

Next Month...
More Best of the Best!

Healthcare Marketer's **Exchange**

"Where Healthcare Marketers Connect"

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JUNE 2016

BEST OF THE BEST 2016

In This Issue: Beer • Bars • Cars
Golf Courses • Cities • Wines
Hotels • Shopping Websites
Museums • Movies • TV Shows
Bargain Stores • Bands

Next Month: Restaurants • Ice Cream Parlors • Ice Cream Flavors • Resorts
Beaches • Day Trips • Websites to Book Travel • Books • Vacations

Also Inside:

**Up Close and Personal
with Milton Barcos**

**Best Day in
San Francisco**

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*Source: Kantar Media, December 2015 Medical/Surgical Readership Study, Internal Medicine Office & Hospitals Combined, Table 110



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DEAR HEALTHCARE MARKETER:

Welcome to the Best of the Best Readers Poll issue. I love to hear from all of you about your best picks because I always get terrific ideas for new things to try, from amazing golf courses to delicious new-to-me beers, lots of entertainment options, and more.

I thought I would share with you some of the things I consider the Best of the Best. Here goes:

- **Beer:** Honey Brown – Absolutely delicious.
- **Museum:** Museum of Natural History, NYC (One time I got to sleep under the giant suspended whale overnight with the Girl Scouts!).
- **Wine:** Butter Chardonnay – Rich, bold, and buttery, this excellent vintage sells for about \$16.
- **Golf Course:** Pebble Beach (Never played there, but walked it at the AT&T Pro Am. The views are heavenly).
- **Bar:** Avon by the Sea's Norwood Inn – I have a lot of fond memories of sitting at the bar listening to local singer Paul Cilinski play Jimmy Buffet covers. I would go early to get my bar seat and tambourine.
- **Hotel:** Marriott Resorts – Nice resorts and nice locations. Always meet my expectations.
- **Movie:** *Sound of Music* – I remember putting my record player on and singing and dancing around my living room singing, "The hills are alive..."
- **TV Show:** *The Middle*, *The Voice*, *Grey's Anatomy*, and *Downton Abbey*.
- **Bargain Store:** I have to agree with Merrilee Zicarelli about Costco. I am always there and I always discover fabulous finds!
- **Car:** Cadillac – Best ride! I inherited it as a business car. I used to show up at the shore home I rented with 14 others and they'd say, "Who's grandmother is here?" (Old folks know best!)

Read on. Not only will you find a whole list of "bests" for every category we've covered, you'll also get the scoop on Best Golf Courses from Barry Murphy, Lew Soars, Donna K. Ramer, and Joe Jackson. Katelyn Lovenberg shares the Best City. David Rothman shares his favorite Museum. Read about Dick Elliott's favorite Movie, and Susan Price's choice for Best TV Show. Going shopping? Check out Merrilee Zicarelli's choice for the Best Bargain Store and Kate Zwizanski's recommendation for her favorite Website. While I love Marriots, Chrissy Miller who travels all the time, has a different choice for Best Hotel. Karen Kron fills us in on the Best Car. Having recently attended not one but two of my favorite Band's concerts, I had to weigh in on that category. And, if you're looking for some refreshing ideas on Best Beers, find out what Bierce Riley, Peter Messina, Nancy E. Souza, Phil Soufleris, and Josh Prizer have to say...you might want to enjoy these beers at Dan Adams' choice of the Best Bar. If your tastes run more to Wine, Jay Carter has you covered. This month's *Best Day in...* features Paul Harris and Personal Exchange highlights Milton Barcos.

I think the slower days of summer ahead are the perfect time to try new things. Let us know if reading through others' Bests inspires you to think of a few of *your* favorite things. We always love to hear from you.

Look for lots more Bests coming up in our next issue too!

"A Father is a guy who has snapshots in his wallet where his money used to be."

—Unknown

All the Best to You...and Happy Father's Day to All of You Dads,

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 or call her at 973-919-1067 to discuss.

Or submit through our website at www.hmexchange.com/contests.html

www.HMExchange.com

THE EXCHANGE



Happy Father's Day!

Thanks for always being there, Dad.

ANNOUNCEMENTS

onward&upward

promotions
additions

CMI Media, LLC, has announced the appointment of **John Walsh** as Associate Campaign Analyst, **Erin Lyons** as Media Planner, Analyst, **Jake Washburn** as Senior Campaign Analyst, **Ella Perry** as Associate Media Planner, **Mark Means** as Vice President, Media, and **Gillian Davis** as Senior Media Planner. They can be reached at 215-568-5944. **Katie Schopfer** was appointed as Account Coordinator, Buying Services and Deliverables, and **Jordan McDowell** as Team Leader, ByDoctor® and Data Assets. They can be reached at 856-667-8577. **Andrew Luskin** was appointed as Associate Search Analyst, **Misty Nail** as Vice President, Media, and **Lisa Glower** as Associate Director, Media. They can be reached at 484-322-0880.

DMD has announced the appointment of **Anthony Luttenberger** as Chief Commercial Officer, Pharma, **Christopher Lee** as Chief Commercial Officer, Healthcare, **David Reim** as Chief Product Officer, and **Tighe Blazier** as Senior Vice President, Publisher Partnerships. They can be reached at 847-813-1170.

Ogilvy CommonHealth Worldwide has announced the appointment of **Joy Gray** as Talent Acquisition Manager and **Jason Fischbach** as Account Executive. They can be reached at 973-352-1000.

new¬eworthy

awards
mergers

AbbVie, Inc., has received FDA approval for Venclexta (venetoclax) for the treatment of patients with chronic lymphocytic leukemia (CLL) who have a chromosomal abnormality called 17p deletion and who have been treated with at least one prior therapy. Venclexta is the first FDA-approved treatment that targets the B-cell lymphoma 2 (BCL-2) protein, which supports cancer cell growth and is over-expressed in many patients with CLL. For further information, visit www.abbvie.com.

Acadia Pharmaceutical has received FDA approval for Nuplazid (pimavanserin) tablets, the first drug approved to treat hallucinations and delusions associated with psychosis experienced by some people with Parkinson's disease. For further information, visit www.acadia-pharm.com.

