

Next Month...
Kids & Family Issue!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 25, No. 7
AUGUST 2016

Day Trips & Getaways

Wine Country with Jay Carter

**Elizabeth Milic's
Day Trips for Kids**

*Elaine Gaffney is in a
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DEAR HEALTHCARE MARKETER:

They say the only constant is change. I know that's been true for our family over the past year, especially with my oldest starting college...and now my youngest is leaving the cocoon of a private elementary school to enter the great big world of public high school!



We've been making changes at HEALTHCARE MARKETER'S EXCHANGE too. And we really want to know what you think. For example, we've designed a fresh new look for our cover. Do you like it? What do you think of one of our newest monthly features *Best Day in The City?* (you get a glimpse of some of the must-see sights in cities like New Orleans, London, Orlando, Chicago, and more every month).

In an effort to make it easy to give your opinion, we've put together a Market Research Study. So far, we've gotten great feedback, but we would love to hear from as many people as possible. Will you please take a few moments to fill in the survey? We'd greatly appreciate it. And just for participating, you could win \$100! Here's the link: tinyurl.com/HMResearchStudy Hurry! The deadline is September 15.

No matter what changes we make, our goal is always to bring you the very best publication to help you stay well connected to your colleagues and friends. You can use THE EXCHANGE to help you both personally and professionally. And there are so many ways to participate:

- Check out our **Article Archives**, which feature 11 years of back issues. If you are going on a vacation, for example, to Iceland, Costa Rica, or even on an African Safari you might want to search for those articles. They're filled with fabulous tips and information.
- Take a look at our brand-new **Job Listing Ad Bundle**. You'll see how we can help you target your search to the right people for the job you're offering.
- Going to one of the major convention cities? Check out **Best Day In the City** so you can mix business with pleasure and be in the know about how to maximize your visit. This month we highlight the Orlando area where many pharma conventions are being held, like AAFP's Annual Meeting.
- Have any promotions, new hires, or major company news to announce? Be sure and send us your updates so we can publish them in our **Announcements**.
- **Write for THE EXCHANGE** – it's great exposure! We've got topics to suit everyone's interests, and we welcome stories about what interests you, plus restaurant, entertainment, and website reviews.
- **Enter our polls and contests!** They're fun and you have a chance to win just by entering. Who doesn't welcome a few extra dollars in your pocket?
- **Advertise** – We're a low-cost option with updated circulation...and time and time again we hear we're a must-read each month.
- **Read!** Our stories are unique, first-person narratives on travel, health and wellness, family, and more that matters.

And don't forget to participate in our **2nd Annual Humanitarian Awards**. The winner will receive \$1,000 toward their favorite charity and be honored at the Nexus/HME Humanitarian Awards. See page 16 for details and visit www.hmexchange.com/humanitarian.html to enter.

Finally, this is hard for me to believe, but THE EXCHANGE will celebrate our **25th Anniversary in February**. We want to hear about how THE EXCHANGE has impacted you over the years for this special celebratory issue, so stay tuned!

Enjoy this issue. It's packed with wonderful ideas to add a little adventure to your summer with awesome day trips and excursions you'll love from **Merrilee Zigarelli, Elizabeth Milic, Angela Labrozzi, Bierce Riley, Jay Carter, Beth R. Wiesner, and Elaine Gaffney**. And thanks to **Pauline Ng** this month's *Personal Exchange* participant and **Chris Wise** for his take on the *Best Day in Orlando*.



Participate in Our
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Win \$100!

Savor the rest of summer,
Nancy

YOU COULD WIN \$100

Let's Have a Few Laughs!

Submit your funniest and most embarrassing stories on the job, with a friend... or a stranger, and famous family moments:

- Crazy sales call stories (that time your client stepped in dog doo)
- Foot in mouth faux pas (when you asked if she was pregnant...and she wasn't!)
- Clothes debacles (the old toilet paper in the pants problem)
- Wedding, kid, social media mishaps (when autocorrect goes too far!)

Tell us your story. You can even remain anonymous. Send your story to nleonard@hmexchange.com or go to our poll at HMExchange.com and possibly win \$100.





ANNOUNCEMENTS

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onward&upward

promotions
additions

AccentHealth has announced the appointment of **Jennifer Sewell** as Senior Vice President, Client Care and Services. She can be reached at 813-574-0341.

Razorfish Health has announced the appointment of **David Paragiamian** as Managing Director. He can be reached at davidparagiamian@razorfishhealth.com.

Sandbox has announced the appointment of **Megan Kelly** as Account Director and **Becky Tucci** as Account Supervisor. They can be reached at 312-803-1900.

new¬eworthy

awards
mergers

Allergan has received FDA approval for **Byvalson** (nebivolol and valsartan) 5 mg/80 mg tablets for the treatment of hypertension to lower blood pressure. Byvalson is the first and only fixed-dose combination (FDC) of a beta blocker (BB) and angiotensin II receptor blocker (ARB) available in the U.S. For further information, visit www.allergan.com.

Astellas Pharma Technologies, Inc., has received FDA approval for the cobas EGFR Mutation Test v2, which is manufactured by **Roche Molecular Systems**, to be used as a blood-based companion diagnostic for **Astellas'** cancer drug Tarceva (erlotinib). This is the first FDA-approved, blood-based genetic test that can detect epidermal growth factor receptor (EGFR) gene mutations in non-small-cell lung cancer patients. For further information, visit www.astellas.us.

AstraZeneca has announced that it has entered into a commercialization agreement with **Aspen Global Incorporated (AGI)**, part of the **Aspen Group**, for rights to its global anaesthetics portfolio outside the U.S. The agreement covers seven established medicines – Diprivan (general anaesthesia), EMLA (topical anaesthetic), and five local anaesthetics (Xylocaine/Xylocard/Xyloproct, Marcaine, Naropin, Carbocaine, and Citanest). For further information, visit www.astrazeneca.com.

Collegium Pharmaceutical, Inc., has announced the commercial launch of **Xtampza® ER** (oxycodone) extended-release (ER) capsules in the United States. Xtampza ER was approved by the FDA 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.

Elsevier has announced an initiative with the **White House National Cancer Moonshot Task Force** to develop a comprehensive study of cancer research in the United States. For further information, visit www.elsevier.com.

Frontline Medical Communications (FMC) recently completed an audit of its database, the only medical publisher to have an audit of this type. BPA Worldwide conducted an examination and verification of the **Frontline Healthcare Practitioner** database. Results of the audit validated **Frontline's** demographic reach to 809,435 healthcare professionals (HCPs) by name, title, specialty, and geographic location. The initial audit covered physicians, nurse practitioners, and physician assistants in the U.S. as of June 2015. For further information, visit www.frontlinemed.com.

