS

Saturday night in Westfield is reserved for the parents with visits to Chiba and 1205 Distillery. Chiba is a fantastic sushi restaurant located in a small

*(Continued on page 14)*

Visits to Chiba on Park Street in Westfield always feel like a mini vacation.



## No Place Like Home *(Continued from page 13)*

home on Park Street. The owners Nicole and Keith Dusko have created an amazing vibe that makes us feel like family every time we visit. The sushi is fresh and creative and the backyard patio makes you feel like you're at home with 50 of your closest friends.

Chiba is a quick golf cart ride from our home down the Midland Trace Trail. It's an old railway that has been turned into a walking, biking, and golf cart path. Driving under the canopy and



Stopping for a Hamilton County Smash is the perfect way to end the day.

trees, passing by the pond with its two white swans that return every summer to raise their babies, I am grateful to live in Westfield. This journey is how we transition from chaotic and kid-focused to date night with music on the speaker, wind ruffling our hair, and wildlife peering out along the trail.

After dinner, we'll head to 1205 Distillery, a local tasting room with great craft cocktails but even better live music and friendly faces. You know you've reached responsible adulthood when the best part is that it closes at the reasonable hour of 11 p.m. on weekends, so we aren't out too late!

A wise girl named Dorothy once said, "There's no place like home," and I couldn't agree more. While I could share stories of amazing adventures in far-off lands – what I love most are the summer days as a family in this city we call home. If you ever find yourself in Indianapolis and are willing to head just a few miles north to Hamilton County, I'd love to meet you and share my insider view of Westfield.



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## Pandemic Pizza *(Continued from page 12)*



Dinner is served.

or eight different pizzas with my favorite being the "Club G Special." This pizza is topped with mozzarella cheese for the baking and then gets topped with prosciutto and arugula before being served. Joe marinates the arugula and prosciutto in fresh lemon juice and olive oil. #yummy.

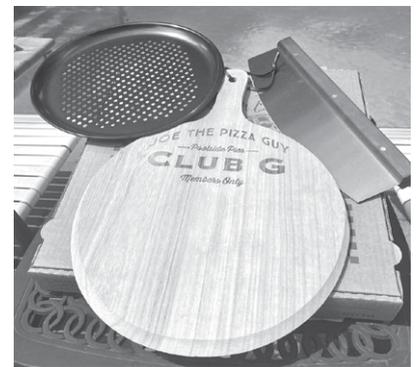
We also enjoy some other pizzas like the Classic Margherita, which is made with fresh mozzarella, homemade tomato sauce, and topped with fresh basil from our herb garden. The Greek Pesto Pie is another creation made

with a fresh homemade pesto base and topped with feta cheese, sautéed red onions, and kalamata olives.

### PIZZA EXCHANGE

Joe makes me laugh because he joined about 10 different pizza/dough-making Facebook groups and found a new friend who is a chef and lives in Scotland. Joe has received videos and recipes from his new Scottish friend and, so far, the pizza has been delicious. He has been making Neapolitan (Canotto Style) pies, which have a HUGE airy cornicione (crust), but he promises to start making NY-style pizza soon. Watching Joe launch the pizza into the oven, and the process of turning it to make sure it has just the right amount of "char," is fun. Oh...did I mention these pizzas are all made in less than two minutes?

We started with Pandemic Pizza Pies, but the pizza will continue long after COVID-19.



Tools of the Trade.



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# EVENTS IN THE CITIES

## PENNSYLVANIA September

### Made In America on the Benjamin Franklin Parkway

Benjamin Franklin Parkway and North 21st Street, Philadelphia

September 3-4

This Jay-Z-curated festival returns to the Benjamin Franklin Parkway with an epic lineup. On the docket this year: Bad Bunny; Tyler, The Creator; Lil Uzi Vert; Jazmine Sullivan; and many, many more.

### Allentown Fair

302 North 17th Street, Allentown

August 31 – September 5

The Great Allentown Fair offers a fun and educational experience. Dedicated to supporting the achievements of farmers, gardeners, and homemakers, the Fair enables children to learn where their food comes from while spending an exciting day riding rides, playing games, and seeing shows. The young and young at heart will find tantalizing international cuisine, musical concerts, thrill shows, and the latest in gizmos and gadgets.

### Doylestown Arts Festival

East State and North Main Streets, Doylestown

September 10-11, 2022

The Doylestown Arts Festival is a two-day juried art, music, and food showcase along the streets of Doylestown. Attendees can expect over 150 artists specializing in glass, pottery, wood, printmaking, live art demonstrations, music, and a vast food court.

### Day Out With Thomas

Strasburg Rail Station, 301 Gap Road, Strasburg

September 16-19

Join Thomas the Tank Engine™, a full-sized operating steam locomotive, as he greets friends of all ages. Thomas the Tank Engine – the famous steam locomotive from the Island of Sodor – will pull your 45-minute excursion ride (4.5 miles east and 4.5 miles returning west on the same track) through the beautiful Lancaster County countryside.