American Medical Communications has been selected by **Physicians Postgraduate Press, Inc.**, as the advertising sales representative for their publications and online properties for *Journal of Clinical Psychiatry*, *The Primary Care Companion for CNS Disorders*, *Psychiatrist.com*, and *NeurologyKnowledge.com*, effective June 2016. For further information or advertising inquiries, please contact **Nick Luciano**, Account Manager, at n.luciano@americanmedicalcomm.com.

AstraZeneca has received FDA approval for Bevespi Aerosphere (glycoprolylate and formoterol fumarate) inhalation aerosol indicated for the long-term, maintenance treatment of airflow obstruction in patients with chronic obstructive pulmonary disease (COPD), including chronic bronchitis and/or emphysema. For further information, visit www.astrazeneca.com.

Send press releases to: news@hmexchange.com

Collegium Pharmaceutical, Inc., has received FDA approval for Xtamza ER (oxycodone) extended-release (ER) capsules CII, a twice-daily, oxycodone medication for the management of pain severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate. For further information, visit www.collegiumpharma.com.

Frontline Medical Communications has announced that they formed a partnership with **Decision Support in Medicine** (DSM) to provide their extensive reach of online readers with clinical decision support information for use at the point of care. For further information, visit www.frontlinemedcom.com.

MDxHealth announced the publication of the multicenter validation data demonstrating that ConfirmMDx® for prostate cancer aids in the identification of men with clinically significant prostate cancer (PCa) in the journal *The Prostate*. The study is entitled, "Risk Score Predicts High-Grade Prostate Cancer in DNA-Methylation Positive, Histopathologically Negative Biopsies." For further information, visit www.mdxhealth.com.

Ogilvy CommonHealth Worldwide has announced that Darlene Dobry, Managing Partner at **Ogilvy CommonHealth Worldwide**, has been unanimously elected to the Board of Directors of the Morris County chapter of the non-profit organization, **Dress for Success**. **Dress for Success** is a global charity that empowers women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and in life. For further information, visit www.ogilvychww.com.

TGaS® Advisors has provided information and suggestions on vendors to its commercial clients on a formal and informal basis since the company's inception in 2004. **TGaS** is now formalizing this service with the introduction of **Vendor Insights**, an online vendor management solution for commercial leaders. The new service was officially launched at the semi-annual **TGaS Client Summit** in Chicago. For further information, visit www.tgas.com.

Watson Pharmaceuticals, Inc., has received FDA approval for the first generic version of Crestor (rosuvastatin calcium) tablets. For further information, visit www.allergan.com.

HUMANITARIAN AWARDS

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.

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BEST GOLF COURSE**Pinehurst #2**pinehurst.com/golf/courses/no-2/

What a tough question! I have played so many great courses, it's a challenge to pick just one. However, if I had to pick a favorite, it would be Pinehurst #2. I was a member at Pinehurst for several years. #2 is a U.S.

Open Course set up to really challenge the player and make you think through each shot. Thinking and concentrating is not as easy as it might sound. Thanks for a great question.

Barry Murphy, President, Barry Murphy & Associates, 201-615-9886, Barry@BMAHealth.com.

WHAT OTHERS SAY: "Any golf courses in Southern California because the weather is always so beautiful."

BEST GOLF COURSE**Eagles Mere Country Club,
Eagles Mere, PA**eaglesmerecc.com

As a child, my family spent a month every summer in Eagles Mere. So I learned the game of golf during that time from a wonderful golf pro, George Cochran. Eagles Mere is a beautiful course that sits atop a mountain, and many of the views from the tee box are spectacular. I have fond memories of playing the course with friends and family, and I still play there whenever I get the chance.

Lew Soars, Vice President, Marketing Operations, Heritage Pharmaceuticals, Inc., 732-429-1000, ext. 116 (o), 732-939-0911 (c), lsoars@heritagepharma.com.

WHAT OTHERS SAY: "Mt. Massive Golf Course in Leadville, Colorado. It's America's highest elevation golf course!"

BEST GOLF COURSE**Bear Trap Dunes**beartrapdunes.com

I really love Bear Trap in Ocean View, Delaware. A mile from the Bethany Beach boardwalk, the course is well manicured with a challenging mix of green shapes, contours, and hazard placements, and the staff is friendly. There's also the great ocean breeze.

Donna K. Ramer, President, StrategCations, Inc., 212-777-5095 (o), 917-744-2669 (c), dramer@strategcations.com.

**Best Golf Courses**

- Madison Golf Club, Madison, NJ
- Bowling Green Golf Club, Oak Ridge, NJ
- Mt. Massive Golf Course, Leadville, CO
- Carnoustie Golf Links, Carnoustie, Scotland
- Royal Troon Golf Club, Ayrshire, Scotland
- Cape Kidnappers Golf Course, Te Awanga, Hawkes Bay, New Zealand
- Whistling Straits, Sheboygan, WI
- Patriot Hills Golf Club, Stony Point, NY
- Bear Trap Dunes Golf Club, Ocean View, DE

**Arnold Palmer's Bay Hill,
Orlando, FL**bayhill.com

Our Spring getaway for many years was at Arnold Palmer's Bay Hill. We played there year after year with the golfing friends I enjoy the most. Returning each year was much like coming back to stay with a friend, like being welcomed home after a long stay away!



I have more caddie stories from Bay Hill than any other course. And of course there's always Arnie, who would show up at the bar, the pro shop, or just riding around in his golf cart. We even had his caddie a few times. What a treat.

At the member bar one evening, a member offered us a reservation at a difficult-to-get-in local restaurant called Christini's on Doctor Phillips Boulevard. It's still my favorite Italian restaurant – I could hang out at the bar for hours. When you walk into Christini's, you enter a place you could have never imagined it to be from the outside.

The Arnold Palmer Bay Hill Invitational tournament was last week. Watching it, I recalled every golf hole like an old friend's smile, and it made me yearn to go back one more time before time runs out. I love that place and the people I've spent time there with.

