

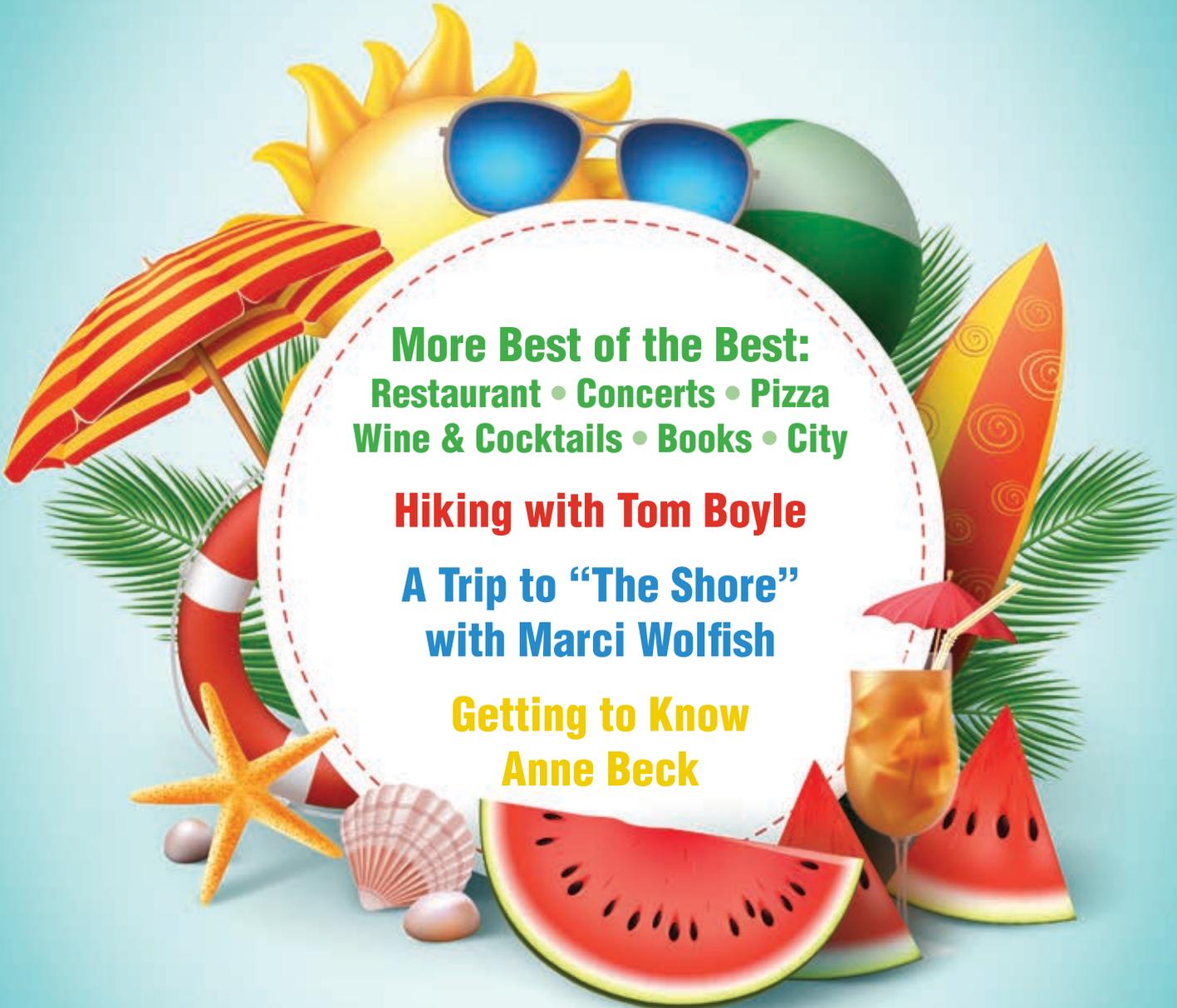
Next Month...  
More Summertime Fun!

Healthcare Marketer's

# exchange

"Where Healthcare Marketers Connect"

VOL. 27, No. 6  
JULY 2018



**More Best of the Best:**  
Restaurant • Concerts • Pizza  
Wine & Cocktails • Books • City

**Hiking with Tom Boyle**

**A Trip to "The Shore"  
with Marci Wolfish**

**Getting to Know  
Anne Beck**



**Recap from Pharmapalooza's  
10th Anniversary**



**Nominations Open for the  
2018 Humanitarian Awards**

See Page 3

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*Dear Healthcare Marketer,*

**H**appy Summer! My favorite season is upon us, and at our house that always means lots of celebrations and parties. We are only a few weeks in, and so far we have celebrated my daughter Maddie's Sweet 16 Birthday, attended several graduation parties, end-of-the-year sports banquets, and the wedding of Tyler, the son of my best friend from fourth grade. Tyler is also Maddie's godfather.



It's party time with the girls and me!

This summer is also packed with travel for the Leonard family! Maddie's birthday gift is a 12-day trip in August to Australia and New Zealand with her school. It is a little nerve-racking letting your 16-year-old go halfway around the world. My daughter Katie is also celebrating a milestone birthday when she turns 21 on July 7. (How did they grow up so fast?) She has been busy this summer working as an intern at BSTV Entertainment, an Emmy-nominated production company that specializes in talent-driven lifestyle programming and produces *The Kitchen* on the Food Network. I am so proud of how hard she has been working, so she deserves a vacation as well.