### 2022 Lancaster Hot Air Balloon Festival

2727 Old Philadelphia Pike, Bird in Hand

September 16-18

Ride in a hot air balloon, enjoy going up in a tethered balloon, watch 30+ balloons take off together, and see them lit up at night! Food vendors, family fun, and more await you at this amazing festival.

### Rittenhouse Square Fine Art Show

South 18th and Locust Streets, Philadelphia

September 16-18

The fall edition of this twice-a-year event brings paintings, glassware, sketches, and more art to Rittenhouse Square for an outdoor gallery featuring work by talented artists and crafters.

## MASSACHUSETTS September

### Top September Concerts in Boston:

- 1 - Chris Stapleton – MGM Music Hall – Fenway Park
- 3 - Van Morrison – Leader Bank Pavilion
- 7 - My Chemical Romance – TD Garden
- 7,9,11 - Bruno Mars – MGM Music Hall – Fenway Park
- 8 - Aerosmith – Fenway Park
- 9 - Rammstein – Gillette Stadium
- 10 - Red Hot Chili Peppers, St. Vincent, and Thundercat – Fenway Park
- 13 - Nathaniel Rateliff and The Night Sweats – Leader Bank Pavilion
- 14 - Florence and The Machine – TD Garden
- 14 - Tom Jones – Orpheum Theatre
- 15 - They Might Be Giants – Royale Boston
- 15,16 - Zucchero – Berklee Performance Center
- 17 - Jason Aldean – Xfinity Center
- 19 - Pet Shop Boys and New Order – Leader Bank Pavilion
- 20 - Il Volo – Wang Theatre
- 30 - Lizzo and Latto – TD Garden

### The Boston Arts Festival 2022

Christopher Columbus Park

September 10-11

Located in Christopher Columbus Park, free art and music festival featuring more than 70 juried local visual artists, craftspeople, and local musicians performing on the Waterfront Stage throughout the day. The event brings over 40,000 visitors to Christopher Columbus Waterfront Park, on Boston Harbor, where they can meet the artists and craftspeople who are there to share a wide variety of art and high-end craft work, including jewelry, painting, photography, wood, fiber, ceramics, sculpture, and much more. Local musicians perform their original music, with a range of genres including rock, pop, indie, folk, and jazz.

### The Boston Cup – Classic Car Show on Boston Common

Boston Common

September 25

The Boston Cup is now in its 11th year

and considered to be in the top five Classic Car Shows in the country and is the only car show of its caliber in the Northeast. The show takes place on September 25, 9 a.m. – 2 p.m. near the Parkman Bandstand. Tickets are not cheap – \$50 and \$100, depending on the type of access you want – but the City gets reimbursed about \$25,000 per year for this private use of the “People’s Park.” Don’t want to spring for a ticket? You can still get a look at the cars as they leave the Common around 2 p.m.

## NEW JERSEY September

### Delaware Valley Blue Grass Festival

Salem County Fairgrounds, 735 Harding Highway, Woodstown

September 2-4

The Festival was recently honored as the Bluegrass event of the year. Camping is free at the event. Performing at this years event are Ricky Skaggs and Kentucky Thunder, Seldom Scene, Del McCoury Band, Gibson Brothers, Danny Paisley and Southern Grass, Michael Cleveland and Flamekeeper, Laurie Lewis and Right Hands, Claire Lynch, Country Current, Valerie Smith and Liberty Pike, Dom Flemons, Bob and Sarah Amos Band, New Ballards Branch Bogtrotters, Tuba Skinny, Tuesday Mountain Boys and Joseph Decosimo and Luke Richardson. Also the festival includes a kids program and lots of jamming.

### XPoential Music Festival

Freedom Mortgage Pavilion, Camden

September 16-18.

Produced by Philadelphia’s public radio station WXPN, this musical extravaganza features performances by dozens of local and national artists on three different stages, including Patti Smith, The Revivalists, and Nathaniel Rateliff and the Night Sweats to name a few.

### Sea.Hear.Now Festival

Asbury Park

September 17-18

They have announced an incredible music and surf lineup for its 2022 edition, featuring headliners Stevie Nicks and Green Day along with My Morning Jacket, Cage The Elephant, Billy Strings, Gary Clark Jr., The Head and the Heart, IDLES, Courtney Barnett, and many more! With feet in the sand and views of the Atlantic, fans will be treated to over 25 performances on three stages at North Beach Asbury Park and Bradley Park.



# AMM | Association of Medical Media

On June 14th at the Liberty House in Jersey City, the Association of Medical Media (AMM) gathered to celebrate the Nexus Sales Rep of the Year Award. It was the first time since 2019 that the AMM presented the esteemed award in person.