Golf, the greatest game ever, and Bay Hill one of the best courses to enjoy the game on! Walking down the 18th hole at Bay Hill with a caddie and the guys you love to be with is like walking on hallowed ground...and it is!

Joe Jackson, President, The Jackson Gaeta Group, Inc., 973-403-7677, joejackson@jacksongaeta.com.

WHAT OTHERS SAY: "Bowling Green Golf Club in Oak Ridge, New Jersey."

BEST CITY**San Francisco to Los Angeles, CA...
and everywhere in-between**

For our one year wedding anniversary, my husband and I drove down the California coast from **San Francisco** to **Los Angeles**. We stopped at some wonderful cities along the way including **Monterey**, **Carmel**, and **Santa Barbara**. The drive itself was our favorite part of the entire trip – the California coast is stunning! In **Monterey** we spent some time at the aquarium before wandering through little shops and restaurants in **Carmel** and driving the 17-Mile Drive/Pebble Beach. Once we made it to **Los Angeles**, we were very excited about all there was to do there. We spent our days hiking in Griffith Park and eating fantastic Thai and Cajun food (we highly recommend the Shrimp Lover!). We also caught an improv comedy show at The Groundlings Theatre and were audience members for a taping of the *Jimmy Kimmel Live!* show. We stayed in **West Hollywood**, which is a great area, but on our last day ventured out to **Santa Monica** to take in the Pacific Ocean before heading back to New Jersey.



Katelyn Lovenberg, Senior Media Planner, Shankman Marketing & Media Resources, 908-255-2856, katelynl@smmrlc.com.

WHAT OTHERS SAY: "Nashville! There is so much to do and live music is EVERYWHERE!" "Rome – the food and the beauty."

Best Cities

- Colorado Springs, CO
- San Francisco, CA
- Lancaster, PA
- New Orleans, LA
- New York City, NY
- Paris, France
- Rome, Italy
- Chicago, IL
- Nashville, TN
- Prague, Italy
- Denver, CO
- Barcelona, Spain
- Laguna Beach, CA
- London, England
- Austin, TX



BEST MUSEUM**The Paley Center for Media, NYC, NY**paleycenter.org

The Paley Center for Media in NYC, New York, formerly called the Museum of Television & Radio, is located in midtown Manhattan (25 West 52 Street, between 5th and 6th Avenues). One Saturday afternoon last winter, when Liz and I and another couple had absolutely nothing to do, we stopped by to check out a few shows from the early days of TV. The Center has a phenomenal collection of TV and radio programs. You just look them up on their computers and then sit back and watch. Our friends watched the original *The Ed Sullivan Show* when the Beatles first came to America in 1964, while we watched *The David Susskind Show* from 1970 when he interviewed Mel Brooks and George Segal. Liz vaguely remembered it was hysterical and, seeing it for the first time, I had to agree.

There is a whole lot more to experience, so Liz and I will be back again...and again.

**Best Museums**

- Ironbridge Gorge Museums, Shropshire, England
- Metropolitan Museum of Art, NYC, NY
- The American Museum of Natural History, NYC, NY
- The Modern Wing/Art Institute of Chicago, IL
- MOMA, NYC, NY
- The Franklin Institute, Philadelphia, PA
- Museum of the City of New York, NY
- Isabella Stewart Gardner Museum, Boston, MA
- Musée d'Orsay, Paris, France
- National Museum of Natural History, Washington, DC
- Rijksmuseum, Amsterdam, Netherlands

David Rothman, C.E.O., CME Acuity Rx, LLC™, 215-630-4306, drothman@cmeacuity.com.

WHAT OTHERS SAY:

"The Modern Wing of the Art Institute in Chicago. I could spend hours getting lost in there."

"My favorite museum is the MOMA in New York City. They always have great exhibits and it's a great layout. Some of my favorite exhibits have been at this museum."

BEST MOVIE**Coming Home**imdb.com/title/tt0077362

As a bearded hippie during the '60s who tried to avoid going to Vietnam but was conflicted by being brought up by a World War II vet, I found *Coming Home* a movie that hit a nerve. I was a fan of Jon Voight and admired his acting skills and how



he brought his character to the screen. But then there was Jane Fonda and the only image I could imagine was of her pictured in Vietnam, not in the movie but on an anti-aircraft gun located in the real Vietnam. All these years later the nerve is still raw. Maybe that is what a movie should really do for you.

Dick Elliott, C.E.O./Chairman of the Board, mms, Inc., 630-477-1540, d-elliott@MMSLISTS.COM.

WHAT OTHERS SAY:

"*My Girl* – a classic! Funny, heart-wrenching, a great movie."

"*Bring it On*. As the late Roger Ebert once said, "It's the Citizen Kane of cheerleading movies."

BEST TV SHOW**Game of Thrones**hbo.com/game-of-thrones

I love the HBO show, *Game of Thrones*. The writing and acting are outstanding and the sets are incredible. There's always so much going on in the various kingdoms with everyone vying for power, and betraying and killing whoever gets in their way. Although there are a lot of wonderful characters, Tyrion is my favorite, because he always tries to do the right thing. The character I dislike the most is Joffrey, because he's just a horrible person.



Susan Price, Journal Manufacturing Manager, American Medical Association, 312-464-2582, susan.price@ama-assn.org.

WHAT OTHERS SAY:

"Shameless. It is hilarious and shows you how to survive in a dysfunctional family setting."

"Masterpiece Mystery – love mysteries!"

"Suits on USA network. Because it is well written, and the ensemble has great chemistry."

Best TV Shows

- Shameless
- Suits
- Breaking Bad
- Game of Thrones
- The West Wing
- Downton Abbey
- The Blacklist
- Law & Order (Original)
- Revenge
- NCIS
- The Good Wife
- Grey's Anatomy
- Masterpiece Mystery!
- Friends
- Scandal
- Big Bang Theory
- American Experience
- BBS Top Gear

BEST BARGAIN STORE**Costco**Costco.com

I have so much to say about Costco, but I'm going to pare it down to just a few lines...