I am cashing in my frequent flyer miles so Katie and I can go on a mother/daughter trip to San Diego to enjoy a little West Coast fun in the sun. While planning our trip, I looked into the *Article Archives* on our website (which is a very useful resource you should check out!). I found some great restaurant suggestions for places to go for fish tacos from **Alan Imhoff's Best Day in San Diego** article in our March 2016 issue...yum! I also took some tips from **Angela Labrozzi** (who actually also contributed to this issue by sharing her favorite concert on page 11). In our September 2017 issue, Angela provided excellent suggestions on places to visit and eat all around San Diego – the Gaslamp District, Old Town, La Jolla, and Coronado. We plan to hit up as many spots as we can!

What are your plans for the summer? I'm sure you'll find some awesome ideas as we continue our Best of the Best highlights. Hanging out in your backyard or planning a staycation? Consider some refreshing beverage options from **Fred Haag** and **Jay Carter**. **Marion E. Gold** offers some books to include on your summer reading list. If you're headed for the big city, New York, New York, take a look at **Stef Stendardo** and **Nick Vroom's** suggestions...and **Jodi Smith** has you covered if your plans include Nashville. Who doesn't love a concert in the summer or anytime for that matter? Check out **Denise DeMaria** and **Angela Labrozzi's** favorites. If you've been thinking you need a change of pace that includes exercise, **Tom Boyle** shares his renewed passion for hiking. Don't miss **Marci Wolfish's** piece on the perfect day at the Shore (Jersey, that is!). We've also got pics and snippets from the awesome annual Pharmapalooza. And thanks to **Anne Beck** for giving us a peek into her life in this month's *Personal Exchange*.

The longer warmer days of summer are a celebration in themselves. So I hope whatever your plans are, you get a chance to relax and enjoy.

*It's finally here...Happy Summer,*

*Nancy*

**Coming Soon...**

### Kids and Family

Share a bit about your family:

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



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

All participants will be entered to win a \$50 Amazon Gift Card. Or submit through our website at [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html)

*Let's Celebrate Giving!*

Announcing the 4th Annual Healthcare Marketer's Exchange

### Humanitarian Awards

We're celebrating our 26th year and 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 4th 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

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

onward&upward

promotions  
additions

**CMI/Compas** has announced the appointments of **Ashley Schwab** as Corporate Recruiter; **Emily Cocco** as Associate Analyst, Data Analytics; **Rebecca "Becky" Krasley** as Supervisor, Media; **William Davis** as Senior Help Desk Technician; and **David Reece Salmon** as Senior Vice President, Media. They can be reached at 215-568-5944. **Ashley Hoover** has been appointed Associate Media Planner. She can be reached at 484-322-0880.

**Kronos Bio** has announced the appointment of **Norbert Bischofberger** as C.E.O. He can be reached at 978-250-9800.

**Semma Therapeutics**, a start-up trying to develop a stem cell cure for type 1 diabetes, has announced the appointment of **Bastiano Sanna** as C.E.O. He can be reached at 857-529-6430.

**SSCG Media Group** has announced the appointments of **Debbie Renner** as C.E.O.; **Alyssa Untracht**, **Kayla Safran-Coe**, and **Andrew Simon** as Supervisor, Multichannel Media; **Ashley Brunner**, **Tom Boyle**, and **Rob Carroll** as Senior Media Planner, Multichannel Media; **Christopher Bregoli** as Senior Associate, Digital Media Operations; **David Freund** as Supervisor, Digital Media Analytics; **Gina Menno** as Associate Director, Media Finance; **Ivette McFarland** as Vice President, Group Supervisor, Multichannel Media; **Jasmine Asare** as Senior Manager, Multichannel Media; **Nayari Valentin** as Senior Media Investment Specialist; **Sara Castronova** as Group Supervisor, Multichannel Media; **Amy Winters**, **Dayna Roomey**, and **Natalie Mattes** as Multichannel Media Planner; and **Francesca Czarnik** and **Marlene Piegario** as Assistant Media Planner. They can be reached at 212-907-4314. **Giuliano Oliveira** and **Julianne Valle** have been appointed Vice President, Group Supervisor, Multichannel Media, and **Grace Galano** as Assistant Planner, Multichannel Media. They can be reached at 212-896-1418.

new&noteworthy

awards, mergers  
approvals

**Amgen** and **Novartis** have announced the FDA approval of **Aimovig** (erenumab-aooe) for the preventive treatment of migraine in adults, marking the first regulatory clearance of an anti-CGRP drug. For more information, visit [www.amgen.com](http://www.amgen.com).

**ArcheMedX** has announced a new collaboration with **Healio.com Education Lab**. This collaboration allows providers to leverage **Healio's** extensive reach into 19 specialties with the ability of the **ArcheMedX** platform to provide more effective education through increased data utilization. For more information, visit [www.archemedx.com](http://www.archemedx.com).

**BioMarin Pharmaceutical** has announced the FDA approval of **Palynziq** (pegvaliase-pqpz) to reduce blood phenylalanine (Phe) concentrations in adults with phenylketonuria (PKU). For more information, visit [www.biomarin.com](http://www.biomarin.com).

