

Next Month:  
Summer Reads,  
Getaways, and More!

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

VOL. 28, No. 5  
JUNE 2019



Bar

## BEST OF THE BEST

# 2019



Beer



Book



Broadway Show



Coffee Shops



Concert



Getaways



Pizza



Restaurants



Wine

### With Contributions From:

**Kati Barbieri • Tom Boyle • Brandon Buttrey • Susan Flinn Cobian  
Francesca Czarnik • Elaine Gaffney • Betty Ann Gilchrist • Mari Ippolito  
Leslie Laredo • Paulette McCarron • Thomas McGill • Liz McLeod**

### Also Inside:

**HBA Woman of the Year Pics**

**Mentor, Dad, Compas President  
John Donovan – Beth Egan**

**Honoring My Dad – Nancy Leonard**

**Personal Exchange – Liz McLeod**

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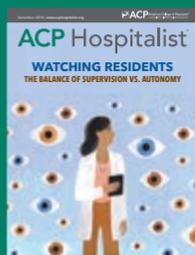
# The Scores Are In!

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- More internists are likely to read **Annals** than any other medical journal.
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\*Source: Kantar Media, December 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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Contact:

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

**Kenneth D. Watkins III** at 973-785-4839 or kwatkins@watkinsrepgroup.com



### HEALTHCARE MARKETER'S EXCHANGE

PUBLISHER  
**Nancy A. Leonard**  
P.O. Box 64  
Verona, NJ 07044  
973-744-9505  
[nleonard@HMExchange.com](mailto:nleonard@HMExchange.com)

ASSISTANT TO THE PUBLISHER  
**Nan McArdle**  
973-744-9505  
[nmcardle@HMExchange.com](mailto:nmcardle@HMExchange.com)

ART DIRECTOR (Ad Submissions)  
**James J. Ticchio**  
Direct Media Advertising  
73 Glenmere Terrace  
Mahwah, NJ 07430  
201-327-6985  
[jim@directm.com](mailto:jim@directm.com)

EDITOR (Editorial Submissions)  
**Elise Daly Parker**  
973-919-1067  
[editorial@HMExchange.com](mailto:editorial@HMExchange.com)

SPECIAL PROJECTS ADMINISTRATOR  
**Maddie Leonard**

SOCIAL MEDIA COORDINATOR  
**Katie Leonard**

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### Dear Healthcare Marketer,

We have been on overdrive at the Leonard household! I just finished up one of the busiest months of my life, which brings with it many changes. One of the big events is my daughter Katie graduated from Montclair State University. I am so proud of her for switching schools after her freshman year and still graduating in four years. Woo-hoo! Can you believe it? Some of you have watched Katie grow up from the day I adopted her 21 years ago. We are looking forward to celebrating this milestone with a mother-daughter trip to Paris for a long weekend. I am so glad she opted to create memories with her mama instead of a big party. Now on to find a job and start the next chapter.



So proud of my Katie!

My daughter Maddie has been keeping me equally busy with her induction into The National Honor Society, the prom, getting her on track for her driver's license, and so many other daily things that come with being the single parent of teenagers. Once Maddie gets her license, finally, I won't have to bring and pick up kids anymore and from school! Sad but happy times. (I guess more time in the a.m. means I won't have an excuse for skipping the gym, either!) This summer, Maddie is going to be away for a month. Maybe that separation will help me get used to the fact that she will be a senior next year and going off to college shortly. I will surely miss her, but I am so proud of the person she's become and all she's accomplished. Another family member I am proud of is my dad. So, in honor of Father's Day, I wrote an article featured in the following pages about the incredible life he has lived so far in his 92 years.

This annual Best of the Best issue is one of my favorites because I love learning about what people find to be the Best of the Best in different categories. I always come away with some awesome new ideas of where to go and what to do. And I have a few of my own choices when it comes to the Best of the Best. Here are some of my favorites...

**Best Beer:** Honey Brown Lager and Blue Moon Belgian White.

**Best Concert:** Bruce Springsteen, by far. I have seen him 30+ times. So many great memories with my besties.

**Best Overnight Trip:** Atlantic City. My cousins live there. And whenever I go, I have a blast and make sure to do a few of my favorite things. I stop at Historic Smithville, the outlets, White House Subs, and, of course, the blackjack table at the Borgata. Although, the last time I went, I stayed at the Hard Rock and really enjoyed the bands at the bar. So fun!

**Best Getaway:** I agree with Tom McGill on this one. My favorite getaway for a longer period of time is Naples, Florida. I can't wait to go and spend my days on the golf course. Hopefully soon!

**Best Wine:** Buttery Chardonnay.

**Best Bar:** Jimmy Byrne's in Sea Girt, NJ, which unfortunately has closed. If you ever had a chance to go, you know it was quite the experience!

**Best Broadway Show:** My favorites right now are *Come From Away*, *Dear Evan Hansen*, and *The Cher Show*.

**Best Pizza:** I love pizza, so I have a bunch of favorites, including Ah' Pizz in Montclair, Star Tavern in Orange, and Angeloni's in Caldwell.

