

Next Month:
All Things Family!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

VOL. 28, No. 7
AUGUST 2019

Gregg Terry Best of North Jersey Shore

Eugene Lee Lawn-Care Tips

Jay Carter Lake Michigan Vacay

Dick Elliott Travel Apps

Personal Exchange
Jaime Albright

Fall Concerts and Events

Humanitarian Award
Details...

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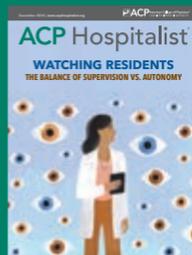


The Scores are in!

Internists have voted and the decision is clear.

Annals of Internal Medicine is the #1 read medical journal for Internal Medicine physicians.*

*Source: Kantar Media, June 2019 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Table 110.



Advertise with the journal that internists voted #1.

Contact:

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

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



HEALTHCARE MARKETER'S EXCHANGE

PUBLISHER
Nancy A. Leonard
P.O. Box 64
Verona, NJ 07044
973-744-9505
nleonard@HMExchange.com

ASSISTANT TO THE PUBLISHER
Nan McArdle
973-744-9505
nmcardle@HMExchange.com

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

EDITOR (Editorial Submissions)
Elise Daly Parker
973-919-1067
editorial@HMExchange.com

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

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Dear Healthcare Marketer,

Hope you are all enjoying your summer so far. Here at THE EXCHANGE, we are gearing up for our 2019 Humanitarian Awards. As I look through past issues at all the generous awesome things colleagues in our industry have done to make this world a better place, I am so impressed!

Giving back is also something I try to instill in my children. One thing I've noticed has changed since I was young is how philanthropy is built into school and religious programs. In fact, volunteer work is one of the qualifications to get into the National Honors Society. My daughter, Maddie, is a good example of just what I mean. She recently returned from a school trip to Costa Rica, where she volunteered at a school, interacting with students. While there, she also had the opportunity to visit La Marina Wildlife Rescue Center, helping to clean up the area to ensure the animals have a safer environment. Next, she is headed to West Virginia with her Faith Youth Group to help restore the lives of families who were affected by the devastating flood in 2016. In addition to all of this, Maddie volunteers every Saturday at our local rescue squad. I am inspired and truly proud of her desire to help others.



Maddie in her rescue squad gear helping her grandpa.

I think it is important to lead by example too. Right now, I am working on the committee for AMM's **Bowling for Breast Cancer** event. The event will be held in a brand-new venue called Lucky Strike Manhattan. The new venue adds ping pong to the mix for added fun, along with a number of awards, including prizes for Best Team Uniform, Team Name, and Highest Score. Start thinking now about a clever outfit and name and you could win. This event supports breastcancer.org, the world's leading online resource for breast health and breast cancer information and support. This is personal to me, as one of my best friends has been living with metastatic breast cancer for nine years. It's nice to be able to work with a cause near and dear to my heart and hopefully make a difference. This year's AMM Bowling for Breast Cancer will take place Tuesday, October 15, at Lucky Strike Manhattan and is open to all, whether you're an AMM member or not. See page 13 for how to register or visit www.ammonline.org to learn more and purchase tickets. Don't miss out on the breast night of the year!

And speaking of giving back and important causes, do you know of someone in our industry who goes above and beyond to help others or a company that considers philanthropy a part of its culture? Is it you? Let us know! Nominations are now being accepted for our Humanitarian Awards. The winners (one individual and one company) will receive a cash donation for their charity. All nominations will appear in our December issue. For more information and to submit your nomination, visit our website at www.HMExchange.com. The deadline is October 1, so be sure to nominate today!

What are you planning for the rest of the summer? Read on...If you're still looking for something to do and you're in the greater New York area, you'll want to read **Gregg Terry's** story on the North Jersey Shore. We've got a full calendar of so many awesome events coming up right in the area too. If you're ready for something farther afloat, **Jay Carter's** got you covered with his tips on a fabulous trip to the Southwest Michigan Lake area. And don't miss **Dick Elliott's** review of apps that can make your traveling easier, whether for business or pleasure. We've even got an article that's perfect if your plans include chilling out in your own backyard, or front yard as the case may be. **Eugene Lee** is sharing his tips for having a greener lawn that include key steps you can take in the next couple of months to prepare for the spring season. Finally, we're delighted to have **Jaime Albright** giving us an inside view of her life in this month's *Personal Exchange*.

Aaaahhhhh, August! Enjoy the lazy hazy days...

See you in September,

Nancy

WANT TO WIN A \$50 AMAZON GIFT CARD?

JOIN OUR OCTOBER ISSUE!