Gilead Sciences, Inc., has received FDA approval for **Eplclusa** to treat adult patients with chronic hepatitis C virus (HCV) both with and without

cirrhosis (advanced liver disease). For patients with moderate to severe cirrhosis (decompensated cirrhosis), **Eplclusa** is approved for use in combination with the drug ribavirin. Eplclusa is a fixed-dose combination tablet containing sofosbuvir, a drug approved in 2013, and velpatasvir, a new drug, and is the first to treat all six major forms of HCV. For further information, visit www.gilead.com.

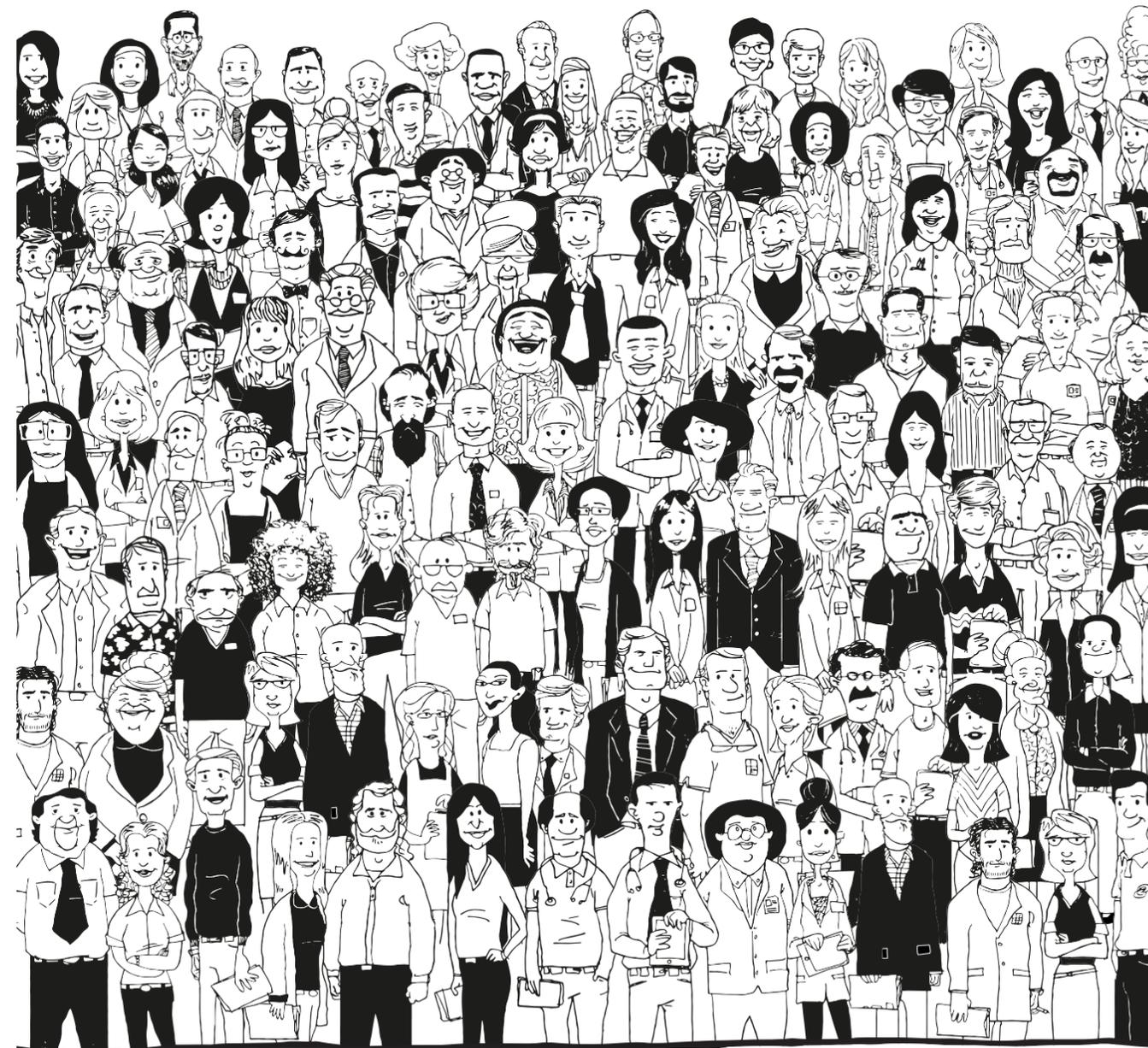
Insys Therapeutics, Inc., has received FDA approval for dronabinol oral solution, **Syndros**, an orally administered liquid formulation of the pharmaceutical cannabinoid dronabinol, a pharmaceutical version of tetrahydrocannabinol ("THC"). **Syndros** is approved for use in treating anorexia associated with weight loss in patients with AIDS, and nausea and vomiting associated with cancer chemotherapy in patients who have failed to respond adequately to conventional antiemetic treatments. **Syndros** is currently awaiting scheduling by the U.S. Drug Enforcement Administration. For further information, visit www.insysrx.com.

inVentiv Health, Inc., an organization designed to help the biopharmaceutical industry accelerate the delivery of much-needed therapies to market, announced that it has been selected by **Pfizer, Inc. (Pfizer)**, as one of its preferred partners in the delivery of clinical operations services to support **Pfizer's** portfolio. For further information, visit www.inventivhealth.com.

Ogilvy CommonHealth Worldwide announced that **Charity Navigator**, the United States' largest and most utilized evaluator of charities, has appointed **Matt Giegerich**, Chairman and CEO of **Ogilvy CommonHealth Worldwide**, to Chair of the Board. For further information, visit ogilvychw.com or www.charitynavigator.org.

Omnicom Health Group has announced that it is consolidating five professional healthcare agencies to form **DDB Health**. Those involved are **AgencyRx**, **Flashpoint Medica**, **DDB Health Germany**, **DDB Health Paris**, and **Syneqry**. For further information, visit www.omnicomhealthgroup.com.

Remedy Health Media launched a set of longform stories meant to help bring patients' stories to life, complete with video, pictures, and animation as part of the **Live Bold, Live Now** platform. For further information, visit www.remedyhealthmedia.com.



In Memoriam

CHARLES H. MESSINA



Charles H. Messina passed away on Sunday, June 26, 2016, at Morristown Medical Center. He was 91.

Charles served his country proudly during World War II. He then enjoyed a long and successful career in the pharmaceutical and medical publishing industry. Charles spent many years working as a publisher at McGraw Hill and retired from Medico Americana.