**Bridge Therapeutics**, an innovative late-development-stage pharmaceutical start-up, has announced the expansion of its operations into Birmingham, Alabama. **Bridge Therapeutics** is actively researching chronic pain alternatives to help reduce the impact of the opioid epidemic. For more information, visit [www.bridgetherapeutics.com](http://www.bridgetherapeutics.com).

**Dova Pharmaceuticals** has announced the FDA approval of its first commercial drug, a tablet for treating thrombocytopenia, or low platelet counts, which can cause dangerous bleeding. The approval of **avatrombopag**, to be marketed as **Doptelet**, allows the drug's use in patients with chronic liver disease who are scheduled to undergo a minor medical or dental procedure and are at risk for excessive bleeding. For more information, visit [www.dova.com](http://www.dova.com).

**Eli Lilly and Company** has announced it has reached an agreement to acquire **AurKa Pharma, Inc.**, a company established by **TVM Capital Life Science** to develop oncology compound **AK-01**, an Aurora kinase A inhibitor that was originally discovered at **Lilly**. The compound is a potential first-in-class asset that **AurKa Pharma** is studying in Phase 1 clinical trials in multiple types of solid tumors. For more information, visit [www.lilly.com](http://www.lilly.com).

**Frontline Medical Communications (FMC)**, publishers of **Cutis** and **The Journal of Family Practice (JFP)** and part of the **MDedge™ Network**, has

announced that both publications received a coveted award from the **American Society of Healthcare Publication Editors (ASHPE)**. **JFP** won a gold award in the "Best New Department" category for its newly launched Behavioral Health Consult column, and **Cutis** tied for Bronze in the "Best Special Report/Section" for the Best of Acne eCollection. For more information, visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

**US WorldMeds** has announced the FDA approval of **Lucemyra** (lofexidine) for the management of withdrawal symptoms due to abrupt opioid discontinuation in adults. For more information, visit [www.usworldmeds.com](http://www.usworldmeds.com).

**Novartis** has announced the FDA approval of **Gilenya** (fingolimod) for the treatment of children and adolescents ages 10 to less than 18 with relapsing forms of multiple sclerosis (RMS), making it the first disease-modifying therapy indicated for these patients. For more information, visit [www.novartis.com](http://www.novartis.com).

**Pfizer** has announced the FDA approval of **Retacrit** (epoetin alfa-epbx) as a bio-similar version of **Amgen's** **Epogen** (epoetin alfa) and **Johnson & Johnson's** **Procrit** (epoetin alfa) for treatment of anemia due to chronic kidney disease, chemotherapy, or treatment with zidovudine in patients with HIV infection. For more information, visit [www.pfizer.com](http://www.pfizer.com).

**Takeda Pharmaceutical** has announced that it has secured a deal to acquire **Shire**, a rare disease biotech company. The takeover gives **Takeda** a wider global reach and adds to its portfolio of drugs, which includes **Shire's** blockbuster ADHD medicine **Vyvanse**. For more information, visit [www.takeda.com](http://www.takeda.com).

**Valeant Pharmaceuticals** has announced that it will change its name to **Bausch Health Companies** as part of an ongoing turnaround effort to more accurately represent the full scope of the company as a leader in the development and manufacturing of a wide range of pharmaceutical, medical device, and over-the-counter products. For more information, visit [www.valeant.com](http://www.valeant.com).

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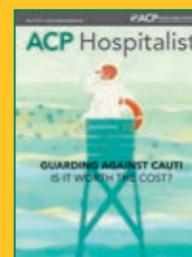
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\*Source: Kantar Media, December 2017 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.



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**Kenneth D. Watkins III** at 973-785-4839 or [kwatkins@watkinsrepgroup.com](mailto:kwatkins@watkinsrepgroup.com)





## BEST WINE

### Best Red Wine on a Budget



Everybody knows that Opus One and Chateau Lafite Rothschild are really great wines. But most of us (myself included) don't have \$500-\$2,500 in pocket change to pick up a bottle for Saturday night.

I've spent the last year looking for some really good wines on a budget...specifically, less than \$40. Here are two I can recommend with confidence.

**Montagu Silver Ghost Cabernet Sauvignon Napa Valley 2014** is a big, very rich and smooth Cab – dark and complex, with terrific balance. It's bursting with dark ripe Napa fruits: blackberry, black cherry, fresh cassis, and wild berries. What really sets this wine apart is an amazing, almost opulent finish. Voted #1 Wine of the Year at 94 points from Wine Spectrum, it also took Double Gold at the prestigious San Francisco Chronicle International Wine Competition. How it was named is an interesting



story. The winery owner, Weston Eidson, has a family history of British nobility. His great grandfather was Lord John Walter Edward Douglas-Scott-Montagu, who was the 2nd Baron Montagu of Beaulieu. Not only did he help to launch the 1909 Silver Ghost Rolls Royce, he had a very forbidden love affair with Eleanor Velasco Thornton, who he commissioned as the model for the legendary Spirit of Ecstasy hood ornament on Rolls Royce automobiles. It retails for \$35.

