

Next Month...  
Best of the Best Poll

Healthcare Marketer's

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"Where Healthcare Marketers Connect"

VOL. 25, No. 4  
MAY 2016

## **Oh What a Night!**

**Pix from the AMM Nexus and  
HME Humanitarian Awards**

*Fabulous Vacation Rentals...  
Inside!*

**Get Your Country on in  
Nashville**

*Meet "The Caribbean Guy"*

**Amsterdam – Not Your  
Standard Vacation**

*Find Out What iPura Vida!  
Means*

**Up Close and Personal with  
Martha Walz**

*Best Day in São Paulo*



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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.



American Family Physician®

HEALTHCARE MARKETER'S EXCHANGE

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DEAR HEALTHCARE MARKETER:

**W**ow! Last night at the AMM Nexus and Inaugural Humanitarian Awards, I was thinking how truly blessed I am to be a part of such an amazing group of colleagues. I can't imagine that any other industry has the camaraderie and deep friendships that pharma marketing has. Even the competitors are friends!

I was so nervous getting up there to present the HME Humanitarian Awards. But once I looked out at all the familiar faces and felt such warmth and support in the room, I became comfortable...As comfortable as you can be speaking in front of 180 people.

Thank you all for making it such a perfect evening. Once again, I was so moved by hearing all the HME Humanitarian Award winners' stories. A huge thank you also to AMM for inviting us to partner with them, allowing us to join in this very special event. Congratulations to Leslie Dubin for winning the AMM Nexus Sales Rep of the Year Award. She is so well deserving of this top honor. See page 5 for just a few of Nancy Souza's pictures of the wonderful evening and for more pictures, see our Digital Edition.

And now it's on to the 2nd Annual Healthcare Marketer's Exchange Humanitarian Awards! Check out our website for details on nominating the next winners. Who do you know who goes above and beyond to serve others? What company would you like to honor for cultivating a culture of giving back? What about you? What charities are you passionate about...and give hours of your time and energy to? If you nominate yourself and win, you'll get \$1000 to donate directly to the charity of your choice.

After spending months thinking and preparing for the AMM and HME Awards event, I need a vacation. But since that isn't going to happen, I'll have to live vicariously through the travel stories on the following pages. Merrilee Zigarelli takes us on an extensive tour of the Caribbean. Denise De Maria shares her memorable musical trip to Nashville. Naya Valentin gives us her version of a few perfect days in Costa Rica. David Rothman highlights the sights and tastes of Amsterdam. And our ongoing *Best Day in the City* feature continues with Molly Hansen giving us a cultural tour of São Paulo, Brazil. Martha Walz shares her love of ocean and mountain vacation destinations, and a few of her other favorite things in this month's *Personal Exchange*. And if you're looking for a vacation rental, we've got you covered. Check out page 6.

Don't forget to check out the HME Humanitarian Award nomination information at <http://www.hmexchange.com/humanitarian.html>. And know that we ALWAYS welcome your vacation stories too.

Coming up next month are the results of the Best of the Best Readers' Poll...It's going to be great!

“From what we get, we can make a living; what we give, however, makes a life.”

—Arthur Ashe

Happy Spring and Happy Mother's Day to all the Mothers Out There,

*Nancy*



Editor Elise and I at the AMM/HME Awards.

Coming Soon...

## DAY TRIPS AND GETAWAYS!

Got a day off? Going on a weekend jaunt?  
Tell us where you go and what you do:

- Great hikes
- Perfect beach day
- Off to the country
- Special restaurant experience
- Fun towns to visit
- Fabulous B&Bs



## Kids and Family

Share a bit about your family:

- Special family photo
- Parenting tips – work balance, navigating college, nutrition, discipline
- Best family trips
- Bragging rights – kids' photos, stories, accomplishments
- Funny, silly, wild things your kids say
- Embarrassing moments



Send your submissions to our Editor Elise at [editorial@HMExchange.com](mailto:editorial@HMExchange.com) or call her at 973-919-1067 to discuss. Or submit through our website at [www.hmexchange.com/contests.html/](http://www.hmexchange.com/contests.html/)



# ANNOUNCEMENTS

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

onward&upward

promotions  
additions

**AbelsonTaylor** has announced the promotion of **Tristen George** to Vice President, Director, Experience Design Group (ExD). She can be reached at 312-894-5500.

**CMI Media, LLC**, has announced the appointment of **Nicole Paul** as Associate Campaign Analyst and **Sophia Rowen** as Media Planner. They can be reached at 215-568-5944. **Ben Surkin** was appointed as Search Analyst and **Diane Soden** as Director, Digital Ad Operations. They can be reached at 484-322-0880.

**FreshBlood** has announced the appointment of **Tom Panchak** as Senior Digital Strategist. He can be reached at 415-350-3249.

**Frontline Medical Communications, Inc.**, has announced the appointment of **Angela Labrozzi** as Director of Business Development. She can be reached at 973-206-8971 or [alabrozzi@frontlinemedcom.com](mailto:alabrozzi@frontlinemedcom.com). **Frontline** also announced the appointment of **Jodi Smith** as Associate Publisher for *Family Practice News*® and *Internal Medicine News*®. She can be reached at 973-206-8226 or [jsmith@frontlinemedcom.com](mailto:jsmith@frontlinemedcom.com).

**Giant Creative Strategy, LLC**, has announced the appointment of **Ben Mallory** as General Manager of its Philadelphia office. **Mallory** will also serve as the agency's Executive Creative Director. He can be reached at 215-940-4100. **Giant** also announced the promotion of **Adam Gelling** to President. **Gelling** now will lead the Account Services, Strategy, Client Partnerships, and Project Management groups for **Giant's** San Francisco and Philadelphia locations. He can be reached at 415-655-5233.

**Sandbox** (previously GA Communications Group) has announced the promotion of **Sarah Kaps** to Vice President, Digital Solutions. She can be reached at 312-803-1900.

new&noteworthy

awards  
mergers

**Association of Medical Media (AMM)** has announced its new partnership with the **Pharmaceutical Marketing Research Group (PMRG)**. Through this unique collaboration, the two organizations will cross-promote events and expand exposure for their respective members. For further information, visit [www.ammonline.org](http://www.ammonline.org).