Charles was very involved in his community serving as a Boy Scout leader as well as volunteering many years as a Special Patrolman for the Hanover Township Police Department. He loved to fish and spend his summers in Manasquan, NJ, with his family.

Charles H. Messina was the beloved father of our fellow colleague Peter Messina. He will truly be missed.



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*Source: 2015 Unique CME Participant Report, American Academy of Family Physicians

A VISIT TO Michigan Wine Country

BY JAY CARTER

Have you ever felt jealous of the folks in San Francisco who have a two-hour drive to the wine country? I know that I have. For the fortunate few who choose to live in the Midwest, there's a scenic and tasty alternative in nearby Berrien County, Michigan, less than two hours from downtown Chicago.

LOCAL VINTAGE

The wine industry in Southwest Michigan has been active since the late '60s, when Tabor Hill Winery opened its doors and began producing locally grown wines. The industry has exploded since then. Fully 19 different wineries are a great place to be every weekend from Memorial Day until late October. It's very easy to visit five or six in a day...although you'll want a designated driver or a tour driver to make sure you return safely.

HIGHLY RECOMMENDED

As a local (I was born and raised in the area, and make my home there now), I would offer special recommendations to Tabor Hill Winery (the originator, with simply lovely environs to sample and enjoy the wine,



Classic choices from Tabor Hill.

and an excellent restaurant) and Round Barn Winery, which also boasts a brewery and distillery. Virtually every weekend is a party at the Round Barn, with live music and food available.

WINE AND MORE

The newly built Inn at Harbor Shores offers great local accommodations and is a hub for several wine tours, including the locally owned Fruitful Vine tour. There's other fun to be had in Berrien County:

Harbor Shores boasts a marina on Lake Michigan and a Jack Nicklaus Signature Golf Course. Local farmers sell their fresh produce all over the area – there's nothing like a freshly picked tomato or apple. And there are at least six craft breweries interspersed among the local wineries. Lots to enjoy!



A view from the marina at the Inn at Harbor Shores.



Jay Carter is Senior Vice President, Director of Strategy Services, AbelsonTaylor, 33 West Monroe, Suite 600, Chicago, IL 60603. He can be reached at 312-894-5625 or jay.carter@abelsontaylor.com.

Here are a few great websites for more information:

- Lake Michigan Wine Trail: miwinetrail.com
- Fruitful Vine Tours: www.fruitfulvinetours.com
- The Inn at Harbor Shores: www.innatharborshores.com



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



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Our Top Day Trips and Getaways

BY MERRILEE ZIGARELLI

Here are a few of our favorites...

DAY TRIP TO MID-HUDSON VALLEY, NEW YORK

Start with lunch at the Culinary Institute of America (CIA) in Hyde Park (www.ciarestaurantgroup.com/new-york-restaurants). There are several restaurants that are part of the CIA where you often need reservations well in advance, but no reservations are needed at The Apple Pie Bakery Café. Here you'll find delicious sandwiches, soups, salads,



FDR's Top Cottage.

plus an array of baked goods, desserts, and coffee.

Follow lunch with a visit and tour of the Roosevelt properties (1 mile north), including the Home of Franklin D. Roosevelt, the Presidential Library and Museum, and the Val-Kill cottage, where Mrs. Roosevelt welcomed many guests (home.nps.gov/hofr/planyourvisit/index.htm). There are guided tours hourly until about 3:30 p.m. with very informative guides. After your tour, head back down river (Rt. 9 is very scenic with great river views) and cross over the Beacon Bridge to Newburgh, New York. There you'll find a great strip of restaurants right on the water. We love BluPoint for seafood, and Cena 2000 for Italian. This trip is just about an hour-and-a-half drive each way from and to the city or North Jersey.

DAY TRIP TO THE TRENTON, NEW JERSEY, AREA

Start with an informative and interesting tour of the Revolutionary Army Old Barracks Museum (www.barracks.org) opposite the State House in Trenton. Then travel on to nearby Robbinville for the best pizza in the area at De Lorenzo's Tomato Pies, a tradition since 1947. Finish things off



Old Barracks Museum.

with homemade ice cream at the Halo Pub (about a 1/2 mile up Rt. 33 in Hamilton Square), which also has live music on Saturday nights through the season. The ice cream is made from Halo Farm's own milk and cream and comes in 45 flavors (halofarm.com/halofarm_010.htm).

RUGGED HIKE TO THE TOP OF THE GAP AT DELAWARE WATER GAP NATIONAL RECREATION AREA

My husband took me on this hike last year for the first time...we should have done it when I was younger and 30 pounds lighter! However, I made it and have pictures to prove it. Out Route 80 West to the last exit before the Delaware Water Gap crossing, there is a parking area and designated trail signage. We took the Red Dot Trail, which goes to the top of the mountain where the views of the Delaware and the Gap are amazing. You are literally soaring with the eagles that are circling above you (www.njhiking.com/mt-tammany). NOTE: Coming down is harder than going up...wear sturdy shoes/boots and be prepared for black bear encounters. We ran into a mom and two young cubs on the ascent. They crossed our path and created a bit of excitement among fellow hikers.



Carmine and I had this picture taken to document my successful journey. Amazing view of the Delaware River. Little did I know that the trip down was twice as hard.

QUICK GETAWAY TO LANCASTER COUNTY, PA

This area is one of our favorites and we've been going for years. My daughter actually loved it so much that she and her husband relocated there shortly after their wedding, which was held at the second oldest farm in the county. There is so much to do and so many great places to eat I don't know where to start. But, I will say that our favorite place to stay is at The Inn at Leola Village, an upscale B&B that has it all (www.theinnatleolavillage.com). Beautiful decor and unique accommodations make it an adventure every time. We've stayed in the wine



The Inn at Leola Village.

cellar suite, the Ada Cottage (good for families), the poolside suites with fireplaces, and the split-level barn suites, as well as in the main building which also houses a great restaurant and wine bar. There are fun outings on the train to Paradise, tours of the pretzel factory, or just riding through the bucolic countryside. Don't miss a trip to Miller's Smorgasbord though, it's worth every penny (www.millerssmorgasbord.com).



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I have a home in Arlington, a small town in southwest Vermont. Nestled between the Taconic range to the west and the Green Mountains (from which the state derives its name) to the east, Arlington is, for perhaps a better frame of reference, between Bennington and Manchester.