**Darms Lane "Fortune 1621" Cabernet Sauvignon Napa Valley 2014** – Aromatic and complex, it's full-bodied and classy, with loads of fresh ripe blackberry, black currant, and blueberry, cassis and cocoa, violets and soft tannins that linger for several minutes on the finish. How did the wine get its name? In 1621, the ship Fortune arrived in Plymouth Harbor bringing the second wave of settlers just a year after the Mayflower. Edouard Bompasse was one of 35 passengers aboard and the Darms Lane family members are direct descendants! It retails for \$32.



*Jay Carter, Executive Vice President, Director of Business Development, AbelsonTaylor, [jay.carter@abelsontaylor.com](mailto:jay.carter@abelsontaylor.com), 312-894-5625*



## BEST RESTAURANT

### Modern Southern Dining



Dining out is one of my favorite things to do, so the list of top restaurants for me is long. At the top of that list is Husk in Nashville (which is another favorite of mine – my favorite city!). Husk is in Rutledge Hill, just a few blocks south of Historic Broadway, in the heart of Downtown Nashville. Everything on the menu is locally sourced from the surrounding area, and most of the produce is grown right on-site in the restaurant's garden. The menu changes daily, based on what's in season, so you'll never tire of the food. The lunch and brunch never disappoint either!

Not only is the food amazing, but the setting is fantastic as well. In a historic mansion, the space has a

vibe that maintains the southern style of its roots, but with a modern flair. I'd recommend arriving early and grabbing a cocktail in the speakeasy-style bar. In staying true to the restaurant's mission of locality, the spirits served are from distilleries and breweries in and around Nashville. The wine list is good, too. All in all, you

can't go wrong at Husk...I highly recommend it. If you ever get the chance to check it out, I hope you enjoy it as much as I do!

**Husk**, [husknashville.com](http://husknashville.com), 37 Rutledge Street, Nashville, TN 37210, 615-256-6565

*Jodi Smith, Associate Publisher, Frontline Medical Communications, 856-375-7419, [jsmith@mdedge.com](mailto:jsmith@mdedge.com)*



## BEST CONCERT

### The Best of Nashville in New York



If you've ever watched the TV show *Nashville* and were intrigued by the Songwriter in the Round concerts frequently featured or were lucky enough to visit the famed Bluebird Café in Nashville to hear some of the top singer/songwriters share the stories behind their hits, well we have our own version right in New York City several times a year.

Known as "Under the Covers with Victoria Shaw," Birdland Jazz Club NYC at 315 West 44th Street hosts



Victoria Shaw

this intimate supper club concert usually on a Monday evening from 7-9 p.m. Victoria Shaw is best known for co-writing several big hits with Garth Brooks ("The River," "Where Your Road Leads") and for other country and pop artists, including Jim Brickman,

Christina Aguilera, and John Michael Montgomery. In addition to her writing talents, Victoria has an amazing voice and a great sense of humor.

Victoria hosts each show and picks the guest artists who appear with her, which enhances the interactions and camaraderie onstage. For every hit song, there is an interesting, sometimes poignant, sometimes humorous backstory, and this showcase affords an opportunity for the audience to have an "inner circle" view of the process. Performers over the years have included the aforementioned Jim Brickman, Pam Tillis, members of Lonestar, the Nelson Brothers, The Scott Brothers ([a.ka.](http://a.ka), The Property Brothers... yes, they sing, too), and Constantine Maroulis. Plus you never know who might be sitting in the audience ready to pop up for a number or two (I have seen Olivia Newton-John and Hillary Scott from Lady Antebellum, but I unfortunately missed the show when Bette Midler was in the house).

No matter who is on the roster, you can be assured of an evening of laughs, sing-alongs, maybe a few tears, and terrific performances by the songsmiths

of Nashville yesterday and today. The dinner menu is quite varied and reasonable (I recommend the peach cobbler with cinnamon ice cream for dessert!).

Disclaimer – I first met Victoria Shaw in front of 1740 Broadway/West 55th Street many years ago when I was working at Lowe McAdams agency. I happened to recognize her and mustered up the courage to say hello. She was actually thrilled that I was the first person in New York City to approach her! From that point on, I have followed her career and made a point of attending her shows. She is very friendly and warm, and I always try to share a minute with her after the performance. If you want to take part in this series, I suggest you either get on the email list for Birdland ([www.birdlandjazz.com](http://www.birdlandjazz.com)) or go to [www.victoriashaw.com](http://www.victoriashaw.com) to learn more.

**Birdland Jazz Club**, [birdlandjazz.com](http://birdlandjazz.com), 315 West 44th Street, #5402, New York, NY 10036, 212-581-3080

*Denise DeMaria, Retired (but busier than ever), [dmtdemaria@hotmail.com](mailto:dmtdemaria@hotmail.com)*



## BEST PIZZA

### A Classic Slice

Growing up in Manhattan, we take our pizza joints very seriously. I think doing a best of pizza place is not only necessary, it is important. Pizza is the one food that does not



need to be served up in a fancy location to be labeled a must-try when visiting New York City. To this day, my favorite pizza place is a hole-in-the-wall little hidden gem on the Upper

West Side. Cheese, superb. Crust, flaky. Tomato sauce, outstanding. And, most importantly, no flop in the front when doing the New York crease to properly eat the slice :-)

**La Traviata Pizzeria**, [latraviatapizzany.com](http://latraviatapizzany.com), 101 West 68th Street, New York, NY 10023, 212-721-1101

*Nick Vroom, National Accounts Representative, Harborside, 917-538-0699, [nvroom@hbside.com](mailto:nvroom@hbside.com)*



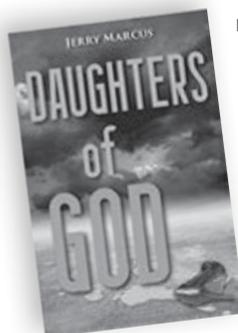
## BEST BOOK

### Daughters of God by Jerry Marcus



When I read *Daughters of God*, I was totally absorbed in how the author was able to bring the characters to life as they struggled with the challenges of living in a complex society.