**AMGA** launches the "Transforming Chronic Care Program" as part of its second year partnership with **ITN Productions**. The program is designed to inform the sector and educate the wider public about the innovative ways of improving collaboration within the healthcare community, as well as of identifying those at high risk, preventing the onset of chronic conditions. For further information, visit [www.amga.org](http://www.amga.org).

**Bayer** has received FDA approval for Kovaltry Antihemophilic Factor (Recombinant), an unmodified, full-length factor VIII compound for the treatment of hemophilia A in children and adults. The approval is based on results from the LEOPOLD (Long-Term Efficacy Open-Label Program in Severe Hemophilia A Disease) clinical trials, which supported the approval of Kovaltry for routine prophylaxis to reduce the frequency of bleeding episodes. Kovaltry can be used two or three times per week in adolescents and adults, and two or three times per week or every other day in children. For further information, visit [www.bayer.com](http://www.bayer.com).

**Bristol-Myers Squibb** agreed to acquire all of the outstanding capital stock of **Padlock Therapeutics** under a deal potentially worth up to \$600 mil-

lion. **Bristol-Myers Squibb** noted that the transaction will give it full rights to **Padlock's** protein/peptidyl arginine deiminase (PAD) inhibitor discovery programme focused on the development of therapies for patients with rheumatoid arthritis. For further information, visit [www.bms.com](http://www.bms.com).

**CMI Media, LLC**, has announced that they have been acquired by **WPP**, the world's largest marketing communications services group with billings of U.S. \$73 billion and revenues of U.S. \$19 billion. **CMI** will become part of **GroupH**, parent company for **WPP's** healthcare specialist companies. As part of the acquisition, **Ogilvy CommonHealth Medical Media** will become part of **CMI**, adding offices in Parsippany, NJ, and Chapel Hill, NC. For further information, visit [www.cmi.media.com](http://www.cmi.media.com).

**CSL Behring** has received FDA approval for Idelvion, Coagulation Factor IX (Recombinant), Albumin Fusion Protein, for use in children and adults with Hemophilia B. Idelvion is the first coagulation factor-albumin fusion protein product to be approved, and the second Factor IX fusion protein product approved in the U.S. that is modified to last longer in the blood. For further information, visit [www.cslobehring.com](http://www.cslobehring.com).

**Eli Lilly and Company** has received FDA approval for **Taltz** (ixekizumab) to treat adults with moderate-to-severe plaque psoriasis. For further information, visit [www.lilly.com](http://www.lilly.com).

**Frontline Medical Communications** has announced the launch of **Project Journey™**. The "Journey" is a multimedia, multi-chapter storytelling vehicle designed not only to inform its audience, but to immerse them. Each "Journey" is designed so that HCPs want to return to the artful mix of articles, videos, interviews, clinical commentary, and interactive graphics. For further information, visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

**Gilead Sciences, Inc.**, has received FDA approval for **Odefsey** (emtricitabine 200 mg/rilpivirine 25 mg/tenofovir alafenamide 25 mg or R/F/TAF) for the treatment of HIV-1 infection in certain patients. Emtricitabine and tenofovir alafenamide are from **Gilead Sciences** and rilpivirine is from **Janssen Sciences Ireland UC**, one of the **Janssen Pharmaceutical Companies of Johnson & Johnson (Janssen)**. Odefsey is **Gilead's** second TAF-based regimen to receive FDA approval and represents the smallest pill of any single tablet regimen for the treatment of HIV. For further information, visit [www.gilead.com](http://www.gilead.com).

**The Healthcare Convention & Exhibitors Association (HCEA)** has announced an evolution in their professional development programming. They are transforming the traditional Annual Conference into the new **HCEAConnect**, to be held August 14-17, 2016, in Savannah, GA. For further information, contact **Amy Lotz, C.A.E.**, [alotz@hcea.org](mailto:alotz@hcea.org), or 703-935-1961.

**Pfizer** and **Allergan** called off their \$160 billion merger just two days after the US Treasury Department issued new rules to stop companies from moving overseas to avoid taxes. As a result of the deal's failure, **Pfizer** will pay a \$150 million breakup fee to **Allergan**. **Pfizer** will now choose whether to spin off its generic drug business into a separate entity, while **Allergan** said it will keep trying to "simplify" its operations. For further information, visit [www.pfizer.com](http://www.pfizer.com).

**Teva Pharmaceuticals** has received FDA approval for **Cinqair** (reslizumab) for use with other asthma medicines for the maintenance treatment of severe asthma in patients aged 18 years and older. Cinqair is approved for patients who have a history of severe asthma attacks (exacerbations) despite receiving their current asthma medicines. For further information, visit [www.tevapharm.com](http://www.tevapharm.com).

For More Pictures, [Click Here](#)



# Oh What a Night!



## 2016 AMM Nexus and Inaugural HME Humanitarian Award Presentations



The sounds of fun, friendship, and festivity filled the air when industry friends reconnected at the beautiful **Manhattan Penthouse** on **Wednesday, April 7, 2016**. **HEALTHCARE MARKETER'S EXCHANGE** was honored to partner with the AMM to present a number of prestigious awards. The AMM recognized the Sales Rep of the Year with their annual Nexus Award and invited HME to share the platform to



present their 1st Annual Humanitarian Awards.

The crowd was clearly moved as the award winners shared their stories, while **Sonja Foster-Storch** gave a keynote that had us laughing and reflecting. It was an evening filled with warmth and celebration, set against the dazzling backdrop of the New York skyline...an opportunity to share just some of the many stellar people who are members of our industry.