Read on to find out what our friends in the industry deem the Best of the Best from books to bars and from shows to coffee shops, we've got top choices from **Elaine Gaffney**, **Liz McLeod**, **Mari Ippolito**, **Thomas McGill**, **Brandon Buttrey**, **Susan Flinn Cobian**, **Betty Ann Gilchrist**, **Kati Barbieri**, **Tom Boyle**, **Leslie Laredo**, **Paulette McCarron**, and **Francesca Czarnik**. To honor Father's Day, in addition to the story on my dad, **Beth Egan** shares the words of wisdom and lessons she's learned from her dedicated dad and President of Compas, **John Donovan**. Congratulations again to **Sharon Callahan**. You rocked the HBA WOTY speech. You've always been someone I've admired. (See HBA spread on pages 12-13.) And we're delighted to have **Liz McLeod** featured in this month's *Personal Exchange*.

May is often so hectic and while it's been fun, I'm looking forward to the lazier hazier days of summer. I'm thrilled June is here!

Happy Summer to All and a Very Happy Father's Day to the Dads and Granddads among us,

*Nancy*

Participate in THE EXCHANGE...Tell us About Your

## DAY TRIPS AND GETAWAYS

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

## Kids and Family

- Photos • Parenting – work balance, navigating college, nutrition, discipline • Family trips • Bragging rights – kids' photos, stories, accomplishments • Kids' quotables • Embarrassing moments

Send your submissions to Nan McArdle at [nmcardle@HMExchange.com](mailto:nmcardle@HMExchange.com) or call 973-744-9505 to discuss.

Or submit through our website at [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html)

### Let's Celebrate Giving!

Announcing the 5th Annual Healthcare Marketer's Exchange

## Humanitarian Awards

As we celebrate our 27th year, we continue to be amazed by the many ways the people and companies in our industry give back. As a way to acknowledge this giving spirit, we share these inspiring stories through our annual Charity Issue and present the Annual Humanitarian Awards, now in our 5th year. Go to [hmexchange.com/humanitarian.html](http://hmexchange.com/humanitarian.html) or contact Assistant to our Publisher Nan McArdle at [nmcardle@HMExchange.com](mailto:nmcardle@HMExchange.com) for more information or to participate.

# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**AbbVie** has announced the appointment of **Janet Kleve** as Senior Content Manager. She can be reached at [janet.kleve@abbvie.com](mailto:janet.kleve@abbvie.com).

**The Bloc** has announced the appointment of **Jennifer Matthews** as CEO and President. She can be reached at 212-524-6206.

**CMI/Compas** has announced the appointment of **Karen Cieslewicz** as Manager, Business Insights; **Larry Hill** as Media Planner; **Carly Brady** as Associate Analyst, Social Media; **Erica Bertin Xavier** as Senior Media Planner; **Deborah Taft** as Associate Director, Media; **Michael Picciau** as Associate Analyst, Search Engine Marketing; and **Brittany Goodwin** as Analyst, Social Media. They can be reached at 215-568-5944. **Matthew Rutherford** has been appointed Analyst, Data Analytics; **Alexandra Velez** as Senior Analyst, Business Insights; **Darren Croucher** as Associate Director, Social Media; and **Sean Curley** as Associate Director, Business Insights. They can be reached at 484-322-0880. **Gianna Oriente** has been appointed Associate Media Planner; **Oyku Fidan** as Associate Analyst, Data Analytics; **Connor Schrack** as Analyst, Data Analytics; and **Amanda Miller** as Account Coordinator, Buying Services. They can be reached at 856-667-8577. **Christine Clarke** and **Andrew Gage** have been appointed Director, Media, and **John George** as Senior Web Application Developer. They can be reached at 646-840-0717.

**FCB Health New York** has announced the appointment of **Kathleen Nanda** as Executive Creative Director. She can be reached at 212-885-3000.

**Gilead Sciences** has announced that Chief Financial Officer **Robin Washington** plans to step down from her post effective March 1, 2020.

**Healthline Media** has announced the appointment of **Ana Santiso** as Director, Advertising Sales. She can be reached at [asantiso@healthline.com](mailto:asantiso@healthline.com).

**Novartis** has announced the appointment of **Richard Saynor** as CEO of its **Sandoz** unit effective no later than August 1.

**Pfizer** has announced the appointment of **Laura (Burchell) Hunsberger** as Senior Manager, U.S. Hemophilia Marketing (Contractor). She can be reached at [laura.hunsberger@pfizer.com](mailto:laura.hunsberger@pfizer.com).

**SLACK Incorporated** has announced the promotion of **Patrick Duffey** to Vice President/Group Sales Director. He can be reached at 609-636-2637.

**SSCG Media Group** has announced the promotion of **Emily Chau** to Supervisor. She can be reached at [echau@sscgmedia.com](mailto:echau@sscgmedia.com).

**Wunderman Thompson Health** has announced the appointment of **Brandon Chuang** as Executive Creative Director. He can be reached at [brandon.chuang@wunderman.com](mailto:brandon.chuang@wunderman.com).

## NEW & NOTEWORTHY

awards • mergers • approvals

**Amgen** and partner **UCB** have announced the FDA approval of Evenity (romosozumab) to treat osteoporosis in postmenopausal women at high risk of fracture. For more information, visit [www.amgen.com](http://www.amgen.com).