The first time I entered Costco, I was immediately overwhelmed by the sheer magnitude of the place. But once I got my bearings, I realized there actually is a sound merchandising flow to the layout. No one told me there wouldn't be any bags at checkout, so my first visit turned out a bit unwieldy when loading things into the car. Next visit, I was prepared with my reusable shopping bags. With great values on everything from produce to canned goods to bakery to electronics to housewares to designer clothing and gas, one thing that impresses me is that every brand they carry is the premium brand within the category. Even more impressive is that Costco's house brand, Kirkland, meets or surpasses that quality level consistently. I've used their car buying service to get a great deal on a lease, bought furniture, TVs, prescriptions, eyeglasses, tires, and had my hearing checked, all courtesy of the great Costco partnerships that are in place. This is my go-to place for almost everything!

Merrilee Zicarelli, Director, New Business Development, CM&N Advertising, Inc., 908-722-8000, ext. 101, mzicarelli@cmn-adv.com.

**Best Bargain Stores**

- Century 21
- Walmart
- Marshalls
- Saks Off Fifth
- Five Below
- HomeGoods
- Gilt Online
- Bolton's
- Coach Factory Outlet Store

WHAT OTHERS SAY:

"The Coach Factory Outlet store. Great handbags and wallets at a fraction of the retail price, especially when they have a sale."

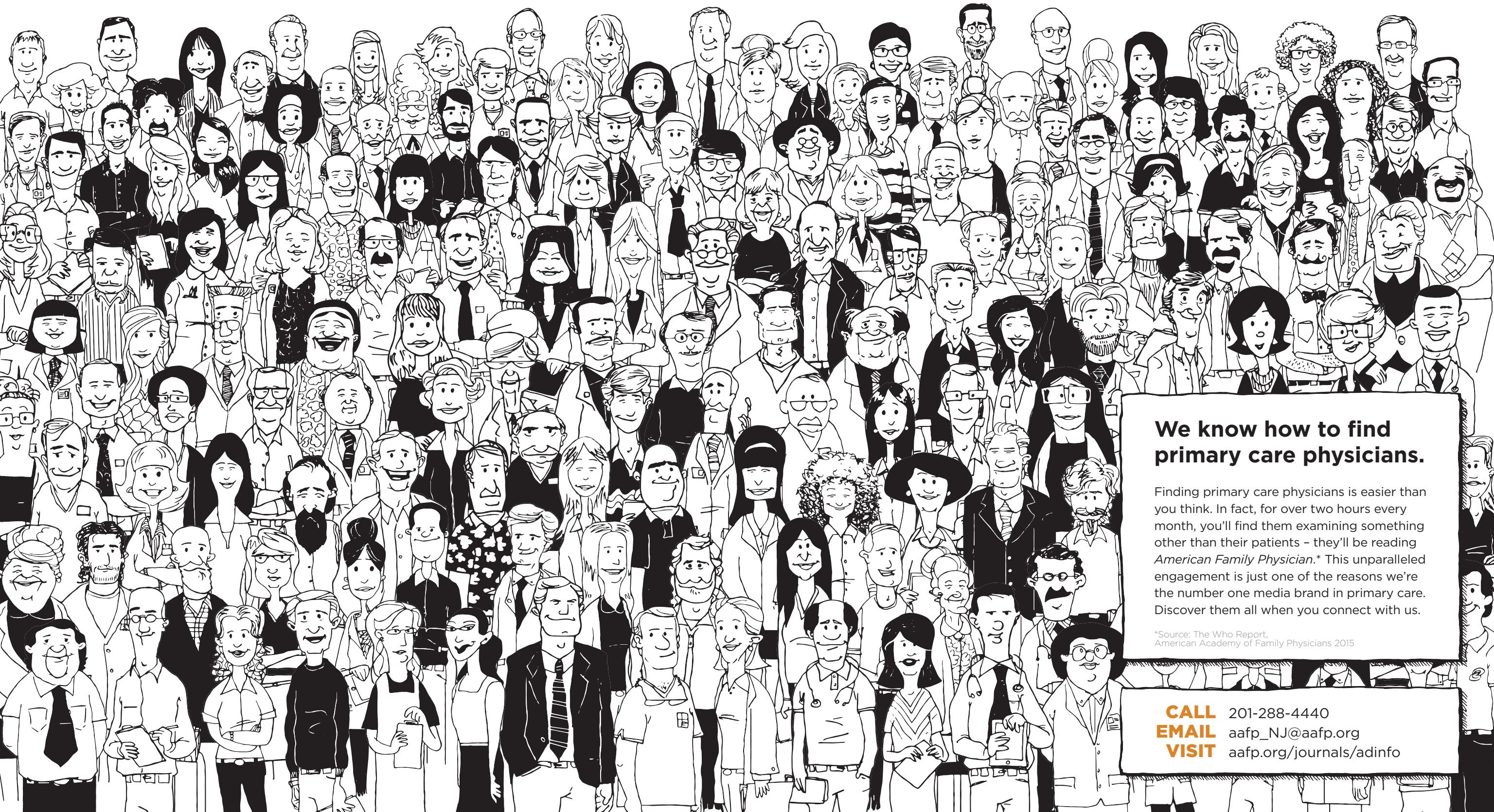
"Bolton's is pretty good when I am looking for something quick and not too expensive."

"Five Below. They just have everything in there you could ever want, for under \$5.00!"



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BEST BEER**Tinners Ale and Allagash White**staustellbrewery.co.uk • allagash.com

Tinners Ale, a favorite among tin miners in the St. Just area of Cornwall, GB. Or Allagash White, wheat beer flavored with coriander and orange peel. The Allagash, in Maine, is also one of the great rivers I've canoed.



Bierce Riley, Marketing Research Consultant, Self-Employed, 973-455-0491.
Bierce.Riley@gmail.com.

**Best Beers**

- Heady Topper, The Alchemist
- OctoberFest, Samuel Adams
- Tell-Tale Tart, Boulevard Brewing Company
- Extra Stout, Guinness
- Weisse, Hacker-Pschorr
- Budweiser, Anheuser-Busch
- Anything from the Cape May Brewery

BEST BEER**Magic Hat Electric Peel**magichat.net

I absolutely LOVE Magic Hat Electric Peel! A grapefruit IPA that is well balanced and very drinkable.