Congratulations again to:

- **Leslie Dubin** – AMM Nexus Award Winner
- **Todd Adrian** – HME Personal Humanitarian Award Winner
- **AbelsonTaylor** – HME Company Humanitarian Award Winner
- **Nicole Johnson** – HME Honorable Mention Winner

Nominations for the 2nd Annual HME Humanitarian Awards are now open. Be sure and nominate the Company and/or Individual you think deserves recognition for making a positive impact on the welfare of humankind through their contributions, time, actions, and dedication. And why not nominate yourself? That way you can donate an extra \$1000 to the charity you're most passionate about. Go to: [www.hmexchange.com/humanitarian.html](http://www.hmexchange.com/humanitarian.html).





# THINKING ABOUT VACATION?

## CHECK OUT THESE GREAT VACATION RENTALS

### OAK BLUFFS MARTHA'S VINEYARD, MA, Pirate's Cove:

Charming 4-bed, 4-bath, 2500 sq. ft., young Victorian home sleeps 9 and is located in Oak Bluffs, Martha's Vineyard. Amenities include all-new furniture, a spacious master suite with attached sitting room, a beachstone fireplace, Weber gas grill, and a full finished basement with arcade machine and ping pong table. The beach, harbor, and town are all just a pleasant walk away. Please contact Carrington Carter at 973-623-4193 or visit [www.getawaysociety.com](http://www.getawaysociety.com).



### OPEN BAY-FRONT HOME, South Mantoloking, NJ:

This house is full of sun and views. The sunsets are not to be missed! 2016 available dates are: Memorial Day until September 20th (exception of August 12-21, 2016) and forward, which is a lovely time at the Jersey Shore. I welcome winter rentals. There is a private dock, boat ramp, private beach association with 8 beach badges included (the ocean is a block away), along with all utilities which include: cable TV, wireless Internet connection, and central air. Home has 5 bedrooms, 2 full baths, outdoor shower, sofa bed, wood floors, upstairs deck facing the water, washer/dryer/dishwasher. It is a 1 hr., 20 minute drive from NYC but also accessible by NJ transit train to Bay Head. \$2800/week. No pets or smoking allowed. If you wish to see photos, please email me at: [dlodise@mcmahonmed.com](mailto:dlodise@mcmahonmed.com) or text/call me at 917-447-4682. Thanks for looking.

### TOWNHOME FOR RENT, New Jersey Shore:

Thinking of moving to the Jersey Shore but you are not "Shore" about making the full-time commitment yet? Come enjoy the Jersey Shore lifestyle for four months and test out the waters. 2+ BR/2 1/2 Bath luxury townhome with central air, full finished basement, large two-car garage. This townhome is centrally located and is very close to all area beaches, biking, boating, dining, fireworks, fishing, fitness path, golf, and tennis. Enjoy Thursday evening Fireworks at the Beach in Point Pleasant, spend your Sunday evening enjoying fine sunset dining, or go for an early morning Monday run after your first cup of coffee. Available May 1-November 1, 2016. Rent includes all maintenance, utilities, and biweekly maid service. This is a Non-Smoking Household; owner requests that there be no smoking whatsoever in or around the premises. References and 50% deposit of \$12,000 +

rent of \$5,000 as security required. Next installment of \$12,000 due by May 1, 2016. **Owner would consider other rental periods at a cost of \$5,000 per month. One month minimum.** Please contact Gail at 646-942-4234.

**AMAGANSETT, Long Island, NY:** Short walk to bay beaches, 8-minute drive to Amagansett ocean beaches and downtown. Five minutes to Jackson Pollack museum and 10 minutes to galleries and boutiques of East Hampton. 3 BR/2 Full Baths, outdoor shower, 2 decks, central AC, large LR/DR, dishwasher, washer/dryer, recently remodeled granite-counter kitchen. We have a canoe for use on Peconic Bay and several bikes. Dates flexible for July, August, and last week of June. Please contact [stonec@mail.montclair.edu](mailto:stonec@mail.montclair.edu), call 973-239-4945 and leave a message, or call 201-600-8542 (cell phone).

**POCONO MOUNTAINS, PA, White Pine Lodge:** Brand-new, 6-bed, 3-bath, 2800 sq. ft. chalet home sleeps 18 and is located in the Pocono Mountains of Pennsylvania. Amenities include a pool table, arcade machine, hot tub, Bluetooth surround sound, indoor/outdoor fireplace, and a Weber gas grill on a 550 sq. ft. wrap-around deck. The home is minutes from golf courses, ski resorts, indoor waterparks, hiking trails, whitewater rafting, paintball, casinos, and more! Please contact Carrington Carter at 973-623-4193 or visit [www.getawaysociety.com](http://www.getawaysociety.com).



**GORE MOUNTAIN VACATION TOWNHOME, North Creek, NY:** Enjoy the great outdoors while staying in a beautiful townhome in Upstate New York at the foot of the Adirondacks. Located in North Creek by Gore Mountain, 1 mile from the Gore Mountain Ski Area (offering downhill and cross-country skiing, snow tubing, and mountain biking), 10 minutes from the Garnet Hill Cross Country Ski and Mountain Biking Resort, and 30 minutes from beautiful Lake George. Lots of other lakes for swimming and fishing close by. Great area for hiking, rock climbing, kayaking, white-water rafting on the Hudson River, or just sitting on the deck and being lazy! Available for weekend, midweek, weekly & seasonal rentals. 3 BR/2-1/2 Baths, sleeps 6, fully-equipped kitchen, gas grill, linens provided, fireplace, W/D, 3 LED TVs & a DVD or Blu-ray on all, Jacuzzi jet tub in the master suite. Call Don Greenberg for details at 609-462-1268 or email [dagreen1000@gmail.com](mailto:dagreen1000@gmail.com).

# My "Award-Winning" Vacation In NASHVILLE

BY DENISE DE MARIA

In looking back, I guess my fascination with Country/Western goes back to a childhood spent watching *Sky King* and *Mickey Mouse Club* serials on TV while dreaming of becoming a real cowgirl. Fast forward to the early 1980s when I rediscovered country music on 1050 WHN AM radio and got in the habit of talking to some of the DJs, especially Sheila York. I was really heartbroken when the station was replaced by WFAN Sports Radio in mid-1987, but most of the DJs found other radio homes, and I followed them.