**AstraZeneca** has announced the FDA approval of Qternmet XR (dapagliflozin/saxagliptin/metformin) as an oral adjunct treatment to diet and exercise to improve glycaemic control in adults with type 2 diabetes. For more information, visit [www.astrazeneca.com](http://www.astrazeneca.com).

**Frontline Medical Communications** has announced that the 2019 *Neurology Reviews Rare Neurological Disease Special Report* is now available.

Produced in collaboration with the **National Organization for Rare Disorders (NORD)**, this 5th annual issue is now available as a digital edition online, in print, and via the *Neurology Reviews* mobile app. The company also won seven awards from the **American Society of Healthcare Publication Editors (ASHPE)**. In addition, **Frontline's** accredited continuing education medical education provider, **Hemedicus**, has successfully completed the **Accreditation Council™ for Continuing Medical Education (ACCME)** reaccreditation process. For more information, visit [www.frontlinemed.com](http://www.frontlinemed.com).

**Liberate Ideas, Inc.**, a provider of digital patient education for physicians, and **Alpha MD**, a London-based healthcare research analytics and consulting firm, have announced a partnership agreement in order to initiate the integration of **Liberate Health** in the UK's **National Health Service (NHS)**. For more information, visit [www.liberatehealth.us](http://www.liberatehealth.us).

**Pfizer** has announced the FDA approval of Vyndaqel, as well as a separate dosage form called Vyndamax for cardiomyopathy tied to the rare disease transthyretin-mediated amyloidosis. For more information, visit [www.pfizer.com](http://www.pfizer.com).

**Sanofi** has announced the FDA approval of Dengvaxia as the first vaccine authorized in the U.S. for the prevention of dengue disease caused by all virus serotypes in people ages 9 through 16 who have laboratory-confirmed previous dengue infection and who live in endemic areas. For more information, visit [www.sanofi.us](http://www.sanofi.us).

**Teva Pharmaceutical Industries** has announced the FDA approval of its nasal spray formulation of generic naloxone hydrochloride to stop or reverse the effects of an opioid overdose. For more information, visit [www.tevapharm.com](http://www.tevapharm.com).



Association of Medical Media hosts

## Bowling for Breast Cancer

Mark your calendar...

Tuesday, October 15, 2019

Lucky Strike - NYC  
West 42nd Street & 12th Avenue



## The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- |    |   |    |   |    |   |
|----|---|----|---|----|---|
| 1  | United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama ( <i>JAMA</i> )                                       | 39 | Association of Hormonal Contraception With Depression ( <i>JAMA Psychiatry</i> )  | 81 | Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults ( <i>JAMA Internal Medicine</i> )  |
| 5  | Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents ( <i>JAMA Internal Medicine</i> )        | 41 | The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform ( <i>JAMA</i> )  | 87 | Pharmaceutical Industry–Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries ( <i>JAMA Internal Medicine</i> ) |
| 7  | The Association Between Income and Life Expectancy in the United States, 2001-2014 ( <i>JAMA</i> )  | 57 | Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality ( <i>JAMA Internal Medicine</i> )                              | 88 | National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 ( <i>JAMA Pediatrics</i> )       |
| 8  | Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial ( <i>JAMA</i> ) | 61 | Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis ( <i>JAMA Pediatrics</i> ) | 98 | Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement ( <i>JAMA</i> )                             |
| 19 | The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) ( <i>JAMA</i> )  | 68 | Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 ( <i>JAMA</i> )   |    |   |

See the full top 100 list at [altmetric.com/top100](http://altmetric.com/top100).

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Look for the Altmetric badge on all articles at [jamanetwork.com](http://jamanetwork.com).



# "Life is All About Choices"

## My Mentor and Dad, John Donovan

BY BETH EGAN

Some people would classify my father, John Donovan, as a workaholic. He would tell you he is dedicated. This is how my dad is, and always was, with anything he takes on. Although his career has always been important, he truly values his family, faith, and community. He does not do something unless it is with his best effort – this is evident in his role as a father, his relationships with others, and all other aspects of his life including at work and in the community.

### ALWAYS CHEERING US ON

When we were young, my dad was involved with everything we participated in as well. From Boy Scouts with my brothers to coaching my sports teams, he was on the board of our local youth sports organization, and he loved taking my brothers on their annual all-guys camping trips. For years, even when he wasn't coaching, he stood on the sidelines for our sports games cheering us on as we played. Not only was his presence impactful and one of the attributes that make him my hero, but the encouraging talks postgame/practice were even more admirable. At a young age, my brothers and I were taught by our father the importance of hard work and dedication, and how it would always pay off. We were to do our best and see things through until the end.

### GIVING OUR ALL

My dad always taught us that you do things right the first time, so you don't have to do them again. Each of us can remember the torture it was to have him review our homework. If he reviewed our work and it was incorrect, he would explain the problem, teach us how to do it correctly, and send us back to the table to correct our work. John does not do anything with half effort; it's all or nothing.

### MENTORING AND MEETING

John is and always has been a leader. Being the second oldest of eight children and the first son, he took his role in leadership very seriously. I still remember a story he told us about boys in the neighborhood taking his sister's baby dolls. He dressed in his best cowboy boots and hat, then took his cap guns over to reclaim the baby dolls. John is also a role model to his siblings. He listens and helps in any way that he can, providing advice for their businesses or direction on career decisions. John has always focused on family.