Phil Soufleris, Executive Director, Sales, Rx EDGE Pharmacy Networks, 732-730-5620 (o), 732-539-4294 (c), phil.soufleris@rx-edge.com.

**WHAT OTHERS SAY:**

"If I drink beer on a hot day, it is a BUD...no lite stuff."

BEST BEER**BEST BEER****Peroni**peroniitaly.com

One of my all-time favorite beers is Peroni. I find its clean, crisp taste goes well with all kinds of foods. I especially like it on tap!



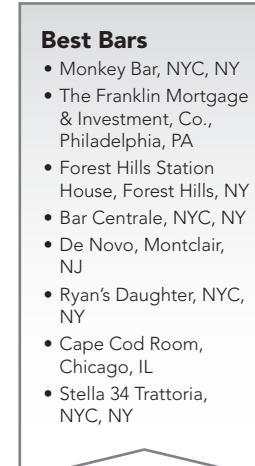
Peter Messina, Executive Director, Sales, Rx EDGE Pharmacy Networks, 973-934-4320 (o), 973-615-0449 (c), peter.messina@rx-edge.com.

**Founders - All Day IPA**foundersbrewing.com

Founders is hoppy enough that it has the bold IPA flavor, but light enough to be able to enjoy a few and not feel the heavy beer effect. It also is refreshing enough to enjoy on a warm summer day.



Josh Prizer, Associate Publisher, Clinical Primary Care Division, Frontline Medical Communications, 973-290-8257 (o), 631-245-1235 (c), jprizer@frontlinemedcom.com.

**WHAT OTHERS SAY:**

"Sam Adam's OctoberFest. It was the first beer I ever actually enjoyed!"

BEST BAR**Rattle N Hum – East**m.mainstreethub.com/rattlenhumeast

As a fan of craft beer, Rattle N Hum has been my go-to spot in NYC since I first discovered it more than five years ago. Typically featuring over 40 different beers on tap, there is always something for the biggest craft beer fan to the craft beer novice. The kitchen also produces some of the best pub food around (Rattle N Hummus and Pesto Grilled Chicken Sandwich are two of my favorites), making it a great place to lose a few hours with friends and/or colleagues. Cheers!

**WHAT OTHERS SAY:**

"Cape Cod Room at the Chicago Drake. They make the best vodka gimlets."

"Ryan's Daughter, 85th and First Avenue in NYC. Neighborhood place and there are always friendly faces every time you go."

"Monkey Bar, NYC! Great for people watching and FUN!"

WHAT OTHERS SAY:

"Boulevard anything because it's a Kansas City original!"

BEST WINES**Wines – My Best of the Best**

by Jay Carter



Think about it...your favorite meal, your favorite event, your favorite wine are all about your favorite memories. There are reasons why each contributes to the distinction, but it all comes down to feelings.

My "Best of the Best" wines are like that...they are about treasured memories.

Hommage Jaques Perrin (\$275)beaucastel.com/vins_int.php?langue=en&vin=3

The most amazing sip of wine I ever had was at a birthday dinner for my wife Rhonda in 2007. We were in Grand Rapids with two of our children and their spouses. Rhonda is a fan of Rhone wines, and this was the best Rhone on the restaurant's wine list. The first sip was ambrosia...I felt like angels were singing. Unfortunately, as the wine opened up with air, the quality diminished to the point of a good Chateauneuf du Pape...like the staple of the winery that makes it. I have vowed that I will only open a bottle again with at least 15 people, so that all may enjoy it. If you have some, please invite me to your party.

Angeli Cuvée (\$23)mariettacellars.com/wines/#angeli

I began collecting wine in about 1999. I had a large group of friends visiting my home in southwest Michigan the day after I received a case of this wine. The weather was perfect, the lake was beautiful, and the friendships were real. We opened the first bottle of Angeli Cuvée, and it was like the wine leapt out of the bottle as the scent attacked our noses. This is a big, full-bodied and fruit-forward wine that tastes "sweet" with fruit but is absolutely bone dry. The eight of us proceeded to drink the entire case.

Patelin de Tablas Blanc (\$23)tablascreek.com/wine/263/2014_patelin_de_tablas.blanc

It was our turn to do Thanksgiving a couple of years ago, and I was too cheap to spring for Chateau de Beaucastell's white Chateauneuf du Pape. A quick search of available wines like it led me to the wines of Tablas Creek in Paso Robles, California. I bought four bottles of the Patelin de Tablas at the local Binny's, and it paired perfectly with turkey and was a favorite by both daughters-in-law (an important criterion, as I am sure you will agree). Like all wines I enjoy, it is very fruit-forward, tasting of pineapple and nectarine.

David Arthur Elevation 1147 (\$185)davidarthur.com/wines.html

My wife Rhonda and I took our (then) five kids plus two significant others on a cruise in the winter of 2004. We brought a stock of our best wines, a different one for each dinner of the cruise. My favorite, David Arthur Elevation 1147, is a really dense fruity red, estate grown on a small plot in the Napa Valley. One evening, I was seat-



ed at the dinner table contemplating the amazing 1997 vintage we were drinking. One of the servers asked me, "Is this your wine?" Of course, I answered, "Yes, it is. I'll be having a different one each evening of the cruise." Unfortunately, she really asked me, "Is this your wife?" Rhonda was most kind about it, but to this day I get ridiculed when someone asks me if she is my wife.

Les Demoiselles (\$345)louisjadot.com/en/wine/chevalier-montrachet-les-demoiselles-grand-cru-white.php

I was dining with friends of 20 years one evening. It was my friend's birthday, and she is a "Chardonnay girl." A few discrete questions of the wine steward, and "the best Chardonnay he could think of" was produced. A French white from the village of Montrachet, Les Demoiselles, comes from a small vineyard owned by the producer since 1913. The wine feels like velvet on the tongue, has mellow fruity undertones of citrus, and has an amazing finish that seems to last hours.