A new venue, a new time of year, a new nomination process, and a new category of award winners... What an extraordinary event it was!

The first award presentation of the night was the Leadership Award to Diane Carpenteri, in recognition of a commitment to both the AMM and the medical media community. While she was not there in person, the applause was loud and fitting of Diane's involvement in the AMM.

We next announced three 2022 Nexus Award winners: Karysse Robinson for the Rising Star category for sales reps in the industry for up to 5 years, Matt Baffa for the Established Star category for 6 to 15 years, and Steve Sullivan for the Seasoned Star category for 16 years and over. Congratulations to this year's winners.

To top off an already fantastic evening was a fireworks show with the Manhattan skyline as the backdrop. We certainly closed the night with a bang! From sponsors to the volunteers and leadership, thank you to everyone who helped us celebrate the special night.

See the event recap at [AMMOnline.org](https://AMMOnline.org)

# AMM | Association of Medical Media

We look forward to seeing you in 2023!



See the event recap at [AMMOnline.org](https://AMMOnline.org)

# Jay Carter

**Birthplace:** St. Joseph, Michigan  
**Marital Status:** Married 19 years to Rhonda  
**Children:** Six, ages 19-46; eight wonderful grandchildren  
**Job Title:** EVP, Chief Strategy Officer  
**Years in Industry:** 38 (on 6/11/22)  
**College:** University of Michigan College of Pharmacy (B.S. Pharm) and University of Notre Dame (M.B.A.)

*Jesus said: "For I am gentle and humble of heart."*

(Matthew 11:29)



## WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

*I've had several mentors over the years. A common theme: pay it forward. I have tried hard to do so.*

## DO YOU HAVE ANY PETS?

*Rhonda and I have three dogs: Samba, a 12-year-old Shih Tzu/Poodle, Bossa Nova, a 4-year-old Schnauzer Poodle, and Paso Doble, an 18-month-old Yorkie/Shih Tzu. Their names are driven by Rhonda's former vocation and forever avocation, ballroom dancing.*

## WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

*Jimmy Carter: he lives out his Christian duties every day, despite being 97 years old.*

## IF YOU COULD HAVE LUNCH WITH ANY PERSON, LIVING OR DEAD, WHO WOULD IT BE AND WHY?

*Jesus of Nazareth. First question: What about the dinosaurs?*

## WHAT IS YOUR FAVORITE RESTAURANT?

*Estiatorio Milos, a high-end Greek restaurant in New York near Radio City. As I age, I have migrated to a healthier diet and their fresh fish and vegetables are just unmatched.*

## WHAT IS YOUR MOST EMBARRASSING MOMENT?

*Rhonda and I took our adult children and two of their significant others on a Western Caribbean cruise shortly after we got married. At the time, the ship's wine list resembled that of Applebee's. So, I carried some of my best on board and, at a dinner early in the cruise, I brought two bottles of my all-time favorite: 1997 David Arthur 1147 Cabernet Sauvignon. Lost in reverie, I vaguely heard the assistant waiter ask, "Is this your wine?" "Yes," I replied, "I collect them. You'll see me bring different ones every night." Ever gracious, Rhonda said, "She asked, 'Is this your wife?'" My sheepish response was the same: "Yes, I collect them. You'll see me bring different ones every night."*

## WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

*I hope they are kind, smart, and humble. I expect I need to work on all three of those things.*

## WHAT IS THE LAST GOOD BOOK YOU'VE READ?

*I just finished re-reading Robert A. Heinlein's "Time Enough for Love," which I read first as a senior in high school. It affected*

*me greatly then, and again now. Mr. Heinlein has much to offer to a married man.*

## WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

*Is it disingenuous to say [www.AbelsonTaylor.com](http://www.AbelsonTaylor.com)?*

## WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

*I'd own a large, clean pole building in my hometown of Berrien Springs, Michigan, with about 30 classic muscle cars in it.*

## WHAT ARE YOUR HOBBIES?

*I love wine and collect it. Mostly reds, mostly from California and Italy, but some select reds from the South of France. I also love reading, and Comerica Park, home of the Detroit Tigers, is my happy place.*

## IF YOU COULD SEE ANYONE IN CONCERT, WHO WOULD IT BE?

*Saw it – Bob Seger joined Bruce Springsteen for "Thunder Road" to close Bruce's show in Ann Arbor in October of 1980. I'd love to do that again, or see Willie and Merle do "Pancho and Lefty." Missed that particular boat.*

## WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

*We are just (hopefully) finishing a viral pandemic. We're not doing enough to protect ourselves from a bacterial pandemic. The superbugs continue to evolve.*

## WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

*Our boy Bossa Nova was my Christmas present in 2018. It took until the pandemic for him to cleave to me, but he is the first dog who truly thinks I'm his master. I love him so.*

## WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

*Rhonda and I watch every episode of "Chicago P.D." together. Right now, we are working our way through the second season of "Bosch" on Amazon Prime.*

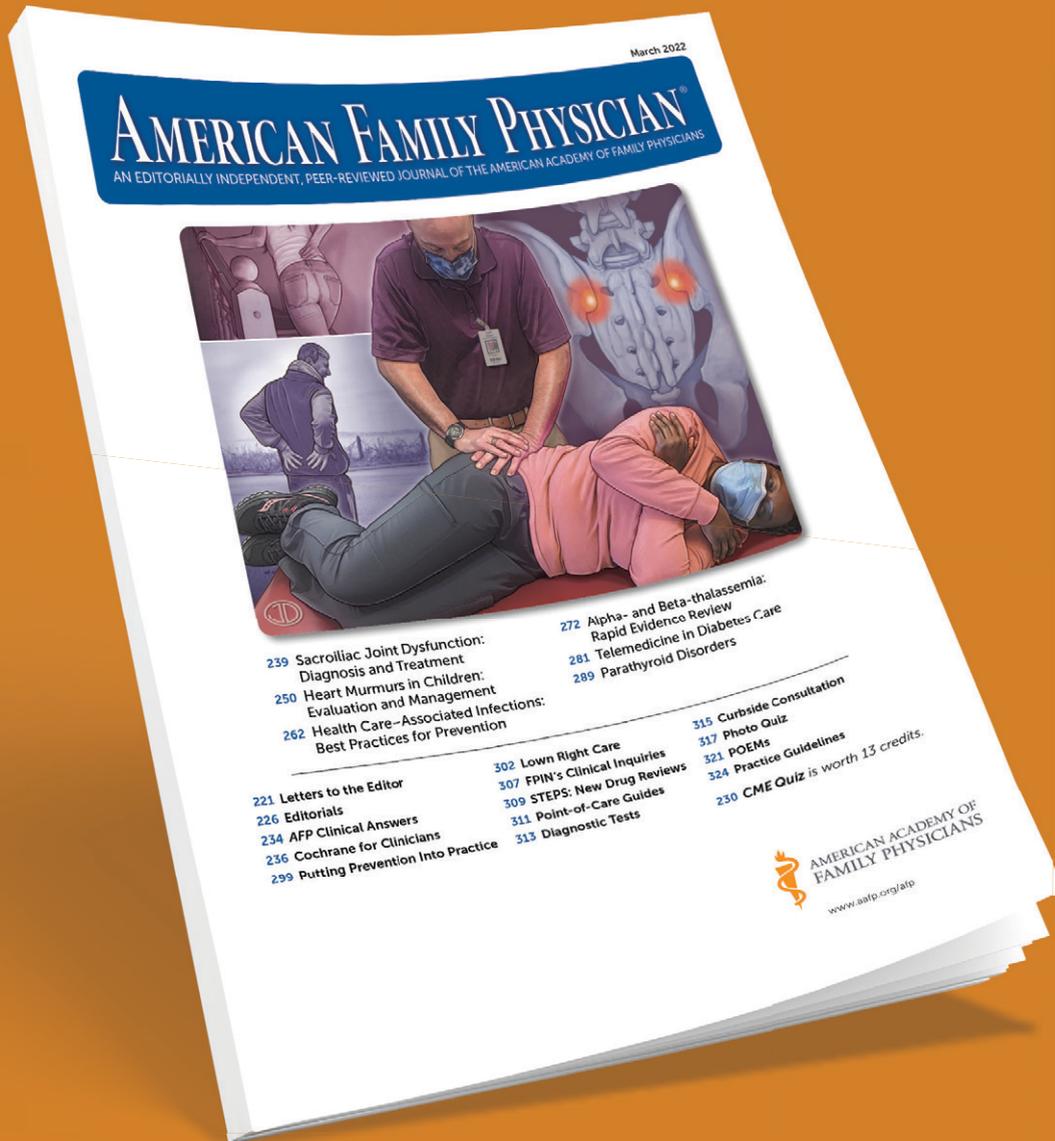
## WHAT IS YOUR FAVORITE VACATION SPOT?

*I live with my beautiful wife and beloved dogs on a little lake in my hometown. Who needs a vacation?*



Jay and his wife, Rhonda, greet a new day from the deck of their home overlooking Lake Chapin in Berrien Springs, Michigan.

*Jay Carter is Executive Vice President, Chief Strategy Officer, AbelsonTaylor, 433 West Van Buren Street, Suite 650N, Chicago, IL 60607. He can be reached at 312-894-5625 [jay.carter@abelsontaylor.com](mailto:jay.carter@abelsontaylor.com).*



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