Whether it be mentoring or planning a get-together, you can see it brings him so much joy to be surrounded by his wife, four children, their spouses, nine grandchildren, and his extended family.

### PUTTING OTHERS FIRST

John consistently puts others ahead of himself. He is always helping others any chance he gets. No matter how busy his calendar is, he will make time for others. Everyone leans on him, and we all know that we can call him and depend on him; no matter the issue or problem. As his father got older, I saw my dad as an incredible caregiver. After working long hours, he would drive a good distance in the opposite direction of his home to spend time with his father and care for him three days a week, never missing a visit. He has always made sure that everyone is taken care of ahead of his own needs.

### HONORING ANCESTRY

Aside from his family, John builds lasting relationships through everything he gets himself involved with. John is passionate about his heritage; he was a past president and board member of the Friendly Sons of St. Patrick in Philadelphia for 30 years. He took on a large role in establishing the

Irish Memorial in the city of Philadelphia. This is a project he worked on since the early '90s and is still very much involved today.

One of the most important lessons I learned from my dad is that "life is all about choices." I think of this phrase daily and attempt to instill this lesson in my own children. We can decide what kind of person we are or create the life we want to have by making good decisions. If we make poor choices, we must deal with the consequences. If we make good choices, we reap the benefits. And when choices are not necessarily good or bad, we have to realize when we decide on one course of action, we may sacrifice something else. This is a lesson from my father that I take with me throughout every aspect of life.



John Donovan, President, Compas, with his wife and nine grandchildren.



**Beth Egan** is a Senior Accountant at CMI/Compas, 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406, and the daughter of John Donovan, President, Compas. She can be reached at 484-322-0880 or [began@cmimedia.com](mailto:began@cmimedia.com).

# BEST OF THE BEST 2019



## BEST WINE

### Smooth!



Opus One or Cakebread Cabernet... Opus One is sooooo smooth and the taste remains on your tongue making it last just a little longer. Just too expensive, but a wonderful treat when you can afford it. Cakebread is similar in its taste and so difficult to find in most liquor stores, but a dear friend always makes sure I have it for my birthday treat. I do save it for a special time.



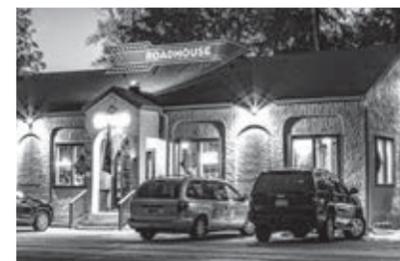
**Elaine Gaffney**, Media Specialist, Havas Health, 646-552-2623, [elaine.gaffney@havashealth.com](mailto:elaine.gaffney@havashealth.com).



## BEST BAR

### Not Just Your Average Bar

My favorite bar is the Red Arrow Roadhouse in Union Pier, Michigan. It's the perfect combination of amazing food (seriously, the best food you've ever had in a bar and not just "bar food") and great drinks – a large selection of good wine and a TON of beer, from local IPAs to all the good imports, and my husband's personal favorite, single malt scotch. They also make homemade specialty cocktails for holidays and sporting events! The same people have owned it for 30



years and the waitstaff and bartenders have been there for just as long. On any given day you are likely to run into a neighbor, an old college friend, or any number of local politicians (David Axelrod has a summer house nearby). It's a truly special place. Check it out: [www.redarrowroadhouse.com](http://www.redarrowroadhouse.com).

**Susan Flinn Cobian**, President and CEO, SFC Group, 914-441-3660, [susan@sfcgroup1.com](mailto:susan@sfcgroup1.com).



## BEST BEER

### Bold Brew



I prefer a strong Guinness. I have always enjoyed dark black coffee and bitter chocolate, and this stout is a combo of both. I rarely get to have a glass, but when I do, it's always for a celebration!



**Brandon Buttrey**, New Business Director, Underscore Marketing, 646-442-4481, [brandon.buttrey@underscoremarketing.com](mailto:brandon.buttrey@underscoremarketing.com).



## BEST BROADWAY SHOW

### Wicked Good!

I took my husband Ray to see *Wicked* for his birthday, and it turned out one of his friends works on the wigs. So we received a backstage tour and got to stand on the Gershwin stage right below the Glinda bubble. 13-year-old Tom would have FREAKED...27-year-old Tom...lost his mind over this dream come true! Since I've seen *Wicked* six times, the backstage tour allowed me a fresh look at the show, and how much it takes to put



on a production of this magnitude eight times per week.

This year I saw several Broadway shows worthy of a TKTS visit if you happen to be in the mood for a show. Although it has already closed, *Choir Boy* stood out to me this season as a strong contender for Best Play. Touching on the topic of race, sexual orientation, and religion, this compelling piece of theater made a lasting impact on its audience. *The Cher Show* was campy, fun, and turned back time for sure! *Mean Girls* was a clone of the movie with songs, but anyone who grew up on this movie is in for a fun night of classic movie lines, laughs, and dancing too. Finally, I saw *Come From Away*, which was so moving and a really strong piece of theater. Bravo to everyone who goes out and performs these shows with high energy eight times per week.