Girard Winery Sauvignon Blanc (\$18)girardwinery.com/2014-napa-valley-sauvignon-blanc

I first had Girard at a client dinner on the day that we began working on a new brand. In my humble opinion, sauvignon blancs come in two varieties – grassy and fruity. I dislike the grassy, and enjoy the fruity. This wine has citrus and peach overtones, is really refreshing, and it is inexpensive enough to make it one of two whites served at our home all summer long. Try it with grilled whitefish on your deck and save a fortune on vacations.



Jay Carter, Senior Vice President, Director of Strategy Services, AbelsonTaylor, 312-894-5625, jay.carter@abelsonaylor.com.

Best Red Wines

- The Prisoner
- Merry Edwards Pinot Noir
- Rombauer
- The Show Cabernet Sauvignon
- Grand Traverse Cherry Wine
- Malbec from Argentina
- Cakebread Cellars
- Dago Red
- Chateauneuf-du-Pape

Best White Wines

- Pinot Grigio
- R.K. Reichsgraf von Kesselstatt Riesling
- Sonoma Cutrer Chardonnay
- Cupcake Vineyards Prosecco
- La Crema Chardonnay
- Kendall Jackson
- Pinot Gris
- The Good Doctor from Moselle River Valley
- Sauvignon Blanc

BEST HOTEL**Hyatt**Hyatt.com

I've been traveling for business for over 25 years. Hyatt was one of the first hotel loyalty programs I joined. Over the years, I stuck with it because of the overall quality of the Hyatt hotel properties, the benefits of their programs, and locations of the hotels I travel to frequently for business. I'm also partial to the locations of their resort properties for vacations!



The customer service at every level of the hotel is excellent and while they cater to all membership levels (gold, platinum, diamond), they go above and beyond for their diamond members! It's rare when I don't receive an amazing upgrade at no charge from a regular room to a suite. Additional features that are important to me are the business center, the health club, and the many opportunities to earn Hyatt points. The points allow me to take full advantage of free nights for fantastic vacation destinations all over the world.

In the past 10 years, the Hyatt brand has expanded from the Hyatt Regency brand, Grand Hyatt hotels, and high-end Park Hyatts to Andaz, Hyatt Place, and Hyatt House – lots of variety to select from depending on your travel budget. Last month, I attended a destination wedding in Beaver Creek, CO, and took full advantage of several free nights at the gorgeous Park Hyatt in Beaver Creek Village – a beautiful ski-in/ski-out property with stunning views of the Rocky Mountains.

On a final note, last year I received a letter from Hyatt stating that I'm an official "Lifetime Diamond Member." What a surprise as "lifetime" is the ultimate elite level to achieve within their loyalty program!

Chrissy Miller, Senior Sales Director, Global Advertising, The New England Journal of Medicine, 617-834-4702, cmiller@nejm.org.

WHAT OTHERS SAY:

"Carlyle, NYC, the most elegant and restful place."

"Sheen Falls Lodge in Kenmare, Ireland, is near many great golf courses, many great pubs, and good fishing."

BEST SHOPPING WEBSITE**Sephora.com**

I love all the freebies Sephora sends you along with your order, especially fragrance samples. I love trying new perfumes, and sometimes it takes a few days before you really know if you like one or not!



Kate Zwizanski, Vice President, Media, CMI Media, LLC, 610-994-3962, kzwizanski@cmimedia.com.

WHAT OTHERS SAY:

"L.L. Bean – good quality, color selection, practical styling, great service, lifetime guarantee, and free shipping."

Best Hotels

- Hilton by the Bay, Portland, ME
- Grand Hyatt, Union Square, San Francisco, CA
- Four Seasons, Maui, HI
- Hotel Marlowe, Cambridge, MA
- The Hay-Adams Hotel, Washington, DC
- Sheen Falls Lodge, Kenmare, Ireland
- Carlyle Hotel, NYC, NY
- Marriott Residence Inn

Best Shopping Websites

- llbean.com
- wayfair.com
- amazon.com
- abebooks.com
- etsy.com
- aliexpress.com

BEST CAR**Tesla**teslamotors.com

It's all about the power – when you accelerate from a stopped position, the G force is akin to taking off in a jet. With a huge touch-screen and clocking over 100 mph, when my mortgage is paid off I will buy a Tesla. My brother and my boss both have one, so I jump at the chance to "borrow" the keys for any errand that needs running. Since Wisconsin is becoming more and more energy-conscious, there are new charging stations cropping up – soon a plug in your garage only will be a thing of the past.

This car is a dream for any auto enthusiast.

Karen Kron, Contracts & Procurement Manager, SHINE Medical Technologies, Inc., 608-469-8153, [Karen](mailto:karen@shinemed.com).
kron@shinemed.com.

WHAT OTHERS SAY:

"I have been a BMW fan for many years. Love the six series for its performance and safety."

"My old 1959 Chevy Impala with the tail piece that held the spare tire. The car was huge – cool car!"

**Best Cars**

- Hyundai Sonata
- Ford Fusion, Hybrid
- GMC Acadia
- MINI Cooper
- Porsche Cayenne
- Honda CR-V
- Chevrolet Impala
- Honda Prelude
- Nissan Maxima
- Toyota Sienna
- Lincoln MKZ
- Lexus
- BMW
- Volvo

AM
Best Day In... X

NOON

SAN FRANCISCO**ITINERARY**

BY PAUL HARRIS

Morning

- Zazie for breakfast
- de Young
- Legion of Honor
- SFMOMA

Midday

- Belden Alley
- Brindisi
- Nob Hill Spa

Evening

- Montesacro Pinseria-Enoteca
- Cocktail Bars
- Clubs
- Orphan Andy's

Kelly, William Kentridge, Anselm Kiefer, Sol LeWitt, Agnes Martin, Gerhard Richter, Richard Serra, and Andy Warhol, among others. Galleries are open daily 10 a.m. – 5 p.m. and Thursdays until 9 p.m. Public spaces are open daily at 9 a.m. The SFMOMA is located at 151 Third Street.

MIDDAY MEANDERING ☀**GRAB A BITE**

Try Belden Alley for lunch. The Alley is filled with outdoor French, Spanish, and Italian restaurants. On a nice day, eat outside. This is a great people-watching spot. My go-to is **Brindisi Cucina Di Mare**. They serve some delicious local seafood. Ask for Antonio. He will take good care of you.