Arlington is quintessential Vermont, the kind of Vermont you think of when you recall Irving Berlin's *White Christmas*, starring Bing Crosby and Danny Kaye. It's a small town. The population, according to the 2010 census, was a tad more than 2,300 residents. Although only three hours from where I live in northern Bergen County in New Jersey, it's just a slower pace of life in Bennington County. It is among these Vermonters that I hope I am one day able to live when I retire.

A TOUR OF ARLINGTON

Chocolate

In the middle of town on Old Mill Road is The Village Peddler/Chocolatorium. You'll recognize it by the giant teddy bear outside on the porch! The shop features homemade fudge (quite a variety), and a mouth-watering assortment of homemade chocolates. They also carry other Vermont-made products, food, and kitchen items.



The Village Peddler and Chocolatorium.

Chillin'

Diagonally across the road is a small waterfall. You can sit and get mesmerized by the crashing rush of clear, icy cold water cascading over the boulders. It's beautiful, no matter what the season.

Antiques

Also in town is an absolutely fabulous antique shop, the East Arlington Antiques Center. It's really dozens of antique shops under the single roof of a deceptively small, two-story building. There are quite literally thousands of items here, everything from jewelry to furniture, picture postcards to planters. If you like antiques, this is definitely worth a stop.

Arlington is home to one of Vermont's famous covered bridges. Right down the road from the antique shop is a great example. Wide enough for only one-way traffic, a sign posted on the outside at each end cautions drivers to drive no faster than a walking pace or risk a \$1 fine!

Reading

There's a wonderful library in town – the Martha Canfield Memorial Free Library on East Arlington Road is a great place to go. If you want to stay in town, but need a new book to read because you just finished the one you brought with you, this is the place. On your left when you come in is a little nook with dozens and dozens of used books for sale; you're bound to find something you like. Look carefully. I've found quite a few gems in those stacks!

A SMALL TOWN TOUR OF



BY BETH R. WIESNER

Ice Cream

Hungry yet? You passed at least a couple of Stewart's gas stations/convenience stores on the way up, but did you go in? Stewart's has some really good ice cream, and there's nothing like one of their cones, shakes, sundaes, or banana splits on a really hot day (or maybe just because it's Saturday!).

Golfing

Need to work off the ice cream? Make a right out of Stewart's parking lot, continue past the Citgo station, and on your left is the Arlington town park, where you'll find tennis courts,

a manmade lake, a walking/exercise path that goes along the Battenkill River, and a really fun par-3, 9-hole golf course. There are usually a few carts at the entrance if you're carrying anything more than a Sunday bag, but you won't need more than a few old standbys on this local course. The town asks that you please make a donation to play. It's on the honor system; I suggest \$10 per person.

ON TO MANCHESTER

If you want to go exploring beyond Arlington, make a left out of the park and head down Route 7 into Manchester, where you will find a plethora of outlet stores. All situated in clapboard houses to fit the New England landscape, Manchester is a shopper's delight. You will also find Orvis's flagship store there. The building, designed like an Adirondack lodge, features a stunning two-story stained glass window by local artisans, a trout-stocked outdoor pond that comes inside on the first floor, and a fireplace with seriously comfy couches. (Orvis also has the nicest public bathrooms in town...always good to know!)

If you prefer paying homage to the written word instead of paying credit card bills for outlet shopping, a must-stop is Northshire Bookstore. Truly an icon these days, Northshire is a fabulous independent bookseller, complete with a great café, lots of comfy couches and chairs, a separate kid's section (with comfy furniture, too!), staff picks on books all over the store (sharing why so-and-so loved the book), a music section, and Vermont-made gifts.

No matter what you choose, between Arlington and Manchester, Vermont, there's something for everyone. I hope you enjoyed your time here. Be sure to come back and visit Vermont soon!



The East Arlington Antiques Center.



Beth R. Wiesner is a Senior Editor at Evolution Medical Communications, One Blue Hill Plaza, Pearl River, NY 10965. She may be reached at 845-201-5050 or brw2003@gmail.com.

3 Family Fun Day Trips

BY ELIZABETH MILIC

We love packing up and going off for the day. Below are some of our favorite day trips.

1 Seven Presidents Oceanfront Park LONG BRANCH, NJ PART OF THE MONMOUTH COUNTY PARK SYSTEM

Tony's Place is a great playground just steps from the beach. We took a trip in April to get out of the house and feel the sand between our toes. We packed a lunch and headed down for time on the playground and then spent some quiet time on the beach playing in the sand and feeling the (ice cold) water on our feet. The kids had a blast and it was nice to do something out of the regular routine. The best part was it was only an hour drive from our house. And pre-season parking is free!

During the summer season there is access to a snack bar, sheltered eating areas, volleyball area, outdoor showers and changing areas, and guarded swimming with designated areas for surfing. The park also offers a reservable picnic tent for groups of up to 50.

In season, from Memorial Day Weekend through Labor Day Weekend, there are Entrance and Parking fees charged from 8 a.m. – 4 p.m. No credit cards.

For more information, go to www.monmouthcountyparks.com/page.aspx?ID=2535

2 Phillips Avenue Beach (Conover Pavilion) DEAL, NJ

This is a beach I have been going to for years, well before I ever had kids. The entrance is located off a residential street and you might even pass it by if you're not looking for it. The beach is semi-private, which means it has regular seasonal beach members but day-passes can be purchased. Conover Pavilion has been newly rebuilt (post Sandy) and offers concessions, restrooms, and showers. It is a quiet family-friendly beach. Nice for anyone looking for a day on the beach that is not over-crowded.

For more information, go to www.dealborough.com/beaches.html.



Family outing to Wightman Farms in Morristown for a hayride and pumpkin picking.

3 Please Touch Museum and The Franklin Fountain PHILADELPHIA, PA

Since I have family who live in Philly, we took a day trip last summer to the Please Touch Museum. It was the perfect respite from the hot July sun. (The day we went it was not at all crowded but I heard it can get busy.) The kids had fun with all the exhibits, some of which were: construction site, public transit, and a room with a huge water table (hours can be spent here alone).

One of my favorite exhibits was Wonderland, which features an Alice in Wonderland exhibit complete with white roses to paint red and lots of interactive optical illusions. Before we left the museum, the kids rode the giant indoor carousel (additional ticket needed). The one drawback is it's a little pricey so be sure to bring your AAA card for additional discounts! The museum also offers discounts for police/firemen and those who served in the military. And they also have a deep discount on "First Wednesdays," when admission is \$2 per person after 4 p.m. and the museum stays open till 7 p.m.

We ended our day with a visit to The Franklin Fountain for delicious ice cream sundaes...beware of the super-long lines, but it is well worth the wait!