**Tom Boyle**, Senior Planner, Multichannel Media, SSCG Media Group, 212-845-8105, [tboyle@sscgmmedia.com](mailto:tboyle@sscgmmedia.com).



## BEST RESTAURANT

### Asian Heritage with Modern Flair



I cannot get enough of Roots Princeton! Roots offers a variety of Asian cuisine with contemporary flair, including my favorite dish of Shrimp Pad Thai and "Angry Dragon" sushi rolls. I have yet to try a dish that I do not like and am making my way through their menu. The casual-trendy vibe is super welcoming, and the service is always great. It's Princeton's best kept restaurant secret. Selfishly, I am contemplating if I should even write this. So, if you are seeing this, I decided I should share the deliciousness with all of you! Enjoy!



*Francesca Czarnik, Media Planner, Multichannel Media, SSCG Media Group.*

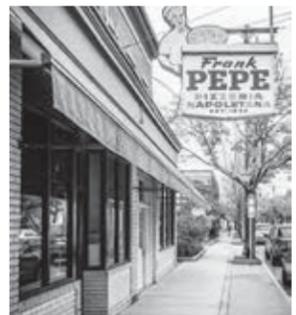


## BEST PIZZA

### Pepe's for Me



My vote for Best Pizza is definitely Frank Pepe Pizzeria Napoletana in New Haven (their main location)! Frank Pepe's serves classic Neapolitan-style pizza or otherwise referred to as "apizza," which is cooked in their coal-fired ovens. You can't go wrong with The Original Tomato Pie, but I highly recommend their specialty White Clam Pie. I have lived in New York for four years and have tried many "New York slices," but have not tried anything quite as amazing as Frank Pepe's. If you have never been, it is worth the trek over to New Haven!



*Kati Barbieri, National Accounts Manager, Wolters Kluwer, 203-231-1694, kati.barbieri@wolterskluwer.com.*



## BEST NYC COFFEE SHOPS



I long ago accepted that I was committed to my relationship with coffee and that it would last a lifetime. Happily, in New York City, there are dozens of coffee shops – not the old-fashioned diners, but rather java watering holes.

Over the last few years, I've cut back on my espresso consumption in favor of Cold Brew. For the uninitiated, Cold Brew is essentially iced coffee crossed with gasoline. It's smooth, silky, and high octane, and not for coffee novices. Cold Brew is created by coffee masters and takes over 20 hours to brew. In terms of my favorites, there are some solid chains worth your consideration. Most also serve food, which is a good thing to ease you into a higher level of coffee consumption.



**LA COLUMBE:** This Philly-based chain carries the Cold Brew on tap to a new level. The "Pure Black" tastes like chocolate milk but will keep you up all night. They offer a "Black and Tan" (also on tap), which brings you a mix of latte with cold brew. Baked goods are limited but tasty. NYC locations are all south of 14th Street.

**FIKA:** This Swedish chain offers a wide range of food and world-class chocolate offerings. Their Tribeca location has a chocolate "factory" where multiple chocolatiers weave chocolate truffle (and more) magic. The coffee and tea is pretty tasty as well.

**STARBUCKS:** The newest brews (Nitro) are similar to Guinness Draft in consistency, color, and taste. The benefit of Starbucks is uniformity, though the food is spotty and the baked goods often stale. Not a bad choice if you have nothing else available, but never my first go-to.

There are countless independent places that come and go with the rents in Manhattan or Brooklyn. I've watched with dismay as favorites of mine closed (Bell's coffee and Design on Grand). So if there is one in your neighborhood that you like, PLEASE give them your business if you want them to stay. And if you're in Soho, be sure to go to Pi, a Greek breakfast/lunch/bakery resto, which has great Cold Brew and baklava.

*Paulette McCarron is Senior Vice President, Group Client Leader, Havas Media USA, paulette.mccarron@havasmedia.com, 212-519-3444.*



## BEST GETAWAY

### St. Patrick's Weekend Reunion



I spend every St. Patrick's Day weekend in Vermont with five of my childhood friends. Most of us have been friends since kindergarten! We ski, snowshoe, hike, act silly, eat junk food, play games, sit by the fire, and laugh and laugh and laugh while of course enjoying a few cocktails. Pictures, old yearbooks, and stories



about kids and families fill the room. We are all very aware of how lucky we are and how special our weekends together are.

All the ski areas have something fun going on during the weekend – contests of all kinds, lots of green snow, skiers wearing green tutus. There's even a small man-made pond filled with green water that skiers skim across or at least try to skim across! Of course, the afternoon ends with après ski festivities at the lodge on the patio, sunglasses and green beads on, an Irish band playing, awards handed out, beer in hand, and still laughing! By Sunday night, we are physically and mentally exhausted, all talked out but content, happy, and grinning ear to ear.

*Betty Ann Gilchrist, Vice President, Director of Advertising Sales, Harborside, 631-935-7675, bgilchrist@hbside.com.*



## BEST RESTAURANT

### A Hidden NYC Gem!



Behind the "Eva's Dress Shop" sign is a classic NYC speakeasy saloon...Hudson Malone, 218 East 53rd.