From religious philosophy to political realities – and, ultimately, the times most people have at some point in their lives to choose good over evil – the author put each character into real-life situations. Situations that showed his deep understanding of human nature, even during the most minor of life’s experiences – like riding in a taxi with a rude driver, or sitting on a crowded airplane behind an inconsiderate passenger.



Before I continue, and in respect to **full disclosure**, a company I own published *Daughters of God*, Jerry Marcus’ sixth novel in May 2017. I’m proud to say it was a finalist in four categories of the

2017 New Mexico-Arizona Book Awards: Two in fiction (Mystery/Crime and Thriller/Suspense), one in Religious Books, and one in Best Cover Design – Fiction (for books with dimensions less than 6”x9”).

Now that full disclosure is out of the way...I can easily continue to say that *Daughters of God* fit right into my personal library choices. It intrigued me from page one because the author delved right into the psyches of all the characters – some innocent, some guilty, some with deep psychiatric challenges, and some who just get caught up in the traumas of others’ lives. Regardless, all the characters faced complex situations that boiled down to good versus evil. Feedback on *Daughters of God* has been good.

One person wrote to me, “Fantastic read!! I look forward to more books with [characters] Max and Tony. I’ve become very attached to them. I told you this would be a blockbuster and it is. Jerry’s best yet!!”

On Amazon, someone wrote, “I loved the suspense and the characters. The story line drew me in right away and held me.”

Another wrote, “Just when I thought I had the whole thing figured out, the twist sent me into another direction. A great whodunit.”

My personal library is also filled with books that I love and cannot part with! Typically, I like to read memoirs and biographies about survivors of the Holocaust, and historical fiction concerning the roles played by French, Italian, Polish, and other partisans during WWII. Other novels I crave are mysteries that also focus on how ordinary people deal with religion and politics, and how their core beliefs influence their day-to-day lives. Archeological and historical books are also on my reading list (I’m still a fan of *Kon-Tiki* by Thor Heyerdahl!). Other of my favorites include *Sarah’s Key* by Tatiana de Rosnay, *Rashi’s Daughters* series by Maggie Anton, *The Nightingale* by Kristin Hannah. All books written by Chaim Potok and Ronald H. Balson, Faye Kellerman, and too many more to name in just a few paragraphs. Oh, and I still have the copy of the first novel I ever read, *Little Women* by Louisa May Alcott. It remains one of my favorites!

**Marion E. Gold**, Owner, *Marion Gold Marketing Communications*, 312-396-4014, [gold@powercom.net](mailto:gold@powercom.net)



## BEST COCKTAIL

### Manhattan with Bourbon, Please!



By far my favorite cocktail at the end of a long tiring day is a Manhattan. I have tried a fairly large number of bourbons, but have found that Maker’s Mark is the one I like the most. Prefer my Manhattan to be served straight up, but will have it on the rocks if I am thinking of having more than one.

#### Maker’s Mark Manhattan\*

2 servings

#### Ingredients

- 2 parts Maker’s Mark® Bourbon
- 1 part sweet vermouth
- 2 dashes aromatic bitters
- Cherry for garnish