For more information, go to www.pleasetouchmuseum.org and www.franklinfountain.com.

Elizabeth Milic is Supervisor, Multichannel Media, SSCG Media Group NJ. She can be reached at 973-402-4966 or emilic@SSCGMedia.com.



Alice in Wonderland exhibit at the Please Touch Museum.

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 The NEW ENGLAND JOURNAL of MEDICINE

A Nantucket State of Mind

BY ELAINE GAFFNEY

NANTUCKET IS A STATE OF MIND NOT JUST A DESTINATION. At least that is how I feel!!

It is my happy place for sure. For more than 20 years, we have been fortunate to have friends who own a home on-island and we're always invited to come and relax. While July and August are beautiful months to enjoy the island, September, after all the kids are back in school, is my favorite time. The sun is still warm and the evenings are cool. You can do as much as you want or as little. When we go, we usually choose to do little. Relax, sit in the sun, read a couple of good books, drink some wine from the local winery, visit Bartlett's Farm for fresh produce, take a run down to Main Street for fresh flowers, and visit the wharf for fresh seafood. Dinner at the Club Car is a must, one of our favorite restaurants on-island.



Garage sales are fun on a Saturday morning, you always find something you can't live without. When we go to Nantucket, we drive to Hyannis and either fly over or fast ferry to the island. We never bring our car. Too expensive. The airport parking is only \$12 a day, cheap enough for a week stay on Nantucket. Once on-island, cabs and bikes are the way to go.

There are no traffic lights, no honking horns, no fast food... cobblestone streets, calm

breezes, and the smell of the ocean. Sounds like a fantastic state of mind!



Elaine Gaffney is Media Specialist, Havas Health, 200 Madison Avenue, New York, NY 10016. She can be reached at 212-251-8817 or gaffney@havashealth.com.

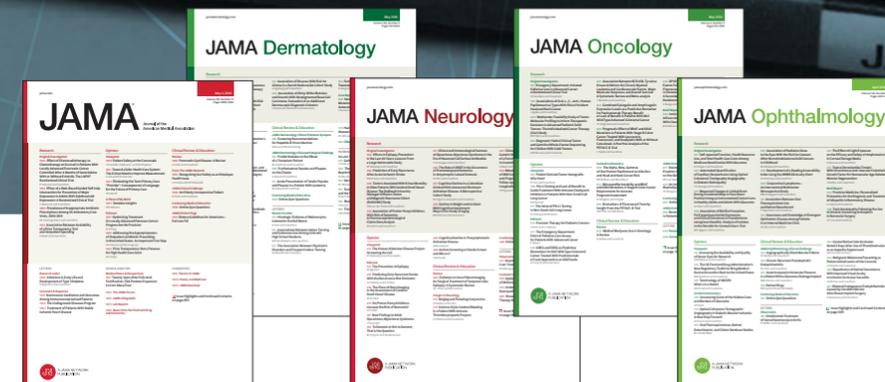
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IT'S Margate FOR ME!

BY ANGELA LABROZZI

My mom is originally from the beautiful town of Margate, New Jersey, so it's been a summer vacation spot for my family since I was a little girl. Even though Margate is small, it includes wonderful restaurants, activities, and is also surrounded by great sights within 10-15 minutes driving distance.

My ideal day in Margate starts with heading to the beach early to catch some rays, followed by an afternoon activity, and then dinner at one of the many local restaurants.

BEAUTIFUL BEACHES – EASY STREETS

The main reason to go to Margate is the beach! It's an amazing stretch that begins at the neighboring town of Longport and runs all the way down through Atlantic City. The beach is broad with plenty of lifeguards on duty for families. The streets are easy to navigate because they go in alphabetical order. And, if you know the Monopoly board, you can memorize the other streets – Atlantic Avenue is parallel to the beach, followed by Ventor and Marvin Gardens!

FOR FOODIES

You can pick up goodies to bring to the beach from the local grocery store, Casel's, which is a great family-owned small grocer. You can grab great subs from Dino's and wonderful chocolate treats from Jagielky's candy shop. My favorite candies include the chocolate-covered cookie dough and chocolate-covered raisins! At night, I recommend dinner at Ventura's for casual dining. Try the mussels – they are amazing! There's Steve and Cookie's by the Bay for a more upscale experience. Known for their fresh and delicious seafood dishes, Steve and Cookie's crab cakes are a personal favorite.

FUN FOR EVERYONE

There are a number of activities for families all within a quick drive. Don't miss a visit to the very family-friendly Ocean City Boardwalk with lots of miniature golf, arcades, and great food including Johnson's Popcorn and Shriver's Taffy! If you're hungry for more than a snack on the boardwalk, grab a slice of Manco and Manco's pizza. Storybook Land is another must stop

for children 10 and under. It's a family-run carnival full of rides on beautiful grounds.

Locally there are a number of playgrounds. Plus, the local Margate Library hosts story time every Wednesday during the summer. You can also rent bikes from Margate Bike and Beach Rental and cruise through the entire town since every street has a bike lane. Be sure to stop by to say hello to Lucy the Elephant, which is probably Margate's most recognizable face. The neighboring Lucy Hotel is an old hotel that now houses a small museum and has a sweet ice cream shop on the outside.



My family (husband and daughter) in front of the ferris wheel on the Ocean City Boardwalk.

If you want to get out on the water, you can rent jet skis, sailboats, and boats for fishing excursions from Ray Scott's Dock back by the bay. While sitting on the beach, you'll see lots of locals out in the water on boats. It's an ideal way to get around Absecon Island, which includes Margate, Atlantic City, and Ventnor.

ATLANTIC CITY ON THE SIDE

Feeling lucky? Drive 15 minutes over to Atlantic City and try your luck at the casinos. The outlets in Atlantic City are a

terrific area for shopping and are very clean and nice to walk around if you don't catch a beach day. Be sure to stop by the world-famous White House Sub Shop – a place frequented by celebrities that still serves subs on white paper plates! I recommend the Philly Cheesesteak or the White House Special – it's an Italian sub with extra salami, provolone, ham, and capicola. If you go on the weekends, be prepared to wait in line, but it's worth the wait. You can also pick up an order-to-go which makes for a great treat on the beach or for your ride home! If pizza is more your thing, head to Baltimore Grill. The insides haven't been touched since the '70s but the pizza is worth the visit! For kids, you can visit the Atlantic City Aquarium and walk around the nearby harbor and shops. There are several restaurants to eat right on the bay as well.

There are a number of festivals throughout the summer including a seafood festival. If you're in town for July 4th, grab a beach chair and enjoy the fireworks right on the beach. It's truly atmospheric and my favorite way to see fireworks!