Send us your:

- Best Halloween Costume Photos – You, Your Children, Family, Pets
- Favorite Halloween Traditions
- Fun Fall Activities (Pumpkin Picking, Apple Picking, etc.)
- Fall Recipes
- Best Autumn Foliage Excursions
- Wineries

Send your submission to our Assistant to Our Publisher Nan McArdle a nmcardle@HMExchange.com.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor has announced the appointment of **Lynnette Hunter** and **Tristen George** as Shareholders. They can be reached at 312-894-5500.

American Academy of Physician Assistants (AAPA) has announced the promotion of **Lisa Gables** to Interim Chief Executive Officer. She can be reached at 571-319-4502.

ConnectiveRx has announced the promotion of **Lars Jorgensen** to Vice President, Business Development. He can be reached at 609-401-1234.

CMI/Compas has announced the appointment of **Miriam Teller** as Administrative Assistant, Buying Services and Deliverables; **Nicholas Sammartino** as Associate Media Planner; **Jeffrey Fantine** as Senior Accountant; **Nicholas Ross** as Senior Analyst, Decision Sciences; and **Shirley King** as Payroll Clerk. They can be reached at 856-667-8577. **Robert Heard** has been appointed as Analyst, Data Analytics; **Tiffany Johnson-Scott** as Supervisor, Media; **Mikenna Rivard** and **Nicole Grossi** as Associate Media Planner; and **Jacqueline Roosma** as Associate Director, Media. They can be reached at 646-840-0717. **Gillian Bailey, Sarah Comisac, Emily Palmer, Lindsey Jonas, and Bless Arrison** have been appointed Associate Media Planner; **Renee Kennedy** as Associate Director, Business Insights; **Brianna Ledder** as Associate Analyst, SEM and Emerging Media; **David Thomas** as Associate Director, Community Management; and **Lauren Carroll** as Analyst, Social Media. They can be reached at 215-568-5944. **Ranjani Ravirajan** has been appointed to Associate Analyst, Data Analytics; **Carla Davidson** as Supervisor, SEM and Emerging Media; and **Megan Christel** as Senior Analyst, Social Media. They can be reached at 484-322-0880.

Digitas Health has announced the promotion of **Celby Richoux** to Vice President, Director, Content Strategy. She can be reached at 281-543-0213.

Heartbeat has announced the promotion of **Dan Haller** to Vice President, Engagement Strategy. He can be reached at 917-685-6354.

Lanmark360 has announced the promotion of **Kurt Algayer** to Vice President, Operations. He can be reached at 732-389-4500.

NEJM Group has announced the promotion of **Jennifer Badua** to Director, Advertising Sales Solutions. She can be reached at jbadua@nejm.org. NEJM Group has also announced the promotion of **Meg Ainley** to Director, Sales and Business Development. She can be reached at mainley@nejm.org.

Pfizer has announced the appointment of former FDA Commissioner **Scott Gottlieb** to its board of directors. He can be reached at 212-733-2323.

Sanofi has announced that CEO **Oliver Brandicourt** will retire effective September 1, 2019. He will be replaced by **Paul Hudson**.

Scientific and Strategic Insights, LLC, has announced the appointment of **Susan Cuzzo** as Managing Director. She can be reached at 917-531-3885.

W2O Group has announced that appointment of **Jenna (Zemelsky) Brownstein** as Managing Director. She can be reached at 973-224-0580.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has announced that it has entered into a definitive agreement to acquire **Allergan** in a cash and stock transaction. For more information, visit www.abbvie.com.

Allergan has announced that the FDA has expanded the label for Botox (onabotulinumtoxinA) to include treatment of patients aged two years to 17 years with upper limb spasticity. For more information, visit www.allergan.com.

AMAG Pharmaceuticals has announced the FDA approval of Vyleesi (bremelanotide) to treat acquired, generalized hypoactive sexual desire disorder (HSDD) in premenopausal women. For more information, visit www.amagpharma.com.

Eli Lilly and Boehringer Ingelheim has announced that the FDA has granted fast-track designation to Jardiance (empagliflozin) for use in decreasing the risk of cardiovascular death and hospitalization for heart failure in patients suffering from chronic heart failure. For more information, visit www.lilly.com or www.boehringer-ingelheim.com.

Frontline Medical Communications (FMC) has announced that it has been recognized with three American Inhouse Design Awards from Graphic Design USA (GDUSA). **Naina Lal** won for her design of the *Neurology Reviews® 2019 CAQ Exam Preparation: Migraine & Headache Overview* supplement cover and **Karen Blackwood** received two awards for infographics featured in the 2018 *Federal Practitioner® Data Trends 2018* issue and for *The Sarcoma Journal™ Patient Resource Guide 2019*. For more information, visit www.frontlinemedcom.com.