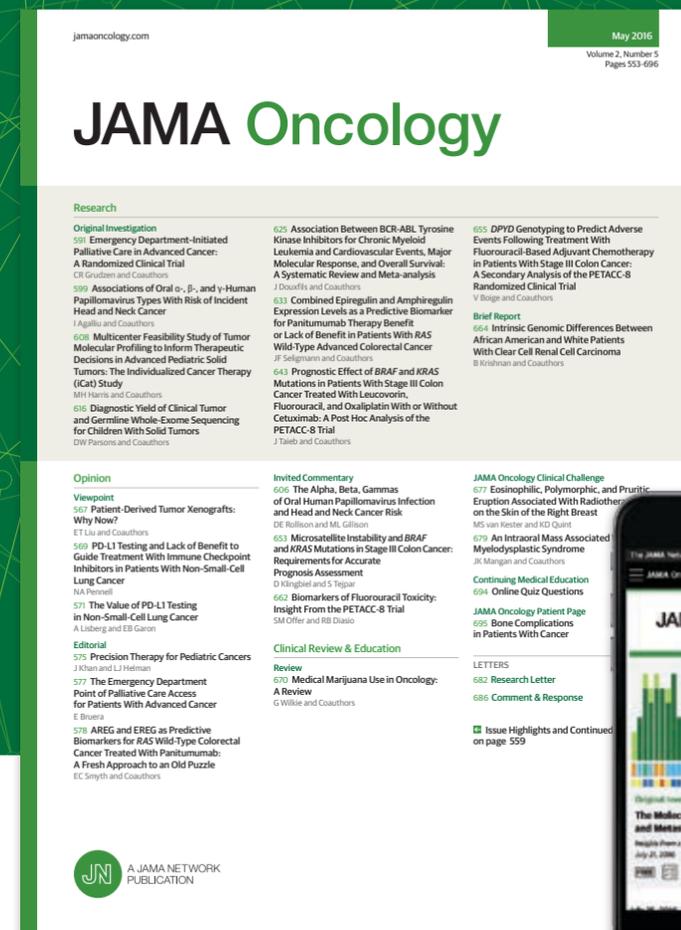
#### Directions

1. Combine ingredients over ice.
2. Stir and strain into a chilled cocktail glass with or without ice.
3. Garnish with a cherry.

\*From the Maker’s Mark website. Maker’s Mark Manhattan [www.makersmark.com/cocktails/spirit-forward/makers-mark-manhattan](http://www.makersmark.com/cocktails/spirit-forward/makers-mark-manhattan)

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# “THIS LAND IS YOUR LAND THIS LAND IS MY LAND”

BY TOM BOYLE

When I was in middle school, my parents enrolled me in Boy Scouts. My favorite part of scouts was going on hikes, ranging anywhere from five to twenty miles, and being social with the various scouts hiking the trails. Fast-forward ten years, and a two-level cervical disc replacement – I realized my life needed a reboot, and that I wanted/needed to become more active physically and socially post-surgery.

## SIGN ME UP

After assessing my situation, physical capabilities, and different options for me to become more involved, I joined the “Meet Up” app. Skeptical at first, I researched a variety of groups, but always found myself coming back to hiking. I decided to take a chance. In March, I joined the Long Island Greenbelt Trail Conference (LIGT) – a group that works to preserve over 200 miles of trails throughout Long Island (where I live). After just the first hike, I felt such euphoria that I paid the \$30 dues and now make it my goal to take two hikes per weekend. My hikes range anywhere from five-to-six miles each, and have gone up to a max of 10 miles so far. My long-term goal is to be able to conquer a 20-mile hike, but all in due time.



Hiking through Caumsett Caper with LIGT Group.

## MEETING PEOPLE

My favorite part about hiking is the social aspect. I love getting to meet new people who, when you get to talking, are all there for the same reason – to make friends! In a digitally connected world, sometimes we hide behind the device

Hiking through Connetquot River State Park with LIGT Group.

and risk losing social components that come with in-person interactions. This group has allowed me to shut off from the world for a couple of hours each weekend, and engage in meaningful and stimulating conversations without any interruptions.

## A FUN BUT EFFECTIVE WORKOUT

The second part of hiking that I love is what we call a “workout in the woods.” Every hike is different in terms of

the trails (flat, hilly, rocky, smooth), who leads the hike, and the pace the hike leader keeps. Generally, we walk about three miles per hour, a steady but fast pace. There have been some very challenging hikes, especially post-surgery when I was getting back into shape. However, I like a challenge, and pushing through the exhausted muscles made the results truly thrilling. I was getting fit, and feeling mentally and physically sharp. I guess you could call my hiking experiences “*eutierria*” – a good and positive feeling of oneness with the earth and its life forces. It arises when the human/nature relationship is spontaneous and mutually enriching.

## PREPARING FOR A HIKE

In order to prepare for a hike, you need to know the following: A) Is the hike flat or hilly? B) Smooth or rough terrain? C) How many miles is the hike?, and D) If it’s a guided hike, at what pace will the leader move (e.g., three miles per hour). The reason for knowing these points is to ensure you are well equipped to make it through the entire hike. If the hike is uphill, in the woods, rough terrain, and 13 miles long, you will need to assess your endurance to ensure you complete the hike. The hike leaders do not wait for anyone. They keep going whether you keep up or not. Additionally, you must come outfitted with the right materials – water, trail snacks, hiking boots, hiking poles – to help propel you to complete

## How to Approach Joining a New Group

Stepping outside of your comfort zone is scary, intimidating, and can make you a bit anxious. In order to take that leap, you may want to consider the following:

- Clear your head of any pre-conceptions you may have, and keep an open mind to trying new things
- Complete plenty of research before joining a group or activity (for various reasons)
- Force yourself to attend – do not back out at the last minute due to nerves getting the best of you
- If you are uncomfortable or nervous going alone, invite a friend



## BEST CITY

### New York, New York

New York City! We live on Cape Cod now and visit NYC (our hometown) for about a week each year. As always, it’s full of possibilities: many different kinds of people, most friendlier than our reputation suggests; free or inexpensive music; inexpensive theater, if you’re willing to forgo



Broadway and explore other venues; affordable food of multiple nationalities; walkable streets and affordable transportation; water no more than a mile from wherever you are; dogs whose poop gets scooped (not all, admittedly, but it’s a big city); interesting architecture; great museums; even trees if you need some. And it really is the city that never sleeps!

*Stef Stendaro, President, SCS, 508-240-1042, stef.scs@comcast.net*

## This Land *Continued from page 10*

the hike. Without these materials, you may find it difficult to find energy and stamina to push through.