The NYT, WSJ, and other pubs praise owner Doug Quinn regularly. Burger, steak, and fish entrees are amazing, drinks are great pours at reasonable prices. It's my Cheers...make it yours!

*Leslie Laredo, President, Academy of Digital Media, a Laredo Group Company, 561-571-0500, leslie@academydm.com.*

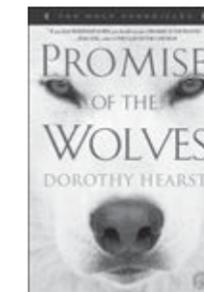


## BEST BOOK

### Promise of the Wolves (The Wolf Chronicles Book 1) by Dorothy Hearst



This novel is about a young wolf whose mother was banished from her pack because her litter was of mixed blood. The wolf, Kaala, saves a human child and eventually befriends a human and begins to hunt with him and his "pack." It's set 14,000 years ago and both the wolf and the young human break the rules of their respective "families" by becoming friends. The novel is narrated from the perspective of the wolves, which made it even more of a joy to read.



As a lifelong dog lover, I adored this book and the author's way of describing the nature of both species – how lies and deceit existed even in prehistoric times, but were overcome when the seeds that created the bond between humans and our modern-day canine best friends were planted. I am not an outwardly emotional person, but my love of dogs and, of course, wolves, had me choking up during the introduction! It was clearly meticulously researched to capture the animals' nature, but is also filled with legends and folklore. A must-read for wolf and dog enthusiasts.

*Mari Ippolito, Senior Vice President and Managing Director, Cerami Worldwide, 973-844-8481, ext. 112, mari@ceramiww.com.*



## BEST BEER

### Summer Lovin'



My favorite beer is Victory's Summer Love. Summer Love is a pilsner and golden in color. It's aromatic with an earthy citrusy taste. It is a great beer to enjoy in the summer and even better enjoyed at the ballpark watching a Phillies Game. Yum!



*Liz McLeod, Marketing Manager, Anthony J. Jannetti, Inc., 856-552-2623, elizabethkarenspeaks@gmail.com.*



**BEST WINTER GETAWAY**

**Staying Warm in Naples**

For the past 25 years or so, my wife Carol and I have spent our winters in Naples, Florida. To us, it's a terrific respite from the cold temps of New Jersey. Winter in Naples is high sea-



son, like the Jersey Shore in summer.



While it's grown over the years, Naples, on the Gulf Coast is a most desirable destination. With great restaurants on 5th Avenue South and 3rd Street South, it

has a cosmopolitan air. There's the Naples Philharmonic, Zoo at Caribbean Gardens, and Botanical Gardens. If you are a golf enthusiast, there are many courses to test your proficiency. Another plus for us is there are many good friends from our industry who we have the opportunity to visit while we are here. Needless to say, we're high on Naples.

*Thomas McGill, formerly Chairman, President, and CEO of Medical Economics Company, Inc., [boyomcgill@gmail.com](mailto:boyomcgill@gmail.com), 609-492-0062.*



**BEST CONCERT**

**Chart-Topper**

Jess Glynne, a British pop star known for songs including, "No



Place I'd Rather Be" and "Hold My Hand," is currently on her North American leg of the *Always in Between* tour. Jess recently played Terminal 5 in New York

City and is headed to cities around the country. Check her out!

*Tom Boyle, Senior Planner, Multichannel Media, SSCG Media Group, 212-845-8105, [tboyle@sscgm.com](mailto:tboyle@sscgm.com).*



**MY DAD AN AMAZING MAN**

BY NANCY LEONARD

To honor my dad, Robert M. Leonard, this Father's Day, I wanted to tell you his story.

He is a Navy veteran who enlisted and served on a repair ship in the South Pacific during World War II with his twin brother George. Just shy of 18 years old and before graduating from Central Catholic High School in Pittsburgh, my dad left his buddies, the tennis team, and missed all the celebratory happenings that come with graduation. (Central Catholic did give him his diploma and he later attended the University of Pittsburgh on the GI bill.)

Dad left his home to travel by train across the country to California to board his ship, not knowing when and if he would ever return to his family. Before that, he hadn't been farther from home than Cape May. He got very seasick the first few weeks on the ship. Not knowing if the condition would stop and when the war would end was very depressing for him. Luckily, he did overcome his sickness.



Dad (right) with his brother, George.

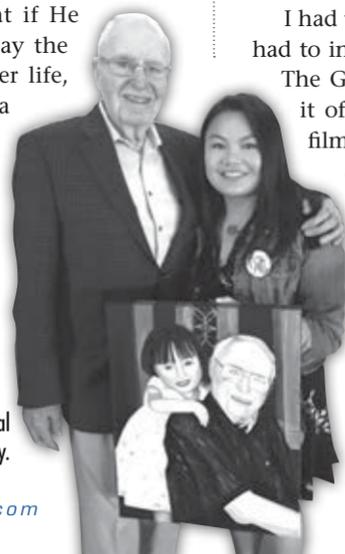
**DOUBLE TROUBLE**

By mistake, my dad was assigned to the same ship as his twin, which was not allowed since a group of five siblings, the Sullivan brothers, all died when the USS Juneau sank. Somehow, my dad and his brother convinced the authorities to let them stay together, with the approval from their parents, my grandparents. (My grandmother made a pact with God that if He brought her boys back safely, she would say the 30-day prayer every day for the rest of her life, and so she did.) Let me tell you, it was a long prayer.