In those days, it was relatively easy to call in and hold conversations with DJs while they played long music segments. Two DJs in particular, Del DeMontreux and Dan Taylor (now on WCBS-FM middays), appreciated my interest in radio and the country music business and encouraged me to visit Nashville and eventually to join the Country Music Association (CMA).

### FIRST TRIP TO NASHVILLE

In October 1988, my mother and I traveled to the famous Opryland Hotel during the week of the annual CMA Awards and watched in awe as legends like Johnny and June Carter Cash, Buck Owens, and Tanya Tucker filed through the hotel after the show on their way to the Governor's Ball. We also met another NY country radio legend, Lee Arnold, who couldn't have been nicer and reinforced my desire to be a part of this world in some small way.

### ON TO THE CMA AWARDS

Thus, a year later, having become a CMA member, my mother and I returned to Nashville, this time with tickets to the CMA Awards at the Grand Ole Opry House (one of the perks of membership). Staying at the Opryland Hotel during CMA Week was truly like visiting Fantasyland for me. A number of U.S. and Canadian radio stations set up tables in the lobbies and broadcast live, and many current as well as up-and-coming stars stopped by to be interviewed. These included Clint Black, Patty Loveless, Mary Chapin Carpenter, and Garth Brooks (more about him later). Everyone was most friendly, taking the time to speak with the fans, sign autographs, and pose for pictures, one of the hallmarks of the country music community and somewhat of a rarity in show business.

Leading up to the CMA Awards show, I had my own small brush with fame. First I got to stand in the famous circle on the Ryman Auditorium stage (the original home of the Opry) as part of a tour. Then I had the memorable thrill of playing

*Last Date* on the piano in the renowned RCA Studio B, where Floyd Cramer recorded it many years earlier and played on sessions with Elvis among other notables.

### A NIGHT TO REMEMBER

The CMA Awards Show itself did not disappoint. It was hosted by Kenny Rogers and Anne Murray that year, and George Strait won his first Entertainer of the Year Award. The one performance I will never forget was Dolly Parton's uplifting rendition of *He's Alive*,

backed by a full Gospel choir. It is worth checking out on YouTube. ([https://www.youtube.com/watch?v=tBJF3\\_Izwnk](https://www.youtube.com/watch?v=tBJF3_Izwnk))

After the show, shuttle buses returned everyone to the hotel. As we proceeded through the halls to the ballroom, I looked next to me and recognized Garth Brooks and his then-wife Sandy. He was asking his manager if he thought he could get them into the party! After that, we were separated by the crush of people, so I never did find out if he and his wife were admitted. But within just a few months, after hits like *If Tomorrow Never Comes*, *The Dance*, and *Friends in Low Places*, I don't think Garth ever had to worry about such things again.

I subsequently returned to Nashville on a number of business and pleasure trips. These included several wonderful Country Radio Seminars. I also had the opportunity to meet many more people in various aspects of the business, but nothing could ever quite compare to that magical vacation at Opryland in 1989.



Dan Taylor, Lee Arnold, and Denise De Maria.



Denise De Maria on the General Jackson showboat in Nashville with singer Hal Ketchum in the mid-1990s.



*Denise De Maria worked for many years in Account Services at William Douglas McAdams, eventually Lowe McAdams, Robert A. Becker, and Healthcare Dialog in NYC. She can be reached at [dmtdemaria@hotmail.com](mailto:dmtdemaria@hotmail.com).*

# amsterdam

What a great place to visit!

BY DAVID ROTHMAN

It was July 2011, and Liz and I decided that Amsterdam was where we wanted to go for our honeymoon. We had just gotten married in March (second time around for both), but put off our honeymoon until later in the summer (August).

## MANY MUSEUMS

Amsterdam is not your standard sand, swim, surf, or snorkel vacation as locations in the Caribbean, Hawaii, or Cabo may be, but it offers a lot of treasures for people who are fascinated by art and history.

My favorite artist – Vincent van Gogh – is a fascinating character who remained poor (constantly supported by his brother Theo) and virtually unknown throughout his short life span of 37 years. Yet his works, such as “The Starry Night,” are the subject of legends and ballads. And the biggest collection of his works (over 200 paintings and 500 sketches) can be found in Amsterdam at the Van Gogh Museum.



Liz and I waiting to enter the Van Gogh Museum.

## MUSEUMS

The Van Gogh Museum is just one of the many famous art museums in Holland. The largest is the Rijksmuseum, with more than one million visitors annually. The museum has a wonderful collection of the Dutch Masters like Rembrandt, Vermeer, Jan Steen, to name a few. Not to be missed.

## ANNE FRANK HOUSE

Of course what is a trip to Amsterdam without a visit to the Anne Frank House? The doors open at 9 a.m. and by 9:20 a.m. the line is at least a block long. If you arrive after 10 a.m., bring a book. During the Nazi occupation, Anne Frank, her sister Margot, her mother Edith, and her father Otto could not escape. They went into hiding for over two years in tiny, concealed rooms behind a bookcase in the same building where Otto Frank had worked. His coworkers brought food and other supplies in order to keep them alive.

To pass the time, Anne received a diary for her 13<sup>th</sup> birthday and documented her life and thoughts in hiding. After the war, Otto Frank, the lone survivor, returned to the building and was given the diary by one of his helpers, Miep Gies. It was later published as *The Diary of a Young Girl*.

To me, there were two takeaways:

- Anne Frank, who did not survive, lives on forever as the face of the true horror of the Holocaust.
- The coworkers, who risked their own lives on a daily basis to help save a Jewish family, truly can be called “Righteous Christians.” Be prepared for an emotional experience. [http://www.amsterdam.info/museums/anne\\_frank\\_house/](http://www.amsterdam.info/museums/anne_frank_house/)

## EVERYTHING ELSE

Going on a canal cruise is a great tourist tradition. It provides a unique view of Amsterdam, great photo ops, and a charming way to enjoy a boxed lunch. You also get to converse with other tourists from around the globe. As you travel

the countryside (we used a tour bus we booked through our hotel), you see the windmills, visit the delicious cheese shops, go to the flower district, and dine in the many quaint outdoor cafés. There is the infamous Red Light District and smoke shops for other pleasures (and gawking opportunities) as well.