Margate is the perfect family-friendly place that is easy to get to and has lots of things to do for everyone. Many locals rent their homes or there are plenty of local inns where you can stay, along with major chain hotels located just a short drive away in Atlantic City.



Angela Labrozzi is Director, Business Development, Frontline Medical Communication, 7 Century Drive, Suite 302, Parsippany, NJ 07054. She can be reached at 973-206-8971 or alabrozzi@frontlinemedcom.com.

Historic Waterloo Village

Stanhope, New Jersey

BY BIERCE RILEY

Driving on a dirt road through North Jersey woodland, my dad crossed a narrow iron bridge, and we entered the prior century. We were in Waterloo, NJ, a Morris Canal town with a streetscape unchanged since 1880. That was 50+ years ago when, as a young child, I first experienced the village. Fast-forward to 2007, when the foundation that had run Waterloo as a museum village for 40 years declared bankruptcy. The Canal Society of New Jersey (CSNJ), in partnership with the NJDEP, now operates the site, at no charge to visitors.

Waterloo is picturesque beyond belief. You can join us for family fun and entertainment on one of many Canal Heritage Days, from late June through late October.

A CANAL TOWN

Waterloo, once a bustling inland port on the Morris Canal, retains its character as a canal town. Remnants of five major canal engineering features lie within the village boundary, the highest concentration across the state. Waterloo Village contains 20 historic buildings along an unpaved road that hasn't changed in 200 years. Structures date from the Colonial period through the late 19th century.

While two high-style Victorian homes were built for members of the local Smith family in the 1870s, two stone houses from the 1700s have late-19th-century additions that provided a more fashionable appearance as the family's wealth increased. Three ornate carriage houses further reflect the Smith's prosperity.

Canal Heritage Days, Summer and Fall

Saturdays: June 25, July 9 & 23, Aug. 6 & 27, Sept. 17 & 24, Oct. 8 & 22

Free Admission (\$5 state parking fee)

Waterloo Canal Heritage Days include the following attractions:

SMITH'S STORE

The fully stocked general store is interpreted by retired banker and author Rick Giles. Smith's Store contains many fascinating products and labor-saving gadgets from bygone days. It also served as the Waterloo Post Office and village center.

BOAT RIDE

Enjoy the only public boat ride on the Morris Canal. The *Canal Explorer* takes visitors on a peaceful, narrated, round-trip ride to the west end of the watered section.

CANAL BLACKSMITH SHOP

Metallurgists and blacksmiths Rich Brusco and son demonstrate various smithing techniques in the canal-era stone blacksmith shop. See them turn a common 20-penny nail into a decorative hook using a hammer, anvil, and personal skill.

ENTERTAINMENT

Several musicians and entertainers are featured throughout Canal Heritage Days, including singing historian Roy Justice per-

forming songs about canals, coal, and Americana. The Long Hill String Band plays traditional music on fiddle, guitar, mountain dulcimer, and string bass. And Ed Saultz performs Irish vocal music, accompanied by guitar and fiddle or flute.

SMITH'S SAWMILL

The water-powered sawmill is typical of those built along rivers and streams across North Jersey. A stack of rough-cut lumber from this mill is on display.

SMITH BROTHERS GRISTMILL

The fully operational water-powered gristmill is overseen by miller Steve Lauf, who grinds corn into meal. Interactive exhibits include corn shelling and hand grinding of corn. A collection of farm and ice-cutting tools from the former Agricultural Museum of New Jersey is interpreted on the main milling floor.

NEW JERSEY CANAL MUSEUM

With a completely new Waterloo exhibit this year, the museum contains Library of Congress photos printed in large format. Another recent addition is a panel of then-and-now photographs of Boonton.

CARPENTER SHOP AND TINSMITH

Woodworker Earle Post demonstrates the use of historic carpenter's hand tools and displays the fine pieces he's made in the shop in past years. Bill Pegg sits outside with an interactive display of bark peeling for children's walking sticks. A tinsmith, new this year, works in the same building.



Visitors disembark after a narrated boat ride on the Morris Canal.

SEAMSTRESS SHOP

Sharon Kuechelmann delights visitors with her use of the vintage treadle sewing machine to create reproduction 19th century clothing. A row of hand-cranked sewing machines may be used by young or not-so-young visitors.

RUTAN CABIN

This rare Sussex County settler's log cabin was relocated to Waterloo in 1989. The farmstead has been recreated with a smokehouse, corn cratch, and other buildings.

Cold drinks are available at low cost at the gristmill – a welcome surprise for visitors on hot summer days.

Getting to Waterloo Village

Waterloo Road • Stanhope, New Jersey
3 miles from Exit 25 on Interstate Route I-80
(Rt. 206 N, Stanhope & Newton) Follow brown signs for turns.



Bierce Riley is a self-employed Marketing Research Consultant in Morristown, NJ. She can be reached at 973-455-0491 or Bierce.Riley@gmail.com. Bierce also sits on the Board of Directors of the Canal Society of New Jersey and works in the gristmill at Waterloo.

Let's Celebrate Giving!



Announcing the 2nd Annual Healthcare Marketer's Exchange Humanitarian Awards

For almost 25 years, HEALTHCARE MARKETER'S EXCHANGE has been sharing your stories – the personal side of the awesome people who make up the healthcare marketing industry. One of our reader favorites is our Annual Charity Issue. This year we continue to take this inspiring feel-good issue one step further with our 2nd Annual Humanitarian Awards.

2 TOP PRIZES

HME Personal Humanitarian Award

Know anyone who really goes above and beyond to take care of others, lead a movement, raise funds to do good for others? Nominate this person for the HME Personal Humanitarian Award! The winner will receive \$1000 toward their favorite charity.

(Submit your story and you could win \$1000 for *your* top cause!)

HME Company Humanitarian Award

Maybe there's a company in our industry that you'd like to emulate? A company that's a forerunner in doing good...that bands together to make an impact on those in need...a company that truly makes giving back not just an obligation but a part of their culture. Maybe it's your company? Nominate your company choice for the HME Company Humanitarian Award! The winner will receive \$1000 to fund further charitable activities.

2 Ways to Nominate

1. Go to the Nomination Form on our website, www.hmexchange.com.
2. Submit your Charity Story directly to THE EXCHANGE at naleonard@hmexchange.com and you or your company are automatically nominated for the HME Humanitarian Awards.

Submission deadline is September 15, 2016.

And the Winner Is...