On the ship, my dad and his brother worked as medics with no prior experience. They thought it sounded like a good gig to sign up for because sickbay had the best beds and clean sheets. Working as medics gave them many funny and harrowing stories to tell over the years - X-raying the wrong body parts on

patients, overdosing patients on sulphur pills (which turned out okay), using the X-ray machine with no protection, playing cards on the operating table, and listening to one of two records on the ship. "Nancy With the Laughing Face" by Frank Sinatra was one of the tunes. Hence, the reason my name is Nancy. In retrospect, according to my dad, it was an amazing experience that made him grow up overnight.

Maddie gives one of her original paintings to Poppa for his birthday.



90TH BIRTHDAY FUN

**90TH BIRTHDAY FUN**

All of this, plus much more, we learned about a few years ago as we prepared for Dad's 90th Birthday Celebration, and what a celebration it was!!! We surprised him with a wonderful weekend at Cape May (where Dad vacationed as a child and also where he and my mom spent their honeymoon). To honor my dad's 90th, his 60 nieces and nephews from as far away as Colorado and Florida came to celebrate with the immediate family.

I had the idea for my daughter Maddie to tell my dad she had to interview a World War II veteran who lived through The Great Depression as a project for school. We pulled it off! Maddie and I put some questions together and filmed my father with many takes and much laughter, and we surprised him at the party by showing the video. It meant so much to my father and our cousins whose parents have passed away. My dad was the oldest and only his sister Ina, the youngest in the family, is still alive. Unfortunately, she couldn't make the journey due to health issues.

**SHARING A LIFETIME OF MEMORIES**

The cousins learned a lot through stories of their parents' childhood, which they greatly appreciated. We also played a game, "Match the



Photo booth.

Price of the Item in 1927," roasted dad (we had a lot of material!), and showed home movies from as far back as 1927, the year he was born. But the highlight of the party was definitely the interview. We also went on our own trolley ride tour of Cape May, where my father pointed out houses they rented as kids and other fun facts while we all sang the theme song of the Steelers, "We Are Family." The theme of the party was Pittsburgh sports and golf with black and gold decorations adorning the room and the trolley. Even my cousins dressed in black and gold with Pirates, Steelers, and Penguins gear.

I learned so many amazing things about my father throughout the weekend: He got his first TV in his 20s; "gypsies" as they were called at the time, would come to the door to ask for soup or coffee during The Depression; radio and newsreels showed at the movies, which was the way Dad got news (he sometimes spent the entire day at the movie theater); he walked miles to school and back; and played cards, smoked cigarettes, and appreciated the nickel he earned to buy an ice cream cone. Dad worked as a soda jerk for a salary of 75 cents a night and a free ice cream soda. In grammar school, he shared a chair and a desk with



Surprise! Happy Birthday, Dad!

another student, making it quite challenging because both of them had to use one inkwell! When his four siblings got scarlet fever and the measles, the entire family was quarantined for four months and a sign was placed on their front door alerting everyone they were sick. Thank God for the invention of vaccines!

Life was both simpler and harder in a lot of ways. There was a sense of true patriotism and fellowship, which seems to be lacking these days. I am so proud of my dad for sacrificing his life for his country, and being an awesome dad and grandfather. The fact that he got to 90 without having to take any medication for ailments, played golf three times a week when the weather cooperated, and continues to stay up on the latest news is amazing. Age has finally caught up with him, but it's been a good ride to 92. Those who know him, know what an incredible man he is, and I am truly blessed to call him my dad.



*Nancy Leonard is the Publisher here at The Exchange, P.O. Box 64, Verona, NJ 07044. She can be reached at [nleonard@HMExchange.com](mailto:nleonard@HMExchange.com) or 973-744-9505.*

# Woman of the Year

## Gender Parity Advocates Honored at Healthcare Businesswomen's Association Woman of the Year Event

Healthcare and life sciences leaders known for advancing gender parity in their workplace were honored May 9th at the **Healthcare Businesswomen's Association (HBA) Woman of the Year** event in New York City. The 2019 Woman of the Year, Honorable Mentor, and STAR, along with 116 Rising Stars and Luminaries were recognized for their industry contributions at a gathering of more than 2,000 attendees. Celebrating 30 years of award recipients, the HBA also honored past winners—totaling nearly 1,600 individuals—for their impact on healthcare and workplace equality issues.

**Sharon Callahan, CEO, TBWA\WorldHealth, and Chief Client Officer, Omnicom Health Group**, was honored with the **2019 HBA Woman of the Year Award**. With a healthcare marketing career spanning more than 30 years, Callahan is an influential and inspirational leader who has advocated for the rights of women and gender parity both personally and professionally. In the workplace, Callahan has played an instrumental role in championing diversity and inclusion. Working across Omnicom, the parent company of TBWA\WorldHealth, Callahan is a founding board member of both Omniwomen, which aims to increase the number of women in leadership positions, and OPEN Pride, which fosters an inclusive and engaging work environment for Omnicom's LGBTQ community and its

allies. Her support for the advancement of women is evident within TBWA\WorldHealth, with nearly 60 percent of senior leadership roles held by women. As she shared from the stage, her inspiration comes not only from success, but learning from failures that inspired her to realize what is possi-

ble, "When you live in possibility, you can create anything—because infinite choices become available to you."