One interesting observation was how tall and thin the locals are. At six feet and 190 pounds, I perceive myself as relatively average in weight and a few inches taller than average, at least in New York. Not so in Amsterdam! It seemed the average Dutchman was six feet four inches and their spouses were not far behind. I realized I was rather obese by comparison. Genetically, they are the descendants of Vikings, and their lifestyle (they ride their bikes everywhere) keeps them quite fit. I took up bike riding as soon as I came home.

## ABOUT THE FOOD

Our favorite restaurant, and we dined there twice, was the Grand Café l’Opera, which can be found in Rembrandt Square, right in the heart of Amsterdam. The food selection was great, prices were quite reasonable (certainly compared to Manhattan), and the view on the street was superb. You can see how alive Amsterdam is from the outdoor café. As a people-watcher, this was a real treat for me.

Amsterdam also has some of the best Indonesian restaurants on the planet. Other food findings: their cheeses are quite varied (it’s not just Gouda) and delicious...Liz’s favorite was Leyden. Having worked at two Swiss Pharma companies in the past, the cheeses in Amsterdam could certainly hold their own when compared to other European brands. Lastly, chocolates... you’ll have to try them yourself to really get the smile that memory brings.

While on the topic of food, I need to issue a serious warning to my coffee-addicted colleagues!!! Coffee is only served in mini-espresso cups and refills are NEVER free. WITHDRAWAL WAS VERY TOUGH!

All in all, a memorable vacation and one I would recommend if you want something different.



The Anne Frank House.



**David Rothman** is C.E.O., CME Acuity Rx, LLC™, 33 Evergreen Terrace, Monroe Township, NJ 08831. He can be reached at 215-630-4306 or [drothman@cmeacuity.com](mailto:drothman@cmeacuity.com).

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 The NEW ENGLAND JOURNAL of MEDICINE



# THE CARIBBEAN GUY

BY MERRILEE ZIGARELLI

In retrospect, I can pinpoint the moment in time when my husband's obsession with the Caribbean began... we were on final approach to the Cancun International Airport, and the plane was banking toward the beach revealing the most dazzling turquoise waters I had ever seen. My husband, Carmine, exclaimed, "How have I been on this planet for almost 40 years, and never seen this before now?" And so it began... "The Caribbean Guy" was born!

It was 1997, and we had been dating for about two years. We had planned a family vacation with his daughter, our first together, and Cancun was quite affordable at the time making it an ideal choice. I remember the magical feel of the sugar white, limestone-based sand beneath

my feet, and the crystal clear water that allowed me to see a penny lying on the ocean floor. We were hooked!!

We married the following year and honeymooned on a private island in the British Virgin Islands, Peter Island. This exceeded the beauty of Cancun, and opened the door to our endless exploration of the beautiful archipelago that wraps around the Caribbean Sea.

## MANY YEARS MARK MANY ISLANDS

Since that initial trip to Cancun, we have added a significant number of Caribbean islands to our memory book, including Puerto Rico, Jamaica, Dominican Republic, Haiti, Grand Cayman, St. Martin, St. Barts, Anguilla, Grenada, Domenica, Virgin Gorda, St. Thomas, St. John, Curacao, Aruba, Tortola, Cooper Island, and Antigua. Our only deviation from this collection was a wonderful trip to Bermuda to celebrate my mother-in-law's 60th birthday. I'm still trying

to reconcile the fact that this is the same ocean that I waded into at the Jersey Shore. Unfathomable!

But, back to the Caribbean. Needless to say, traveling can

be quite costly, so we've had to be creative in order to satisfy our endless craving for more Caribbean. Luckily "The Caribbean Guy" is excellent in researching destinations, identifying bargains, and, especially, networking with property managers and locals that we've met along

the way to facilitate our addiction. We've done five-star resorts, and we've done affordable B&Bs, but come hell or high water, we added an island or two each year. One of my favorite trips was an impromptu, last-minute affair. We packed one shared duffel bag, hopped on a plane to Puerto Rico, and from there traveled to St. John, staying in a condo rental for a week. Then we took an inter-island ferry to Virgin

Gorda where we stayed in a charming B&B property away from the beach. Concurrently, we had arranged for our daughter and her mom to vacation on St. Thomas, and we coordinated a few days when the four of us connected for a group outing or dinner. The proximity of the USVI and BVI is such that everything is a short ferry ride away.

## COME ONE COME ALL...AND MAYBE STAY

Carmine is so head over heels in love with this region of the world that he wants to share it with everyone. So, when finances allowed, we either sent loved ones, or brought them with us on several trips. These family vacations have produced some of the best memories of our life together. Throughout the years we have zeroed in on a few islands that are especially dear to us, and could potentially be the final destination for our retirement. Providenciales, in the Turks and Caicos, is my personal favorite. With magnificent water and beaches, and a laid-back pace that is slowly developing into a strong, local economy, it presents the opportunity to get in before the prices skyrocket and box us out of the game. However, Grand Cayman, which is about 20 years ahead of Provo in terms of development, probably lends itself to viable business options more so than the T&C. Frankly, I think I'd be happy in either location, each having its own charm and natural beauty. Of course, if money were no object, I'd buy a home in St. John, USVI, and live happily ever after, knowing I'm still part of the United States, while waking each day in paradise.

## A DREAM THAT COULD COME TRUE

Carmine is an entrepreneurial spirit by nature, and, as such, immediately started trying to figure out a business



Family Vacation, Providenciales, Turks and Caicos.



The Baths, Virgin Gorda, BVI.

model that would allow him to live part or all of the time in the Caribbean. After years of defining and refining the objective, he initiated "The Caribbean Guy." The intention is to introduce high school students to the wonders of the Caribbean in an educational format that offers hands-on experience in the fields of oceanography as well as travel and entertainment.