AN AFTERNOON BREAK

After lunch, go back to your hotel. Sit in **Huntington Park**. Watch the dogs. Pretend you are a local. Book an appointment at the **Nob Hill Spa** located in your hotel. Get a treatment. Lounge by the pool. Take in the view and rest up for the evening activities.

EVENTFUL EVENING ☀

The way to see San Francisco is to bounce from neighborhood to neighborhood and take it all in. I suggest starting the evening with some good food in your belly. Dining at **Montesacro Pinseria-Enoteca** will do just that. They serve some of the best pizza and antipasto you can hope for in a very eclectic and dangerous setting.

After you've eaten, I recommend visiting a lot of neighborhoods. Mix it up and keep the local UBER driver busy. The list below will keep you on your toes.

Cocktail Bars – Dirty Habit, The House of Shields, Stookey's Club Moderne, Trick Dog, Tradition, Trou Normand, BIX, Tosca Café, The Cavalier, Hard Water, Whitechapel Gin Bar, Zuni Café, and Martini's.

Clubs – Ruby Skye, Infusion Lounge, Make Out Room, Club 26 Mix, Space 550, Club 525.

Late-Night Dining – **Orphan Andy's** in the Castro is open 24 hours. San Francisco bars and clubs close at 2:00 a.m. There are after-hours clubs. You will have to ask your new friends where they are.

I hope you enjoy our city and its diversity. I also hope you leave with stories you can't share with just anyone!

de Young Museum**Best Bands**

- Springsteen & the E Street Band
- Rave On!
- 3 West
- Beatles
- Crowded House
- Machine Head
- O.A.R.
- Pearl Jam
- Dire Straits
- Red Hot Chili Peppers
- Foo Fighters
- Alabama
- A.P.P.L.E.
- R.E.M.
- Eagles
- The Band
- CSO
- Creedence Clearwater Revival

**BEST BAND**
Bruce Springsteen and the E Street Band

I just had the privilege of seeing Bruce Springsteen twice in the last few months at the Prudential Center in New Jersey and Barclays Center in Brooklyn, New York. He never disappoints. It always takes me days to recover after seeing him. My voice is hoarse from singing and screaming along and my legs are always killing me from dancing the whole night long. When you are a fan, you can't just see him once on his tour. You go multiple times because each show is different. It's full of extreme energy and emotion. The Boss is one-of-a-kind. He represents my childhood and my adulthood all wrapped up in one. My favorite songs are *Thunder Road*, *Born to Run*, *Rosalita*, and *Candy's Room*.

Nancy Leonard, Publisher, Healthcare Marketer's Exchange, 973-744-9505, nleonard@HMEExchange.com.

WHAT OTHERS SAY:

"Crowded House. I love their sound and their songs."

"Alabama. They have been around for over 30 years and still sound as good as ever."

Paul Harris is Senior Vice President, Creative Director, Art, VIVO West, 160 Pine Street, Suite 710, San Francisco, CA 94111. He can be reached at 415-397-3667 or pharris@vivoagency.com.

Milton Barcos



"I won't settle for 50% of anything, I want 100%... You don't want most of it, you want all of it... and I won't stop until you get all of it."

—*Mad Men*, John Hamm as Don Draper

Birthplace: Guayaquil, Ecuador

Children: 1

Occupation: Media Supervisor

Years in Industry: 15

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

My mentor is my friend and colleague Eleanor Mirasol. I started working with her in 1997 as a part-time Media Library Assistant for her agency, Baxter Gurian and Mazzei. My role gradually expanded to do a few research projects. In 1999 she offered me a full-time position as a Research/Media Associate. Although I had no experience or aspiration to work in healthcare marketing, she took me in, showed me the ropes, and allowed me to settle into the position at my own pace. I actually owe my entire healthcare media career to her as she was willing to give me a chance to learn the business and, 15 years later, continue to do what I love.

What are two things on your bucket list?

Travel to Europe and explore the "old world," starting with Spain. The second is more of an indulgence or a pipe dream depending on perspective, but I would like to travel on a private jet to any destination I desire.

What was your first job?

I was a Dental Lab Assistant at the age of 14. My mother helped facilitate a part-time position with a colleague of hers who worked as a Dental Lab Technician. I was tasked with prepping plaster denture molds, as well as polishing and prepping dentures for final delivery.

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

Although the show is over, I would have loved to do a guest role in *Mad Men*. I would be a rival Media Director from

McCann Erickson, or Grey Advertising, or Doyle Dane Bernbach, or any other agencies mentioned on the show. I would play opposite the under-appreciated Harry Crane (Rich Sommer's character). The story line would entail my character offering Harry a position with my agency to leave SCPD for more pay and more stability during the early years of the show. Harry would initially accept the position only to backtrack after SCPD offers to promote him to Head of Television.

What age would you like to be right now?

I would go back to the age of 18. Thinking back with the knowledge I've acquired throughout the years, I would select a career path in marketing or sports management. With marketing, I feel I would've gotten started on my career path a lot sooner than I did. As for sports management, well that's simple. I love sports. Being able to work for a sports franchise is one of my desires and my negotiating skills would go a long way to help a franchise make important player personnel decisions.

What are the best and worst parts of your job?

The best part of my job are my coworkers. I get along with everyone at my agency. I'm a co-manager of the agency monthly happy hour. My goals in organizing a get-together is to let off some steam, and hopefully build a rapport with my colleagues. The worst part of my job is staying late if/when needed to finish my workload. I'm a workaholic, but I'm starting to recognize that I need time to enjoy the fruits of my labor.

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

I don't know him on a personal level, but I feel like Ricky Gervais and I would not get along. Don't get me wrong, I like his comedy, but I've seen him turn on other comedians and/or celebrities, and I would hate to be on the end of one of his jabs. I would not be able to keep sparring with him that's for sure.

What is your most memorable birthday?