At this annual event, the HBA also honored **Peter Anastasiou, Executive Vice President, and head of North America, Lundbeck**, with the **2019 HBA Honorable Mentor Award**. Anastasiou is a well-known mentor to women and a leader who promotes and supports gender parity throughout his organization. At Lundbeck, he has been instrumental in increasing female

representation on the North American leadership team and promoting women across the organization, with women now in 54 percent of vice president and above roles.

The **Strategic Transformation Achievement Recognition (STAR)** was presented to **Taren Grom, Co-Founder and Editor-in-Chief, PharmaVOICE magazine**. For more than a decade, Grom

has been a dedicated HBA volunteer serving on the global board of directors and on multiple committees, including those responsible for the Annual Conference, Woman of the Year event, the Gender Parity Collaborative, and the Executive Women's Forum.

For more information about HBA's Woman of the Year, Honorable Mentor, STAR, and other award programs, visit [HBA.net/awards](http://HBA.net/awards).



# Liz McLeod

**Birthplace:** New Jersey  
**Marital Status:** Married  
**Children:** Carson – 10 Months Old  
**Job Title:** Marketing Manager  
**Years in Industry:** 6  
**College:** Rowan University

*“Life is what happens to you while you’re busy making other plans.”*

—John Lennon



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

*My mentor is my former manager Renee. Renee was a very positive manager who pushed me to grow professionally. She is great at what she does and a very knowledgeable person. She also taught me that although working is very important, life is also about having fun.*

## WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

*I would love to get a chance to go to Wrigley Field as well as Lambeau Field. I really enjoy baseball and football.*

## WHAT WAS YOUR FIRST JOB?

*My first job was working at Rascal Scooters. I helped individuals get qualified through Medicare and Medicaid for their electric scooters. My favorite job, though, was working in an assisted living facility. I worked there for three years in their healthcare department. I loved connecting with the residents!*

## DO YOU HAVE ANY PETS?

*I have three pets. I have two boxers named Dawkins and Kali. Dawkins is named after Brian Dawkins who was the Philadelphia Eagles safety from 1996-2008. Kali is named after the late Harry Kalas who was the Phillies announcer for decades. I also have a cat named Doug Pawderson – he is named for Doug Pederson, the Eagles’ head coach. As you can tell, we love Philly sports!*

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

*I would love to sit down with Brian Dawkins. He is a strong leader and a great person.*

## WHAT IS YOUR FAVORITE RESTAURANT?

*Villa Barone Ristorante Italiano in Collingswood, New Jersey. I really love this BYOB Italian restaurant for their homemade fresh pasta and their rose sauce. They have delicious lobster raviolis.*

## WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

*Quirky, Empathetic, and Happy.*

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

*If I won the lottery, I would buy a very large piece of land and I would start a rescue for animals. I would love to rescue dogs,*

*cats, farm animals, and wild life who may be “misfits” and need a new home.*

## DO YOU HAVE ANY HOBBIES?

*I have owned my own small company called Dawkins’ Doggy Designs since 2014. I create custom dog bandannas, coats, leashes, collars, and sometimes costumes. I love to sew, embroider, and use my cutting machine. I sell all my items on Etsy ([www.etsy.com/shop/DawkinsDoggyDesigns](http://www.etsy.com/shop/DawkinsDoggyDesigns)).*

## WHAT ONE THING WOULD YOU HAVE DONE DIFFERENTLY?

*I would have gone to school to either be a veterinarian or a teacher.*

## WHAT IS YOUR PET PEEVE?

*Mouth noises – they evoke a rage inside of me!*

## WHAT FAMOUS PERSON WOULD YOU HATE TO BE STUCK IN AN ELEVATOR WITH?

*Anyone from The View – past or present. Those women are the worst!*

## WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

*My favorite birthday was when I turned 30. My husband and I went to a wolf preserve and were able to learn about wolves. We took a tour of the facility and were able to pet and interact with all the wolves and wolf dogs they have on the property. It was awesome!*

## WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

*This is pretty silly and embarrassing – but I still sleep with a bunny from when I was born. I can't picture my life without it!*

## IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

*I would love to be a volunteer for an animal rescue, domestic or wild life. We need to be their voice.*

## WHAT IS YOUR FAVORITE VACATION SPOT?

*Cape May, New Jersey. We vacation there for a week each year. The Victorian shore town is beautiful. Every restaurant has wonderful food and drinks. We got married there in June 2016.*



Vacationing in Cape May.

*Liz McLeod is Marketing Manager, Anthony J. Jannetti, Inc., East Holly Avenue, Box 56, Pitman, NJ 08071. She can be reached at 856-256-2300 and [Liz.McLeod@ajj.com](mailto:Liz.McLeod@ajj.com).*



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AMERICAN FAMILY PHYSICIAN

<sup>1</sup>KANTAR, Primary Care Medical/Surgical Readership Study, December 2018 <sup>2</sup>The Essential Journal Study in Primary Care, The Matalia Group, January 2019.

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