His plan is to have sponsors fund the program through local schools with students securing their spot by submission of essays on the importance of the world's oceans to the ecological balance of our planet. "The Caribbean Guy"

may eventually be the premier educational travel program in this area.

Meanwhile, we are looking forward to our next adventure. On the next trip, we may spend a day with a realtor to get a sense of what it will cost to fulfill our dream.



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## TREASURED ISLAND EXPERIENCES

**Cancun:** There is a small restaurant at the southern end of the island, across from the Royal properties, called Pirates Cove. It backs onto the lagoon, and has, by far, the most amazing shrimp fajitas I've ever tasted, and reasonably priced too. Also a fantastic Sunday brunch!

**Anguilla:** Don't miss Sunday afternoons on Silly Cay. It's a family-run islet that hosts a lobster extravaganza on Sundays...they close when they run out of lobster.

**Antigua:** While hopelessly lost one day driving around the island, we discovered a banana plantation, and across the street was a private home where the owner sold honey she made herself from her bee colony...amazing! Also, we ate a few times at a lovely little restaurant called "Home." It's in the childhood home of the chef/owner who trained in Europe and returned to the island to open his own place. Wonderful local flavor.

**Curacao:** You need to rent a car and ride outside the city up the coast to the national park. Along the way, there are several charming inns. My husband, Carmine, climbed out the window of one and jumped off a 60-foot cliff into the most amazing turquoise waters, giving me a brief heart attack until he surfaced below. Apparently, he and his brother had done this on a previous guys-only trip and he thought he'd surprise me!!

**BVI:** There are so many wonderful islands to explore here. I don't know which to talk about. But, I'll say the best snorkel adventure ever is around Cooper Island and exploring a sunken pirate ship near Constitution Rock. Tough swim, but so worth it. Virgin Gorda has a small place near the marina called The Rock Cafe. The chef is incredible and she makes the best Carbonara I've ever had. While on Peter Island for our honeymoon, we hiked across the island to White Bay where we were completely alone for the entire afternoon except for a catamaran that moored briefly to have lunch and then went on their way. Snorkeled with giant turtles and barracuda.

**Grand Cayman:** So many great places to go...one night we ran into a pub crawl in progress and joined them for a few rounds. There is a restaurant called "Bed" where



Peter Island, BVI.

the staff serves in PJs. Our perfect end to the day is cocktails at the Sunset Deck, a favorite of locals.

**St. Martin:** We found a small boutique property, Le Esplanade, in Gran Cas, the food capital of the French side of the island. It was perched on a hill above the town and walking distance to everything gourmet. Beautiful island mahogany townhomes very reasonably priced.

**St. John, USVI:** This amazing little gem is very intimate and you will run into the same people everywhere. In Cruz Bay, we stay at a lovely small property, Gallows Point, with views of St. Thomas. A five-minute walk into town makes this a perfect jumping point. To sweeten the pot, our very favorite restaurant, ZoZo's, is housed in the property.

**Provo, Turks and Caicos:** This island is somewhere you feel at home right away. The water is incredible on Grace Bay. Although we've stayed at a few properties, our home away from home is at Point Grace, a boutique property of privately owned condos directly on the beach. It's walking distance to shops and restaurants, but you want to rent a car because there's so much to explore and do. Don't miss da Conch Shack for lunch, where they catch conch after you place your order and cook it up fresh. There are so many excellent restaurants on the island; some of my favorites are Magnolia, overlooking Turtle Cove, and Coco Bistro, right on Grace Bay Road. A must is to take a ride to Taylor Bay, a secret little gem of a beach, where my son-in-law proposed to my daughter. Spectacular!

# Costa Rica is iPura Vida!

BY NAYA VALENTIN

When I turned 30, I decided that for the rest of my life it would be a great idea to leave New York City on my birthday; so I chose Costa Rica for the first milestone trip. Little did I know that my best friends and I were about to embark on a wonderful adventure along the Pacific Ocean for four amazing nights!

## A LITTLE COSTA RICAN BACKGROUND

Costa Rica is close to the Equator so, from the moment we landed, it felt like 100+ degrees. My friends and I reserved transportation to/from our hotel and luckily for us we were cruising down the streets of Guanacaste in an air-conditioned minivan. Our driver was very knowledgeable and told

us everything we wanted/needed to know about his homeland. We were surprised to learn that Costa Rica only has two seasons “wet” and “dry.” It rains for six months and they’re in a drought for the remaining six months of the year. Thus, the best time to travel is during spring and early summer. We went in late June and it probably drizzled once during our trip.

## BEAUTY AND BEACHES

We stayed in Barceló Langosta Beach Resort in the town of Tamarindo where the main attractions are surfing and ecotourism. The hotel was lovely, the staff was extremely friendly, and the food/drinks were absolutely delicious. Although the pool was clean and very refreshing, we preferred the rough waves and beautiful sunsets that Tamarindo’s beach had to offer; especially since it was three feet away from the resort. The accommodations and amenities at our hotel were pleasant, but exploring the natural beauty of Costa Rica, its local shops, and mom-and-pop restaurants made the trip much more memorable.



The comical squirrel monkeys became our pals.

## LOCAL FLAVOR

Food service at the hotel was delightful, but didn’t compare to tasting the main dishes like “casado” (a traditional Costa Rican meal of rice, beans, fish or meat, and salad) or “gallo pinto” (the national dish made with a special blend of rice and beans) made from the Ticos (which means Costa Rican people). Our dining experiences were greatly enhanced when enjoyed in local restaurants or while watching the sunset and drinking an ice cold *Imperial* beer or *Pilsen* (their delicious craft beers) along the coastline of Liberia. You could hear live music from every venue on the roads and at night the streets were bustling with people dancing, laughing, and eating. The nightlife was just as riveting as the daytime escapades.