GlaxoSmithKline has announced the FDA approval of two new administration options for its respiratory therapy Nucala (mepolizumab), including an auto-injector and a pre-filled syringe. For more information, visit www.gsk.com.

Merck & Co. has announced the FDA approval of Keytruda (pembrolizumab) as monotherapy for the first-line treatment of patients with metastatic or unresectable, recurrent head and neck squamous cell carcinoma (HNSCC) whose tumors express PD-L1. For more information, visit www.merck.com.

Novo Nordisk has announced the FDA expanded approval for Victoza (liraglutide) injection for use in children and adolescents with Type 2 diabetes aged 10 years or older, marking the first approval of glucagon-like peptide-1 (GLP-1) receptor agonist for this condition in this patient population. For more information, visit www.novonordisk-us.com.

Sherman Medical Marketing Group (SMMG) and **Cleveland Clinic Journal of Medicine** have announced their marketing collaboration, which will further enhance the journal's position in the medical publishing marketplace. For more information, call 610-529-0322.

WebMD has announced the acquisition of **Frontline Medical Communications**. The acquisition will combine **Frontline's** services with **WebMD's** physician-focused website, **Medscape**. The companies will continue to operate independently, but will integrate and build shared platforms and services. For more information, visit www.webmd.com.

Now in
December!

CALLING ALL HEALTHCARE MARKETERS!



Announcing the 5th Annual Healthcare Marketer's Exchange Humanitarian Awards

We continue to be amazed by the many ways the people and companies in our industry give back. As a way to acknowledge this giving spirit, we share these inspiring stories through our annual Charity Issue and present the Annual Humanitarian Awards, now in our 5th year. Participate! Nominate a deserving colleague or company. Nominate yourself – what a great way to give your favorite charity exposure plus a donation if you win!

2 TOP PRIZES

HME Individual Humanitarian Award

Know anyone who really goes above and beyond to take care of others, lead a movement, raise funds to do good? The winner receives a donation toward their favorite charity. (Nominate yourself and you could win a cash donation for your top cause!)

HME Company Humanitarian Award

Nominate 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? The winner receives a cash donation 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 October 1, 2019.

And the Winner Is...

The winners will be chosen from all entries by a committee and acknowledged at the Association of Medical Media (AMM) 2020 Nexus/HME Humanitarian Awards. Nominations will be published in the 2019 Healthcare Marketer's Exchange December Charity Issue. Entries will be judged anonymously.

LAWN TIPS FROM A MEDICAL MARKETER

BY EUGENE LEE

(a.k.a., not a lawn-care professional)

Here are some lawn tips I've learned through the years in my efforts to manage my own lawn. Let me start with some overall philosophies I have.

Most importantly, I try to make the process a joy and absolutely *not* let it stress me out. I continually try different approaches, tools, and methods. I am mentally prepared for a journey that I'll always be tweaking. If something doesn't work, if my schedule causes me to miss something, and even if some of the grass dies, I just move on and learn from it. In order for this process to be successful, you have to enjoy it versus making it feel like a task/labor. Second, my approach is as much organic and natural as possible. Over the last several years I've avoided any chemicals. What comes with that is a little more effort, understanding it will take longer for your lawn to improve, and accepting that the lawn will never really be perfect because natural just isn't perfect.

Okay, now let's cover some basics. All of the lawn care I'm sharing has to do with my experience with my lawn in the Northeast region with grass that is considered cool season (optimum temperatures between 60° and 75°). If you live in a warm season climate (optimum temperature between 80° and 95°), I believe (but have no experience with) most of my tips will still work, but timing might be different.

BASIC #1 – MOWING

Mowing is the most important basic. Things to consider:

- **Keep your blade sharp.** A dull blade cuts poorly, makes the grass dry out more quickly, and makes the lawn more susceptible to pests/disease. My trick here is I have two mower blades – one on my mower and one replacement that I rotate throughout the season whenever I find the blade isn't cutting cleanly. This makes changing it out easy. Then you can find time to sharpen the blade at a later date once it's removed. I use a pretty basic blade that attaches to my drill, like this from Home Depot: <https://thd.co/2L6JOHr>.
- **Mow often and the 1/3 Rule.** Mowing often and not cutting off more than 1/3 of the total height of the grass ensures you don't stress out the grass. Instead, this rule encourages spreading growth that makes your lawn more dense and helps prevent weeds. If you follow the 1/3 Rule, you'll likely have to mow more often than once a week, especially during times when the grass is growing quickly. Also, if you are fol-



Last year's fall season effort. It's always a work in progress.

lowing the 1/3 Rule, you should be mulching your clippings to return nutrients back into the soil. The clippings should be small so you do not have to fear thatch forming nor massive wads of grass clippings laying on top of your lawn. If you are cutting more than 1/3, you will have clippings that are too large, so you are better off bagging. I've found the loss of nutrients is better than the alternative.