## GROUP AND SOLO EXPERIENCES

Guided hikes are great! You are with trustworthy folks who know the trails and different routes to make the hikes most engaging. When I cannot attend a group hike, or decide I want to explore on my own or with a friend, I take a six-mile hike from Nissequogue River State Park to Sunken Meadow State Park, out and back. Generally, it takes about two hours to complete, but this hike comes with beautiful views of the Long Island Sound (wave to Connecticut!). It’s a great mix of flatland and hills providing an awesome workout. I’m truly looking forward to becoming comfortable knowing multiple trail routes. That way, I can begin to lead hikes and take others on the trails, confidently knowing the path.

Even though I found my social community through hiking, I encourage everyone reading this article to expand out of their comfort zone. Try joining a group or activity that you would generally pass up on any given day. You’ll be surprised by how much you have in common with those around you.



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## BEST CONCERT

### Billy Joel at MSG

My favorite concert was the Billy Joel residency concert at Madison Square Garden! He is one of my favorite singers, but the show was laid back and fun at the same time. He plays all the best songs and lets the audience decide what he should play from each album. On top of that, his band is incredibly talented and he showcases their talents, ranging from singing to the various instruments – guitar, saxophone, and drums. It’s a great concert for anyone who is a fan of his music and it’s a true New York experience!



*Angela Labrozzi, Director, Business Development, Frontline Medical Communications, alabrozzi@mdedge.com, 973-206-8971*



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# BEACH, PICKLEBALL, CRAB, AND SUNDAES Repeat

BY MARCI WOLFISH

My perfect summer day requires sun, sand, and a house filled with friends and family. Luckily, the drive from New York City to the Jersey Shore is just a few chapters of an audiobook's drive away. This summer, I plan on taking a few long weekends in Avalon, New Jersey – shout out to Publicis Health Media for giving us extra flexible vacation days to make this possible. There are few things I love more than heading down to the beach to my aunt and uncle's house after work on a Friday, going to bed, and waking up "down the shore" (which is New Jersey-speak for "at the beach").

## MY IDEAL SHORE DAY

### FIRST THING

I wake up and think about how nice it is to hear waves crashing down the street. My morning starts with a glass of fresh cold brew coffee, which I enjoy in a hammock chair on the deck listening to my "Good Feels" playlist with any other early-risers, while everyone else is still asleep. After I finish my coffee, I break out my watercolors and brushes and paint for a little bit, completely relaxed.

### TIME FOR GAMES AND GOOD READS

Once everyone is up, we bike to the Pickleball courts for a couple of hours of play before it gets too hot out. Not familiar with Pickleball? It's a paddle sport popular at beachside – a cross between tennis and ping-pong. After likely losing a few games, I'll jump in the pool back at the house to cool off before picking up my Kindle and reading until lunchtime. As for my book, I like to get through one to two books per week in the summer. I'm currently enjoying and finishing up *The Art of Innovation* by Tom Kelley and I'll go for fiction next. I chose my next book from my favorite book blog, [nycbookgirl.com](http://nycbookgirl.com), and immediately started reading that – one of the main perks of having a Kindle!

### BEACH PICNIC

I put everyone to work in the kitchen to make lunch to bring down to the beach. Guacamole is my specialty, so that will be my responsibility until I find someone who makes it better than my secret combination of lemon, cayenne, cumin, and other spices. (I'm not expecting that day to ever come.) I would share it if I had an exact recipe – I've been making it since I was 14 and I kind of auto-pilot/eyeball it based on how many ripe avocados I have! We take the food, along with Spikeball and Bocce, down to the beach where we spend the afternoon.

### APRES SUN

After the beach, we head to the "No Shower Happy Hour" for a drink at The Whitebriar before we get cleaned up to start making dinner.

We return and pile into the kitchen to make appetizers to go along with fresh Maryland crabs. A cheese platter, veggie plate, and corn salad all get prepped. My phone alarm goes off and I grab my camera and whoever else is interested and climb up to the roof to watch the sunset. Then we cover the table on the deck with paper bags and dump out the Old Bay-covered crabs. We work on the crabs, laughing about how much effort it is for such a small amount of meat and argue over who has the best strategy. Personally, I prefer to eat as I go. That limits the risk of vultures who go by the name of Uncle or Cousin sneaking a bite from the stockpile of

crabmeat I labored to produce.

### TIME FOR DESSERT

Once the crabs are gone, we'll hop back on the bikes and ride to Sundae Best – our favorite ice cream shop – to pick up a few pints of espresso crunch, peanut butter ripple, black raspberry, and whatever else looks good (if it's *really* my perfect day, they'll have fresh mint ice cream). If we're lucky, we'll spot a Golden Retriever and approach the owner to ask if we can pet his dog, only to realize that the man under the hat is John Oliver and the Golden Retriever is his very good boy named Hoagie. They happen to love their Sundae Best ice cream just as much as we do, especially considering they have a special dog-friendly ice cream for all of the four-legged customers.

### NIGHTTIME FUN

The rest of the night includes margaritas and whichever bar has the best live music. It's typically between The Princeton, Jack's Place, or the Windrift Hotel. Satiated and exhausted, we fall asleep. Come morning, we wake up and do it all over again. Though perhaps for days two and three we'll eat something different for dinner!