## A HOWLING GOOD TIME

The day of my birthday, my friends and I went on an excursion to explore the mangrove forest and all the exotic animals

that inhabit the land. We took a ride in a jeep before heading to the Tárcoles River. On our tour we stopped along the road to howl at howler monkeys; it was fascinating to hear their responses whenever we howled. As we got closer to the swamp, we passed by wild buffalo roaming the grasslands, and finally upon reaching our destination, we were greeted by beautiful



On our cheeks we had the red, white, and blue horizontal tricolors that make up the flag of Costa Rica.

Macaw parrots. One of the best parts of the tour was watching the tour guides feed 14-foot crocodiles and having our boat surrounded by dozens of squirrel monkeys as they ate the bananas we brought for them!

## SPA DAY

The next day we had another incredible experience zip-lining over the rain forest. Then we relaxed in a mud-bath after hiking through a beautiful nature trail. The hotel reps helped us book combo packages for a one-day adventure at Buena Vista Lodge located near the Rincon Volcano. After zip-lining across 10 cables in the National Park of Rincon de la Vieja, we were treated to a wonderful Costa Rican lunch made by the locals of the town. We then slipped into our bathing suits, covered ourselves with mud, and once the mud dried we soaked in the hot-spring lakes. There is absolutely no better spa treatment than being pampered by nature!

On our last night, we partied and danced until sunrise. Coincidentally, we visited Costa Rica during the 2014 FIFA World Cup. When Costa Rica won an intense match against Greece, the town celebrated all weekend long. We were able to witness



We met Wally the croc who was 14-foot long!

the love and pride of the humble Costa Rican people. We partied with surfers, soccer players, and joyous locals who painted our faces with the Costa Rican flag as we chanted “Pura Vida” on the streets of Tamarindo. Pura Vida means “Pure Life” and is the law of the land in Costa Rica. The expression is used as a greeting or can simply mean “Life is excellent.” The Ticos and Ticas of that beautiful country follow a

happy and relaxed lifestyle. In my opinion, they’re some of the most wonderful people on this earth. For my 30th birthday, Costa Rica definitely gave me iPURA VIDA!



*Naya Valentin is Senior Media Finance Coordinator, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-450-2983 or [nvalentin@sscgm.com](mailto:nvalentin@sscgm.com).*

Best Day In...

# SÃO PAULO

## ITINERARY

### Morning

- Vila Madalena
- Beco do Batman
- Bar Samba

### Midday

- Avenida Paulista
- Museu de Arte de São Paulo
- Livraria Cultura

### Evening

- Liberdade
- Museu Histórico da Imigração
- Chopperia Liberdade

BY MOLLY HANSEN

I was 23 when I first visited São Paulo, Brazil. I was on a fellowship through my graduate program at Tulane University. The city, with over 10 million inhabitants, is huge. I don’t think I got a sense of just how large it is until I took a cab

from Guarulhos Airport into the Perdizes neighborhood of São Paulo. Passing countless neighborhoods, parks, and impossibly tall buildings, I felt like I’d never get to know the metropolis. As soon as I found my place within the city, though, I felt alive. And you will too if you follow these recommendations (culture lovers, get ready!).

## STARTING OUT THE DAY ☀

I’d start my day in São Paulo in **Vila Madalena** – this neighborhood is perfect for strolling around, stopping into shops, and visiting the **Beco do Batman**, a series of undulating murals on walls between streets Gonçalo Afonso and Medeiros de Albuquerque. These murals are updated regularly with new works by local street artists, and you’ll see tourists and locals alike leisurely admiring the paintings and stopping for selfies. If you’re in Vila Madalena on a weekend, go to **Bar Samba**, open in the afternoon and evening on Saturday and evening on Sunday. Bar Samba features a live samba band, with the audience dancing and caipirinhas (lime and cachaça cocktail) flowing. I recommend going with a group to share an order of feijoada, a hearty beef (and/or pork) and beans stew served over white rice with various sides. Stay for the afternoon and enjoy the music, dancing, and food, and you might find yourself a samba expert by the end.

## MIDDAY MEANDERING ☀

If you’re in São Paulo during the week, head to **Avenida Paulista**, the major avenue in São Paulo’s financial district. Lots of restaurants and shops pepper the sidewalks, along with my two recommended cultural sites to visit. The first, the **Museu de Arte de São Paulo (MASP)**, is an architectural marvel as well as a museum with an incredible permanent

collection. The current building, designed by Lina Bo Bardi, was inaugurated in 1968 by Queen Elizabeth II on a visit to Brazil. It houses 8,000 works from around the world spanning various eras, featuring many European artists, but is especially known for its collection of Latin American art. Take a look around the collection and check out any recent visiting exhibitions, and then stop for a quick lunch at a sidewalk restaurant. There are plenty to choose from.



Bar Samba.

Head further down the avenue towards Rua da Consolação and you’ll find the **Livraria Cultura**, the

largest bookstore in Brazil, housed within the Conjunto Nacional shopping center. I could spend an entire day poking around this bookstore, and still find something new.

## EVENTFUL EVENING 🌃

For nighttime fun, I’d pop over to **Liberdade**, a neighborhood in São Paulo known for its Japanese-descent population. You’ll know you’ve arrived when you see the 30-foot tall torii gate marking the entrance on Rua Galvão Bueno. If you have an afternoon and evening to spend in Liberdade, you can find out more about the history of Japanese immigrants in Brazil at the **Museu Histórico da Imigração Japonesa no Brasil** in Liberdade and then dine at one of the delicious restaurants in the district.

Later in the night, however, I recommend finding a karaoke bar like Chopperia Liberdade and settling in for a night to remember. You’ll hear renditions in Portuguese, Japanese, and English, and perhaps share your favorite song with a room of strangers.

I hope this helps you get to know the city I called home for six weeks, and that you ask questions if you are planning a visit. São Paulo (lovingly nicknamed “Sampa” by locals) offers countless experiences. If you visit, you’ll have plenty of opportunities to make wonderful discoveries of your own.



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# Martha Walz



"Just keep swimming."