- **Learn to enjoy the mow.** I throw on a podcast and some earbuds and when I'm done I feel like I've accomplished two things at once.
- **Mow high.** I have my mower set at the highest setting for the majority of the season. There are two times, however, that I cut at a lower height – at the beginning and end of

the mowing season. The lower height cut is mainly for cleanup reasons, so I also bag at those times. High mowing height will make your lawn more drought tolerant, encourage more/deeper root development for a stronger lawn, shade out weeds, and lead to a greener color.

BASIC #2 – FEEDING

I use only two products to feed my lawn. Milorganite (<http://bit.ly/milorgan>) and corn gluten (<http://bit.ly/2L-c6ZoZ>). My current ideal number of applications

is four feeds of Milorganite and two applications of corn gluten. Like most lawn fertilizers, each has its own unique smell, so be prepared. I like these because both are organic/natural and forgiving when it comes to application. Follow the instructions for both drop rate and application details based on the size of your lawn.

Here's my schedule of applications:

- **Corn Gluten** – Early spring. Close to when, but before, weeds start to emerge. I use the barometer of right before the forsythia begin to bloom.
- **Milorganite** – Late May around Memorial Day (keep the strong smell in mind if you are having a picnic on the lawn), as long as the temperature has been consistently around 60°.
- **Milorganite** – Around 4th of July. Be sure to consider the smell if you are having a barbecue.
- **Milorganite** – Labor Day or early September.
- **Corn Gluten** – Early October. This date is important to remember if you are going to do any fall seeding. If it is close, your grass seeds will not germinate, so plan accordingly.

Continued on page 9

The Most Talked About Articles of 2018

JAMA Network™ published 10 of the 100 papers with the highest Altmetric Attention Scores of 2018.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2018, according to Altmetric.

- | | | |
|---|---|---|
| <p>8 JAMA Oncology
Complementary Medicine, Refusal of Conventional Cancer Therapy, and Survival Among Patients With Curable Cancers</p> | <p>25 JAMA Internal Medicine
Association of Frequency of Organic Food Consumption With Cancer Risk</p> | <p>75 JAMA
Prevalence of Prescription Medications With Depression as a Potential Adverse Effect Among Adults in the United States</p> |
| <p>17 JAMA
Effect of Low-Fat vs Low-Carbohydrate Diet on 12-Month Weight Loss in Overweight Adults and the Association With Genotype Pattern or Insulin Secretion</p> | <p>32 JAMA
Effect of Opioid vs Nonopioid Medications on Pain-Related Function in Patients With Chronic Back Pain or Hip or Knee Osteoarthritis Pain</p> | <p>96 JAMA Psychiatry
Association of Efficacy of Resistance Exercise Training With Depressive Symptoms</p> |
| <p>21 JAMA Internal Medicine
Association of Coffee Drinking With Mortality by Genetic Variation in Caffeine Metabolism</p> | <p>43 JAMA
Neurological Manifestations Among US Government Personnel Reporting Directional Audible and Sensory Phenomena in Havana, Cuba</p> | <p>See the full top 100 list at altmetric.com/top100.</p> |
| <p>23 JAMA
Health Care Spending in the United States and Other High-Income Countries</p> | <p>58 JAMA
Association Between Calcium or Vitamin D Supplementation and Fracture Incidence in Community-Dwelling Older Adults</p> | <p>For advertising information contact:
Stacy McHugh
Tim Melroy
Nancy Souza
Maureen Reichert
862-261-9608</p> |

The Best of the NORTH JERSEY SHORE

BY GREGG TERRY

With summer in full swing, it's an ideal time to head for the coast! Thankfully, there are some great beaches and dining locations within an hour's drive from most North Jersey and New York City locations. Many of us have sat in endless traffic for hours heading to our favorite popular Jersey Shore beaches – Seaside Heights, Long Beach Island, Wildwood, Cape May, etc. – never realizing just how nice the North Jersey beaches, bars, and restaurants actually are. Next time you head south on the Parkway, consider taking an earlier exit (117, 109, and 105). When you do, you'll save yourself a little time and you can check out these great bars and restaurants.