Enjoying a drink with my dad.



My happy place by the pool.



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## A DECADE OF DEDICATION HOSTED BY CDM



In what seemed like "decades" since last year's PHARMAPALOOZA 9, the highly anticipated annual healthcare agency battle of the bands—benefiting The Children's Hospital at Montefiore (CHAM)—finally hit the stage once again, this time for its double-digits debut. PHARMAPALOOZA turned 10 this year, and has truly been a decade in the making. It only seemed appropriate to name this year's theme **DECADES**, to honor the timeless power of music and art to bring people together, as well as their ability to heal and give strength to those who need it.

Although PHARMAPALOOZA 10 (PX) was held at a new venue this year—the Highline Ballroom—performers in each of the 7 competing bands, as well as CDM's band, Cline Davis & the Manns, proved to be no strangers to the stage. As the competing

bands fine-tuned their instruments and battled preshow jitters backstage, Uncle Funkus of CDM's very first PHARMAPALOOZA appeared on stage for a surprise "10-year reunion" in a noncompetitive surprise performance.

First-time performers at PHARMAPALOOZA, BBDO's The Out of Pockets, needed no beginner's luck to win over the crowd and judges to take third place in the night's competition. Second-place honors went to P9 winners Rx.E.S.P.E.C.T. of Patients & Purpose. NEON's Max Dose took home first prize for their joy-filled, crowd-rousing, blue-blazer-wearing performance.

PX proved to be a great success, once again embodying everything the event stands for by bringing the healthcare advertising

industry together for a night of friendly competition and entertainment for the fans and collectively supporting a worthy cause. Every dollar raised through PHARMAPALOOZA goes to the Creative Arts Therapy Program, an integral offering through the Phoebe H. Stein Child Life Program at CHAM. The program was created to help patients express thoughts and fears about their illnesses through art and music. This year's event raised nearly \$90,000, bringing gross contributions from the past 10 years to over \$925,000.

The great success of PX has the team already looking to "turn it up to 11" for next year's PHARMAPALOOZA, and celebrate the collective good that healthcare advertising can do when it bands together to rock out for the kids.

# Anne Beck



January 1, 2017.

*"It's better to cry than be angry, because anger hurts others while tears flow silently through the soul and cleanse the heart."*

– Pope John Paul II

**Birthplace:** Brooklyn, NY

**Marital Status:** Married, 20 years

**Children:** 2; Julia – 17 and Claire – 15

**Job Title:** Senior Media Planner

**Years in Industry:** About 11, with a hiatus to be home with my girls

**College:** New York University

**Favorite Sports Teams:** Yankees and Rangers

**What are two things on your bucket list?**

I'd love to see all 50 states – 20 to go. I'd also love to zip line somewhere exotic. Suggestions are welcome!

**Do you have any pets?**

A sweet cat, Peanut, and a tough as nails goldfish, Felix.

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

I'd pick *Law & Order: Special Victims Unit*. Only to drive my husband, Joe, a little crazy. Each week he complains, "How could anyone watch that show?? The story lines are so horrible!" If I were a guest on it, he'd have to watch. Payback for not putting his laundry away!

**If your life had a theme song what would it be?**

*Break My Stride*, by Matthew Wilder. When life gets crazy I hear this song playing in my mind and it makes me smile and reminds me to keep moving forward.

**Who was your favorite teacher?**

I had two, Mr. McQuillan and Ms. Mulligan. Both brought creativity to the way they taught challenging topics and kept us engaged from the start of class to the end. They were truly ahead of their time and I am happy to see many of my girls' teachers thinking out of the box to find ways to motivate their students too.

**What one little thing always makes you happy, other than your family?**

Does my cat count as family? Definitely! So, I'll go with the next best thing – toes in the sand.

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

I chased a pickpocket. Pre-kids and pre-common sense!

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

I would have to say my cell phone. It really helps to keep work and family schedules organized. It also allows me to keep in touch with my kids as they go from school to activities. It definitely provides peace of mind.

**What are the most prized items you've collected, and what is their significance?**

I have been collecting shells since I was very young and even have a few from a family trip to Florida when I was four. One of the most sentimental is a large beautiful conch shell that Joe found on our first vacation to Cape May.

**Do you have a tattoo and, if so, what is its significance?**

No, but there is one in my future. I promised my 15-year-old we would get tiny matching infinity tattoos on her 18th birthday. I'm hoping she will forget.

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

A fiancé and an engagement ring on my birthday.

**What is your most memorable birthday?**

The birthday when my husband and I got engaged. We went on a hot air balloon ride. Within a few minutes of the flight, the burner blew out and the balloon crashed high in the trees over a rocky stream. We held on for dear life to the tilted basket and tried to distribute our weight so we would not completely tip. Once relit and back in the air, Joe proposed. We have not had a dull moment since!

**What is your pet peeve?**

People who don't look behind them before they let the door go. This easy act of kindness can have a reward. I once held a door for a man who turned out to be Billy Joel and we had a nice quick chat.

**What do you know for sure?**

I know that I am one lucky woman. I am surrounded by amazing people – my wonderful husband, daughters, and extended family, friends that are like family, and my teammates at SSCG who inspire me every day!

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