**Birthplace:** San Diego, CA

**Children:** 2 cats, 1 dog

**Occupation:** Vice President, Content Strategy

**Years in Industry:** 4 years

**College:** B.S., Physics, B.S., Mathematics, Miami University; M.S., Physics, University of Alabama in Huntsville

## What are two things on your bucket list?

Seeing the northern lights and skydiving.

## What was your first job?

I had a paper route delivering the local daily paper when I was in middle school. My sister and I split the work and split the profits.

## Do you have any pets?

Bo and Luke are my rescue kitties. They are brothers that I adopted four years ago. Luke is all black, and Bo is black with white spots. Apollo is the rescue mutt I adopted two years ago. He's a rottweiler-shepherd mix.

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

*The Amazing Race*. It seems like a really fun way to see the world.

## How do you stay fit?

I am a runner. I took up running marathons in 2002 and never looked back. Last summer, my brother got me to sign up for my first sprint triathlon, which is a short-distance triathlon, so now I have caught that bug. On top of all of my training, I play volleyball competitively in the tri-state area.

## What is your favorite quote?

"A handful of sand contains about 10,000 grains, more than the number of stars we can see with the naked eye on a clear night. But the number of stars we can see is only the tiniest fraction of the number of stars there are...the total number of stars in the universe is greater than all the grains of sand on all the beaches of the planet Earth."

This Carl Sagan quote captures the vastness of the universe with a simple metaphor. I am always in awe when I think of how huge the universe is and how small we are, but how big

of an impact we can have on our own little world in the small amount of time that we are here.

## How did you get started in the industry?

I was in B-to-B publishing, and an editor friend of mine recommended me for an editorial position at Ogilvy. Since it wasn't a full-time gig at that point, I didn't take the job. Over time, the position morphed into a content strategy role, and a year-and-a-half later I signed on with Ogilvy and my agency career began.

## What is your most embarrassing moment?

On a high school choir trip to a competition in Canada, my choir was exiting the stage after our performance and the girl behind me stepped on the bottom of my dress and the entire back of it ripped at the waist. I had to leave the stage holding my dress up so that my behind wasn't hanging out! I was laughing too hard to feel too embarrassed.

## What's the last good book you've read?

*The Girl on the Train* by Paula Hawkins. It was an audio book and I couldn't stop listening.

## What are your goals?

Qualify for the Boston Marathon, finish half-iron distance triathlon, be active for life.

## Who was your favorite teacher?

My high school geometry teacher was amazing. He reminded me a bit of Robin Williams in *Dead Poets Society*. He had such a passion for the subject and such enthusiasm for his students, and he was really invested in our education and our lives. He made a potentially dull subject exciting and fun to learn.

## What one little thing always makes you happy?

How happy my dog is to see me when I get home, whether I've been gone for five minutes or five days.

## What is your pet peeve?

Passive aggression.

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

John Denver, so I could sing along with all of his songs that I grew up with.

## What is your most memorable birthday?

My fourth birthday was pretty amazing because my parents let me skip my nap and watch football with them while my brother and sister had to nap. I thought that was the best thing ever!

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

ChapStick.

## What is your favorite vacation spot?

The ocean and the mountains tie for my favorite. You can't beat fresh air and nature.

*Martha Walz is Vice President, Content Strategy, Ogilvy Commonwealth Worldwide, 400 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-4107 or [martha.walz@ogilvy.com](mailto:martha.walz@ogilvy.com).*



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**JUNE  
2016**

## Must-Know Industry Events

**4-6 NEW YORK, NY**  
Women's Health for Primary Care,  
888-533-9031

**8-10 LAS VEGAS, NV**  
Therapeutic Update 2016,  
800-940-5860

**9-11 MONTEREY, CA**  
Women's Health Conference,  
916-734-5390

**10-12 TULSA, OK**  
19th Annual Emergency Medicine  
Review, 800-274-1972

**12-17 NEW YORK, NY**  
22nd Annual Update & Intensive  
Review of Internal Medicine,  
212-305-5960

**13-15 SAN FRANCISCO, CA**  
ExL Pharma is sponsoring "Digital  
Pharma West," 866-207-6528

**13-18 KIAWAH ISLAND, SC**  
Update in Family Medicine,  
843-876-1925

**13-19 SAN FRANCISCO, CA**  
Internal Medicine Update CME Cruise,  
888-647-7327

**16-18 JACKSON, WY**  
Emergencies in Primary Care,  
888-533-9031

**18 LA JOLLA, CA**  
22nd Annual San Diego Heart Failure  
Symposium, 619-299-6673

**24-25 WASHINGTON, DC**  
The Summit in Neurology &  
Psychiatry: Brain, Mind, Body,  
973-290-8214

### MEETINGS IN JULY

**14-16 MIAMI, FL**  
GRAPPA (Group for Research  
and Assessment of Psoriasis  
and Psoriatic Arthritis) Annual  
Meeting 2016, [pamlove@  
grappanetwork.org](mailto:pamlove@grappanetwork.org)

**14-17 MINNEAPOLIS, MN**  
42nd Annual SPD (Society for  
Pediatric Dermatology) Meeting,  
317-202-0224

**JUNE  
2016**

## FUN THINGS TO DO

### FEATURE EVENT FOR JUNE



## Chicago Underground Film Festival

*Festival Dates: June 1-5, 2016*

The 23rd Annual Chicago Underground Film Festival (CUFF) is the longest-running "underground" film festival in the world. Hosted at Chicago's legendary Logan Theatre, the theater's recent renovation unmasked its original ornate detailing from its opening in 1915 and provided the modern enhancements necessary for today's screenings. Shining a bright spotlight on avant-garde and cult cinema, CUFF draws enthusiastic film fans from all over the world to celebrate original filmmaking that is not afraid to take a risk.

This year's festival at the Logan Theatre will offer a complementary mix of independent features, shorts, documentaries, and experimental films augmented by nightly parties and concerts. Programming is innovative and unique, ranging from the lowbrow entertainment of John Waters, Doris Wishman, and Coffin Joe to fine art films/videos of the current avant-garde. With an exponential growth each year in both attendance and film submissions, the Chicago Underground Film Festival is an undeniable success.

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