HIGHLANDS, NJ, RESTAURANTS



1. **Bahrs Landing:** It's been here for over 100 years. Still family owned by Ray and son Jay Cosgrove, Bahrs serves traditional local seafood – steamers, lobster rolls, crab-cakes, awesome homemade chowders – plus burgers, steaks, and a selection of German specialties. Located on the banks of the Shrewsbury River with Sandy Hook in the distance, Bahrs features a great tiki bar and live entertainment Thursday through Sunday nights. (bahrslanding-nj.com)

2. **Proving Ground:** Just down the road a bit is another great waterfront restaurant now called "Proving Ground," formerly Windansea. A little more upscale and completely renovated in the last year, Proving Ground has made its mark with signature dishes and salads, such as Ahi Tuna Noodle Salad, Bam Bam Burger, fish tacos,

mahi-mahi, and pan-seared salmon, burgers, craft beers and cocktails, live music everyday in the summer (incredible Saturday and Sunday Tiki Party at The Outpost Bar). Serving lunch and

dinner, Proving Ground has the Jersey Shore dining/shore life experience completely dialed in. (theprovingground.com)

3. **Inlet Café:** One of my personal favorites and year-round "go to" for great seafood – crab martini, steamers, fried calamari, tuna nicoise, and Lobster Mania – in a scaled down local atmosphere, reasonably priced and reliable. Right next door to Proving Ground, the location takes full advantage of the "live music" for almost half the price of an entrée that is equally as delicious. More traditional in their offerings, Inlet Café is family owned and operated with a very local flair. Predictable drinks and beers on tap and you might have a bit of a wait, but well worth it. (inletcafe.com)

SEA BRIGHT, NJ, RESTAURANTS

1. **Tommy's Tavern and Tap:** Tommy purchased the old Sea Bright Post Office and several neighboring businesses shortly after Hurricane Sandy hit Sea Bright almost seven years ago. What he was able to accomplish in just a few short years has helped to define the resurgence of a small shore town that was completely devastated by Sandy. Located on the banks of the Shrewsbury River and the Atlantic Ocean, Sea Bright, NJ, and Tommy's have become a North Jersey

Shore hot spot offering everything from sushi to burgers, incredible specialty pizzas, craft beers and cocktails, plus an outside gaming and sitting area (pergolas, large lounge areas). Great fun for all ages. This place is ALWAYS crowded. There is decent parking (which is a commodity in Sea Bright)...but be prepared to wait for a table, have a cocktail, and know you are guaranteed an incredible reasonably priced meal. (tommystavernandtap.com)

2. **Woody's Ocean Hut:** Chris Woods opened Woody's, a casual surf-infused restaurant, right before Hurricane Sandy rolled through Sea Bright. Woodys survived and



Jersey Shore *Continued from page 8*

was one of the only restaurants and bars open in Sea Bright for nearly two years. Featuring shore standouts like "baja tacos", Spring Lake Spinach Salad, balsamic calamari, lobster, ahi tuna, and one of the best Orange Crush cocktails on the North Jersey shore, Woody's has been a local mainstay for the last seven years. Consistent and priced right, on the smaller side but very warm and inviting. Owner Chris is usually there greeting customers with his welcoming smile and engaging conversation. Great guy and great place. (woodysoceangrille.com)

3. **Donovan's Reef:** Serving breakfast, lunch, and dinner Donovan's is almost a 24/7 beach experience. The food choices range from basic breakfast items (egg sandwich with potato, egg, and cheese, and of course the NJ breakfast standard pork roll, egg, and cheese – a steal at \$7 – as well as traditional boardwalk-style fare – hot dogs, chicken sandwiches, plus one of the best quesadillas and Buffalo chicken wraps on the shore. A fantastic beach with a



great view of the shoreline and NYC in the distance. The downside is cash only and there's an admission of \$10 in the evenings, but the local live bands are worth the cover. It gets very crowded with a college crowd that floods in most every night during the summer. Definitely a must-see/do, but if you are heading here at night and don't like a crowd, wait until the colleges reopen and the evening crowd thins out. My favorite time is late August and all of September, traditionally considered "Locals Summer" with less crowds. There are still great bands on the weekends and a very warm and inviting beach bar experience.

No matter where you end up on the North Jersey Shore this summer, I recommend a stop over in any one of these locales. Close to North Jersey and NYC, Highlands and Sea Bright will not disappoint.



Gregg J. Terry is President, Educational Resource Systems, Inc., 2 Bridge Avenue, Building Six, Second Floor, Red Bank, NJ 07701. He can be reached at gterry@educationalresource.com or 732-842-0202.

Lawn Tips *Continued from page 6*

• **Milorganite** – Thanksgiving or mid-November. Timing here can change a lot based on temperature, which needs to be above 55° consistently, and the status of your leaf pickup.

BASIC #3 – WATERING

This is the basic I focus the least on. I've accepted my grass might not be in the best shape in the heat of summer because of it. If I've done a good job of the other basics, the grass should be pretty drought tolerant. When I do water, I try to do it in the morning and give it a deep watering using sprinklers for 30 minutes in each area. My rule is if the lawn goes 1-2 weeks without water, I'll try to give it a deep watering.