My most memorable and also most low-key birthday just occurred on March 7, when I turned 40. I flew in that day from a meeting in Washington, D.C., and a handful of friends invited me out to lunch. Later that night, I met up with other friends at a local billiards hall. It was the most unassuming 40th birthday celebration I've ever heard of, and I enjoyed every minute of it.

Milton Barcos is Media Supervisor, Pacific Communications, 18581 Teller Avenue, Irvine, CA 92612. He can be reached at 714-427-3606 or barcos_milton@pacificcommunications.com.

Where to Next?

Strategy

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Content

Creative

Publications

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The image shows the front cover of the "Journal of Oncology Practice" magazine and its digital version on a tablet. The magazine cover features a blue and purple abstract background with the title "Journal of oncology practice" and "The Authoritative Resource for Practicing Oncology". Below the title is a large, colorful illustration of a cell with various organelles. The digital version on the tablet screen shows the same layout with articles and headings.

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2016 Media Kit



American Society of Clinical Oncology

Must-Know Industry Events

4-8 KIAWAH ISLAND, SC
24th Annual Primary Care CME Conference, 800-327-4502

7-10 COLORADO SPRINGS, CO
2016 Annual American Orthopaedic Society for Sports Medicine (AOSSM) Meeting, 847-292-4900

11-12 PHILADELPHIA, PA
ExL Pharma is sponsoring "3rd Clinical Regulatory Medical Writing Forum," 866-207-6528

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

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

16 GLENCOE, IL
HBA Chicago Chapter: Healthy Connections Weekend Wellness – HB8 and Farmers Market, www.hbanet.org

16-19 SAN DIEGO, CA
2016 Annual American College of Surgeons National Surgical Quality Improvement Program (ACS NSQIP) Conference, 312-202-5244

17-22 ESTES PARK, CO
52nd Annual Internal Medicine Program, 303-745-9633

22-24 NEW ORLEANS, LA
11th Annual New Orleans Summer Cancer Meeting – "Making Cancer Research Count for Patients," 678-714-2771

25 CHICAGO, IL
HBA Chicago Chapter: How You Navigate the New Communications Landscape – #Pharma: Where Everyone is a Journalist, www.hbanet.org

25-29 BOSTON, MA
Annual Society of NeuroInterventional Surgery (SNIS) Meeting, 703-691-2272

27-30 ORLANDO, FL
Hot Topics in Pediatrics, 302-651-6750

MEETINGS IN AUGUST

12-15 SAN DIEGO, CA
American Association of Diabetes Educators (AADE) Annual Meeting, 800-486-9644

25-28 DUBLIN, IRELAND
32nd International Conference on Pharmacoepidemiology and Therapeutic Risk Management (ICPE), 301-718-6500

FUN THINGS TO DO

NEW YORK July

Madison Square Garden
7th Avenue, Between 31st and 33rd Street, 866-858-0008

- 14 - Brand New & Modest Mouse
- 15 - 5 Seconds of Summer
- 18,19 - Justin Bieber
- 20 - Billy Joel
- 23 - Chris Tomlin Presents Worship Night in America 2016
- 26,27 - Radiohead

Central Park SummerStage

Central Park, Rumsey Playfield, cityparksfoundation.org

- 2 - Freedom Party® NYC 13 Year Anniversary
- 3 - King Sunny Adé, Orlando Julius and The Afro Soundz/Rich
- 6 - Mexrrissey, Los Cafres, and La Dame Blanche
- 8 - Leon Larregui, Rodrigo Amarante, and Grenda
- 10 - Justin Roberts and The Not Ready for Naptime Players, Mister G, Finding Neverland, Purelements, and Gizmo Guys
- 16 - Taiwanese Waves: Anpu, Wonfu, Sunset Rollercoaster
- 17 - Paulo Flores, Herencia de Timbiquí, Monsieur Periné, DJ Greg Caz
- 18 - The Feelies, Beach Fossils

- 20 - Ryan Adams and The Shining
- 24 - Flight of the Conchords sing Flight of the Conchords
- 25 - Mass Appeal: Live at the BBQ
- 27 - Complexions Contemporary Ballet, Carolyn Dorfman Dance
- 30 - Unknown Mortal Orchestra, Empress Of

NEW JERSEY July

Atlantic City
www.casenet.com/concert/atlanticcityconcert.htm

- 1,2 - Sebastian Maniscalco, Borgata
- 1 - Whitesnake, Trump Taj Mahal
- 3 - Hollywood Vampires, Borgata
- 7 - Impractical Jokers "Santiago Sent Us" Tour, Starring The Tenderloins, Borgata
- 8 - New Edition, Caesars
- 9 - Bob Saget, Borgata
- 9 - Pat Benatar, Neil Giraldo, and Melissa Etheridge, Tropicana
- 10 - Bob Dylan, Borgata
- 10 - Comedy For a Cure, Borgata
- 15 - Chris Botti, Borgata
- 15 - Justin Bieber, Boardwalk Hall
- 16 - Jim Breuer, Borgata
- 16 - The Alan Parsons Live Project, Resorts
- 16 - The Midtown Men, Golden Nugget

- 23 - Boyz II Men, Tropicana
- 23 - George Benson, Borgata
- 23 - Jeff Beck and Buddy Guy, Borgata
- 24 - Huey Lewis and the News, Borgata
- 29,30 - Straight No Chaser, Borgata
- 29 - Tony Bennett, Borgata
- 30 - Paul Anka, Golden Nugget
- 30 - Yes, Tropicana

Prudential Center

25 Lafayette Street, Newark, 800-745-3000

- 9 - Justin Bieber
- 12 - Demi Lovato and Nick Jonas

The Stone Pony Summer Stage

913 Ocean Avenue, Asbury Park, www.apboardwalk.com

- 2 - Phillip Phillips & Matt Nathanson, and Special Guests A Great Big World
- 3 - Southside Johnny & The Asbury Jukes
- 14 - The Struts
- 15 - 311, Matisyahu
- 16 - Jane's Addiction with Dinosaur Jr.
- 17 - Umphrey's McGee
- 21 - White Denim
- 23 - Sugar Ray, Everclear, Lit, Sponge, Summerland 2016