Winners will be chosen from all entries by a committee and acknowledged at the Association of Medical Media 2017 Nexus/HME Humanitarian Awards. Select nominations will be published in the 2016 HME November Charity Issue.

AM Best Day In...

ORLANDO

ITINERARY

Morning

- Disney's Polynesian
- Kona Café

Midday

- Chocolate Factory Tour + Lunch
- Orlando Outlets

Evening

- I-Drive 360 (Orlando Eye, Skeletons, Madame Tussauds)
- City Walk OR Disney Springs

BY CHRIS WISE

You probably know Orlando is the theme park capital of the world and one of the country's top tourist destinations. What you may not know is that Orlando also has a growing list of restaurants and attractions that cater to Orlando's millions of business travelers each year. If you can brave the heat and the crowds, Orlando has much to offer, regardless if

you're traveling for business, pleasure, or a little bit of both.

There is no shortage of hotels in Orlando. One of my favorites is an oasis called Disney's Polynesian Resort. Transported to the South Pacific, you'll find clear water, white sands, and warm sunshine. The atmosphere is a balance of relaxing, upscale, corporate, and of course family-friendly. This tropical resort is situated in the heart of Disney World for easy access to the Magic Kingdom, Epcot, four other hotels, and more than two dozen bars and restaurants all within a short walking or Monorail distance around the central lake. You even get a great view of the fireworks each night!

STARTING OUT THE DAY ☀

For a light breakfast, head over to the Kona Café in the Polynesian Resort. There, sample some of the best coffees in Orlando, and even the world-famous "Tonga Toast." A description just wouldn't do it justice.

After breakfast settles, schedule a Willy Wonka-style chocolate tour at the World of Chocolate Museum and Café. You'll learn the history of chocolate, see how it's made, and yes, even get to try dozens of unique chocolatey treats from around the world. I won't ruin the surprise, but some are much tastier than others...all are equally fun. When the tour wraps up you can grab a light bite to eat at the onsite café. Pair your chocolate with a glass of wine, and don't forget to purchase some additional treats to take on the go. DO this! You can thank me later.

MIDDAY MEANDERING ☀

If you're ready to cool down, avoid theme park lines, or get undercover during Orlando's frequent afternoon showers, opt for some shopping. There's no better place than the Orlando Premium Outlets. Pick up discounted goods from your favorite brands: Adidas, Calvin Klein, Under Armour, even (gasp) a Disney outlet store. It's one of the few times in your life you'll see "discount" and "Disney" in the same place.

Head back to the resort for a bit to relax, swim in the volcano pool, or lay on one of the hammocks overlooking the beach. Better yet, grab small plates and a drink from Trader Sam's Grog Grotto within the Polynesian. It's by far the most unique and interactive bar in all of Orlando.

ENTERTAINING EVENING 🌙

As evening draws nearer, head over to I-Drive 360. There you can experience attractions such as the macabre Skeletons Museum, Madame Tussauds, and the recently opened 400-foot+ Orlando Eye (Ferris Wheel). Travel tip – Time things to start your ride on the Eye as the sun is setting, hit the peak at sunset, and finish your ride as the dark begins to set in and the city lights up.

Finish up your day in Orlando at Universal's CityWalk, or the newly renovated Disney Springs. Both areas include world-class shopping, restaurants to please any palate, and themed bars, clubs, and other nightlife. Disney Springs is a bit more family-oriented and theme-heavy, while CityWalk is a more traditional and adult-gear venue. Check calendars ahead of arrival, as both venues offer regular concerts (House of Blues at Disney, Universal at CityWalk). You can also catch a show at Cirque du Soleil or even get colorful at The Blue Man Group.

As Orlando continues to grow and evolve its hundreds of world-class attractions, restaurants, and nightlife options, you're guaranteed never to have the same experience twice. It may be associated with tourists, sunburns, and roller coasters, but if you look deeper, you will find there's much more in Orlando.

Oh, and seriously, don't forget to bring sunscreen!



Chris Wise is Vice President of Marketing and Society Relations at Guideline Central, 106 Commerce Street, Suite 105, Lake Mary, FL 32746. He can be reached at 386-383-4296 or cwise@guidelinecentral.com.

Orlando Eye



Pauline Ng



"Be present."

Birthplace: Hong Kong
Marital Status: Married
Children: 1 and expecting one in September
Occupation: Vice President, Group Account Supervisor, at Phase Five Communications
Years in Industry: 10
College: Binghamton University

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

Wendy Balter, President of Phase Five Communications. Over the years, Wendy has discovered qualities in me that I didn't know existed. She believes in me and makes me come out of my introvert shell.

What are two things on your bucket list?

1) Take a year off to travel around the world in all seven continents. Yes, including Antarctica! 2) Open up a greeting card store when I retire.

What is the biggest obstacle you have overcome?

Overcoming the language barrier when I moved from Hong Kong to the States.

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

Dancing with the Stars. I was in the Ballroom Dancing Club in college, but haven't had the chance to continue dancing since. I'd love to be on the show and pick up dancing again, even for just one season.

Who do you most admire for their Humanitarian efforts?

Mother Teresa.

If you could have lunch with any person, living or dead (other than a relative), who would it be?

Albert Einstein. Being a science geek growing up, I think it'd be fun to pick his brain and ask if he expected our advancement so far and what he sees in our future.

How did you get started in the industry?

I always loved science and wanted to do research in human genetics. I worked in the Human Genetics Department at Mount Sinai after graduation and thought I landed my dream job. After a year, I knew that was not what I wanted to do for life. Working in a lab was not as exciting as I thought it would be. One of my best friends who worked at Y&R told me about advertising agencies that focus on the healthcare industry. My first medical communications job was a small

med ed company located in Hong Kong. I then transferred back to New York to get started in this industry in the U.S.

What is your favorite quote?

"Be present." Many of us spend too much time planning for the future and miss the importance of being present. At work, I see some team members being in a meeting checking emails, planning for the next meetings, and not paying attention to what's happening now at the moment. We miss big opportunities when we don't pay attention.

What is your most embarrassing moment?

One time at an interview, I asked a lady how far along she was with her pregnancy and she told me she was not pregnant. It was extremely embarrassing for both of us and I've definitely learned my lesson.

What three adjectives best describe you?

Driven, calm, organized.

What age would you like to be right now?

36, which is about two months away, so that I don't need to carry this big belly around.

Goals?

Be the best role model for my children.

If you could be anyone who would you be?

Myself. I love what I've experienced in life so far and I'd like to continue to be myself and explore life.

What would you like to know more about?

All kinds of religions.

Best/worst part of your job?