Given that it's August now, there are some considerations for specific fall lawn-care steps you can take. For me, all these steps come into consideration around mid-September.

• **Aerating** – If your lawn is really compacted or you have a lot of thatch, aerating will be great for you. Aeration creates holes down into the soil to break up compacted soil or a thick layer of thatch so air, water, and nutrients can reach grass roots. I manually aerated last fall and I think it made a difference.

• **Power Raking** – Similar to aerating, I tried this last fall with a power rake I rented from Home Depot and it pulled up a whole layer of dead grass/thatch that had accumulated before I was following the 1/3 Rule. I don't think I'll be needing to power rake in the future, but likely will be manual raking where needed. If you have a thick mat of dead grass, however, power raking may be the way to go. It worked out well for my lawn.

• **Seeding** – You can get fancy with seeding, but I keep it simple and take this step every fall. If you are going to do any aerating or power raking, do that first and then the seeding. I just do a mow and then broadcast seeds on the lawn and water them in.

NOTE: Do NOT do the October corn gluten for at least three weeks after seeding to give the grass seeds time to germinate. If you use corn gluten too soon, the grass seeds will not germinate. Once the grass seeds have germinated and you see seedlings, you can feel free to apply the October corn gluten.

• **Leaf Management** – This is an area of experimentation for me. Mowing the leaves into the lawn can provide nutrients. This can also create a mat of leaves and, if I'm overseeding (planting grass seed directly into existing turf without tearing up the turf or soil), can either prevent seed to soil contact or can smother young grass seedlings. I have a lot of leaves, so right now I'm picking up my leaves. Just like the Mow Often Rule, I remove leaves often and try not to let them stay on the lawn long. This can block limited sunlight in the fall or block water and air. So it's better to get leaves off the lawn.

These steps should prepare your lawn for winter. Remember, do what you can and enjoy the process. I'll be sharing my progress on Twitter @eugene_lee #HMElawn and would welcome seeing your progress too. If you have questions let me know.



Eugene Lee is Chief Operating Officer, CMI/Compas, 3 Columbus Circle, 10th Floor, New York, NY 20019. He can be reached at 203-292-0393 and elee@cmicompas.com.



TRAVEL APPS FOR SMOOTH SAILING

BY DICK ELLIOTT

How did we ever travel without apps? I have become so dependent on them, it's difficult to imagine how I ever managed post 9/11, pre-app travel.

Waze, MyTSA, United, American, FlightView, FlightStats, Budget, and Hertz are just a few of the apps on my cell phone under the travel section. My favorites change from trip to trip depending on what situation I'm confronted with.

DRIVING MADE EASIER

How many times have you been stuck in traffic heading to the airport? This past summer, two carloads of our family departed Yosemite heading for our flight out of San Francisco Airport only to be faced with road closures and miles of backed-up traffic due to the now only-too-common West Coast forest fires. Waze saved the day and safely rerouted us through the maze to successfully make our flight. A few months later, my wife and I happily braved the Thanksgiving traffic at Chicago O'Hare to pick up one of our granddaughters only to come to an abrupt stop less than a mile out from the airport entry. Waze informed us it was going to take at least an hour to traverse those 5,280 feet and see her long blond hair flying in the Windy City gales. One text message sent her to every Millennial's hangout - Starbucks - for a wait that was far more comfortable for her than the jostling crowds at the cold and slippery curbside pickup.

PLANE TRIPS MADE MORE CONVENIENT

Another great app is MyTSA. Just a quick look informs you of any delays at your airport along with checkpoint wait times and TSA PreCheck lane information. There is also a "can I bring?" section for those



last-minute packing questions. Even if you are TSA pre-approved this helps navigate the terminal clutter.

Your United, American, etc., airline apps help book and track flights and luggage, but I have learned to supplement them with FlightView and FlightStats. One of the big advantages to the latter apps is they provide incoming data on your outgoing aircraft. Have you ever been waiting for your flight at the gate and it's almost departure time and your plane is nowhere in sight?

FlightView or FlightStats can help you determine if your plane is so delayed you will want to book another flight or if the plane is so close you simply settle in to that cushy terminal seat and wait for it to appear.

CAR ACCOMMODATIONS

I'm sure you know that once you get to the car rental area you are not always on your way. On a recent golf trip to Sand Hills in Nebraska, our Hertz-reserved Suburban had not been returned

yet. Hertz offered us a van. Four macho guys with four golf bags do not want to be seen in a van. The Budget app came in extremely handy by providing us with an SUV of manly proportions without even leaving the Hertz counter until we knew we had the Budget Suburban ready to roll.

Travel changed drastically after 9/11, but travel apps have helped immeasurably by giving us the information we need to enjoy the ride.



Dick Elliott is CEO and Chairman of the Board, MMS, Inc., 935 National Parkway, Suite 93510, Schaumburg, IL 60173-5179. He can be reached at d-elliott@mmslists.com or 630-477-1540.

VISITING THE "GOOD" SIDE OF

Lake Michigan

BY JAY CARTER

I have spent most of my life in Berrien County, Michigan. In the wintertime...it's cold, and we average 85 inches of snow to the 36 inches that Chicago gets in a typical winter. But this article is about fun getaways. I am delighted to advocate for a fun trip to my home, especially June - October.

WHERE TO STAY

THE INN AT HARBOR SHORES (<https://www.harborshores-resort.com/>) is a lovely, new, resort hotel located in St. Joseph, Michigan. It's close to Lake Michigan, has a Jack Nicklaus designed golf course, and is a great spot to center yourself.



AMONG THE VINEYARDS BED & BREAKFAST (<https://www.amongthevineyardsbandb.com/>) is a brand-new B&B located in Baroda, Michigan, a whopping eight miles from my home in Southwest Michigan, and also smack dab in the middle of about seven wineries and another six craft breweries.

EATING & DRINKING

TABOR HILL WINERY AND RESTAURANT (<https://taborhill.com/>) - Some of the best moments of my late teens and early 20s were spent working at Tabor Hill. It is the oldest winery in SW Michigan, spawning many more in the area. The winery tour is interesting and tasty...if you like light whites try the Tabor Hill Vidal Blanc Demi Sec. Lunch and dinner are also a good bet (the views are spectacular) and there's a good chance your server will be a local who can share lots of other local color.

DABLON WINERY (<https://www.dablon.com/>) is one of the newest wineries in the area. It is one of the loveliest spots in the area, too, and has a magnificent tasting room. Unlike many other Michigan wineries, it has an Estate Red that is good. Worth the trip just for that alone.

ROUND BARN WINERY (<https://roundbarn.com/>) is the best party around on weekends. The founder, Rick Moersch, was my football coach in high school. The love of wine and its production caused him to become the winemaker at Tabor Hill some years ago. His skill for entrepreneurship encouraged him to open his own winery, with the centerpiece being an old 1912

round barn. Literally every weekend in the summer features live music and dancing, food, and, of course, wine, distilled spirits, and beer, all house-made, are available. Taking things full circle, last year the Moersch Hospitality Group purchased Tabor Hill Winery and made it part of its family. If this is starting to sound like a commercial for the Moersch family, you'll need to forgive me. First, I'm an adman by trade, and, second, they are a symbol of my hometown making good.

THE BLACKBIRD WATERHOUSE (<https://www.theblackbird-waterhouse.com/>) - not related to the more famous Blackbird Restaurant in Chicago - this is a new entrant on the scene. It's a short drive from your lodgings in SW Michigan to a town in the area with a small busy private lake. I get out a lot, and I must say that the pork rib eye at The Blackbird Waterhouse is the finest piece of pork I have consumed in my life. I'm sharing this recommendation with readers because we have worked hard to be regulars, and I'm confident we can get a table even when it's busy. A plus? It's also very focused on providing gluten-free (one of the owners is gluten free) and vegetarian meals.

OTHER FUN THINGS TO DO

More than 50 years ago, the state of Michigan stocked local rivers (including the St. Joseph River, which runs through South Bend, Indiana, to St. Joseph, Michigan) with king salmon, also known as Coho Salmon. There's a veritable industry of fishing charters for the lake (see <https://fishingbooker.com/destinations/location/us/MI/st-joseph> for a comprehensive list). Nothing like a day on Lake Michigan in the summertime.

NOTRE DAME FOOTBALL (<https://und.com/sports/football/schedule/>) is the biggest draw for our little corner of the world every autumn. If you haven't been to a game, you don't know what you're missing.

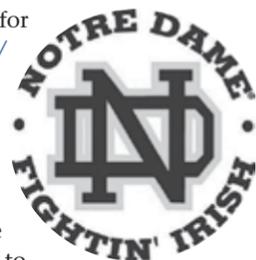
Finally, a plug for two businesses in my town:

SEA HAWK CHARTERS (<https://fishingbooker.com/charters/view/9969>) is a fishing charter based in bucolic Berrien Springs, Michigan...my hometown and my home. Captain Russ Clark does a great job of fishing along the St. Joseph River between the dam at Berrien Springs and St. Joseph. It's especially great during October, when the Coho Salmon are running to the fish ladders at the Berrien Springs dam.