The best part of my job is to be able to provide mentorship to junior staff. I love seeing them grow. The worst part is filling out time sheets.

What one little thing always makes you happy?

Waking up with my son every morning.

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

Donald Trump or Kanye West, not sure which one is worse.

What do you think is the most important issue facing us today?

Global warming and limited natural resources for the human race.

What was the best present you ever received?

A diary from my husband.

What do you collect?

Greeting cards.

If you could work doing anything in the world, regardless of the income, what would you do?

I would research how to turn waste into energy or recycle it to be reusable.

What is your favorite vacation spot?

Aruba. That's where I got engaged and then got married. Too many beautiful memories.

Pauline Ng is Vice President, Group Account Supervisor, Phase Five Communications, A Division of GHG, Greyhealth Group, 200 Fifth Avenue, New York, NY 10010. She can be reached at 212-886-3332 or pauline.ng@phase-five.com.

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Must-Know Industry Events

SEPTEMBER 2016

- 7-10 NEW ORLEANS, LA**
American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) Annual Meeting, 312-321-5146
- 7-11 WASHINGTON, DC**
50th Annual Meeting of the American Society of Head and Neck Radiology, 800-339-5901
- 10-13 SAN DIEGO, CA**
American Academy of Periodontology Annual Meeting, 312-787-5518
- 15 NEW YORK, NY**
AMM Educational Meeting, www.ammonline.org
- 15-18 NATIONAL HARBOR, MD**
Neurocritical Care Society (NCS) Annual Meeting, 952-646-2031
- 16-18 BEDFORD, PA**
49th Annual Pennsylvania Academy of Dermatology and Dermatologic Surgery (PAD) Scientific Meeting, 866-650-3376
- 16-19 SAVANNAH, GA**
Society for Developmental and Behavioral Pediatrics (SDBP) Annual Meeting, 703-556-9222
- 17-20 KISSIMMEE, FL**
Heart Failure Society of America (HFSA) Annual Scientific Meeting, 301-718-4800
- 20-24 ORLANDO, FL**
American Academy of Family Physicians (AAFP) FMX Annual Meeting, 800-274-2237
- 21-25 DENVER, CO**
86th Annual Meeting of the American Thyroid Association (ATA), www.thyroid.org/86th-annual-meeting-ata/
- 22-25 SAN ANTONIO, TX**
American Academy of Pain Management (AAPM) Annual Clinical Meeting, www.aapainmanage.org/annual-clinical-meeting
- 23-28 FALLEN LEAF LAKE, CA**
40th Annual Fingers to the Toes: Comprehensive Review of Primary Care Orthopaedics, 916-734-5390
- 25-28 SANTA CLARA, CA**
Health 2.0 Annual Fall Conference, www.health2con.com/events/conferences/health-2-0-10th-annual-fall-conference-2

www.health2con.com/events/conferences/health-2-0-10th-annual-fall-conference-2

- 25-27 BETHESDA, MD**
2016 American College of Clinical Pharmacology Meeting, 240-399-9070
- 26-28 LAS VEGAS, NV**
27th Annual National Conference of Women's Health Care, 925-969-1789

MEETINGS IN OCTOBER

- 14 RED WING, MN**
Hot Topics in Family Medicine, 800-323-2688
- 24-27 PHILADELPHIA, PA**
ExL Pharma is sponsoring "Digital Pharma East," 866-207-6528

FUN THINGS TO DO

SEPTEMBER 2016

NEW JERSEY September

- Atlantic City**
casenet.com/concert/atlanticcityconcert
- 1 - Zac Brown Band, Drake White and the Big Fire, Atlantic City Beach
 - 2 - Gabriel Iglesias, Borgata
 - 3 - Florida Georgia Line, Cole Swindell, The Cadillac Three, Kane Brown, Atlantic City Beach
 - 3 - Jeff Dunham, Borgata
 - 4 - Seal, Borgata
 - 5 - Blink 182, A Day To Remember, All Time Low (Radio 104.5), Atlantic City Beach
 - 10 - 3 Doors Down, Caesars
 - 17 - Celtic Thunder, Caesars
 - 24 - Miss America Pageant, Borgata

- Bergen Performing Arts Center**
30 North Van Brunt Street, Englewood, 201-227-1030
- 10 - El Gran Combo
 - 16 - Tommy James & The Shondells w/Feliz Cavaliere's Rascals
 - 22 - Russian Grand Ballet Presents *Swan Lake*
 - 23 - Paula Poundstone

- 24 - Johnny Mathis - The 60th Anniversary Concert Tour
 - 29 - 38 Special
 - 30 - Roger McGuinn
- Prudential Center**
25 Lafayette Street, Newark, 973-757-6600
- 1 - I Love the 90's Tour
 - 15-18 - Toruk - The First Flight by Cirque
 - 25 - Bad Boy Family Reunion (Puff Daddy, Lil Kim, Mase, Faith Evans, Mario Winans, 112 Total, Carl Thomas, The Lox, and French Montana)
 - 28 - Amy Schumer - #schumertour

NEW YORK September

- Beacon Theatre**
2124 Broadway, between West 74th and 75th Street, New York, 866-858-0008
- 10 - The Gipsy Kings
 - 15 - Star Talk Live! Neil deGrasse Tyson and Co-Host Eugene Mirman
 - 16,17 - Carol Burnett
 - 23 - Dirty Talk with Mike Rowe
 - 24 - Brian Wilson presents Pet Sounds - Celebrating the 50th Anniversary
 - 28 - *Thalia* - Latina Love Tour

- 30-10/8 - Tedeschi Trucks Band
- Madison Square Garden**
7th Avenue, between 31st and 33rd Street, New York, 866-858-0008
- 4 - Bad Boy Family Reunion (Puff Daddy, Lil Kim, Mase, Faith Evans, Mario Winans, 112 Total, Carl Thomas, The Lox, and French Montana)
 - 5,6 - Kanye West: The Saint Pablo Tour
 - 8-15 - Louis C.K.
 - 14 - AC/DC
 - 19-26 - Adele
 - 30 - Billy Joel

- Radio City Music Hall**
1260 Avenue of the Americas, New York, 866-858-0008
- 1 - Mel Brooks: Back in the Saddle Again!
 - 1-3 - Marc Anthony
 - 8,9 - Meghan Trainor
 - 10 - Amos Lee
 - 16-18 - Jeff Lynne's ELO
 - 17 - Young the Giant
 - 23 - Aretha Franklin
 - 24 - "Weird Al" Yankovic
 - 28 - Mike Snow
 - 29 - II Divo
 - 30 - James Bay