If you make the trek, give breakfast at Hopper's Family Restaurant (269-471-2106) a try. Dave Hopper's pancakes are amazing, especially his blueberry pancakes and the famous pancake of the month. There's also a 50/50 chance that my youngest daughter will be your waitress.



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



Fun Things To Do

NEW JERSEY

Atlantic City (various locations) September

- 3-5 – Jamie Lissow at Hard Rock Hotel & Casino
- 6 – Norm MacDonald at Borgata Music Box
- 7 – Johnny Mathis at Golden Nugget
- 9-12 – Vicky Barbolak at Hard Rock Hotel & Casino
- 13 – Travis Tritt and Charlie Daniels Band at Hard Rock Hotel & Casino
- 14 – Ratt at Hard Rock Hotel & Casino
- 16, 18-19 – Greg Hahn at Hard Rock Hotel & Casino
- 20 – Mr. and Mrs. America: Andrew Dice Clay and Roseanne Barr at Hard Rock Hotel & Casino
- 20 – Morris Day and the Time at Hard Rock Hotel & Casino
- 20 – Anjelah Johnson at Harrah's
- 21 – Shinedown at Hard Rock Hotel & Casino
- 21 – Vic DiBitetto at Borgata Music Box
- 21 – Jake Owen at Ocean Resort Casino
- 21 – REO Speedwagon at Tropicana Casino
- 21 – It Was 50 Years Ago Today – A Tribute to The Beatles' White Album at Golden Nugget
- 21 – Vic DiBitetto at Borgata Music Box
- 27 – J Balvin at Borgata Events Center
- 27-28 – Journey at Hard Rock Hotel & Casino
- 28 – Loverboy at Borgata Music Box
- 28 – Julio Iglesias at Ocean Resort Casino

- ### October
- 4 – Foreigner at Hard Rock Hotel & Casino
 - 5 – Jefferson Starship at Tropicana Casino
 - 5 – Kathleen Madigan at Borgata Music Box
 - 11-12 – Lewis Black at Borgata Music Box
 - 11 – Kenny G at Ocean Resort Casino
 - 12-13 – Atlantic City Comedy Festival: Sommore, Lavell Crawford, Earthquake, DC Youngfly, Karlous Miller & Kountry Wayne at Boardwalk Hall Arena
 - 18 – Jo Koy at Borgata Events Center
 - 18 – The Isley Brothers and Pointer Sisters at Hard Rock Hotel & Casino
 - 19 – Steve Martin and Martin Short at Borgata Events Center

- 19 – Tower of Power at Ocean Resort Casino
- 19 – Eddie B at Harrah's
- 26 – Al Bano and Romina Power at Ocean Resort Casino

Mayo Performing Arts Center 100 South Street, Morristown, www.mayoarts.org

- ### September
- 11 – Tesla
 - 12 – Dena Blizzard – One Funny Mother
 - 13 – An Evening with Katharine McPhee
 - 15 – David Engel's Star Force Academy: A Madcap Star Wars Parody
 - 19 – A Night with Janis Joplin
 - 20 – An Intimate Evening of Songs and Stories with Graham Nash
 - 21 – Peppa Pig Live!
 - 22 – The Kingston Trio with The Brothers Four and The Limelinters
 - 30 – Jeff Boyer's Big Bubble Bonanza

- ### October
- 3 – Pink Martin with Special Guest Meow Meow
 - 4 – William Shatner Live on Stage Following a Screening of *Star Trek II: The Wrath of Khan*
 - 10 – America: 50th Anniversary Tour
 - 12 – Kenny G
 - 13 – It Was 50 Years Ago Today: A Tribute to The Beatles' White Album
 - 16 – The Office! A Musical Parody
 - 17 – Tenth Avenue North
 - 18 – Grupo Niche
 - 20 – Sir James Galway
 - 22 – Sergio Mendes and Bebel Gilberto: The 60th Anniversary of Bossa Nova
 - 24 – The Man in Black – A Tribute to Johnny Cash
 - 25 – Joan Jett and The Blackhearts
 - 26 – Hocus Pocus with Kathy Najimy
 - 27 – Harlem 100
 - 29 – James Van Praagh
 - 30 – Ruben Sings Luther

- ### NJ Performing Arts Center 1 Center Street, Newark, www.njpac.org
- ### September
- 13-15 – Savion Glover Directs *The Tap Dance Kid*
 - 15 – The Gipsy Kings
 - 28 – Women's Association Annual Spotlight Gala 2019
 - 29 – Arlo Guthrie – Alice's Restaurant Back By Popular Demand Tour

- ### October
- 4-6 – Sesame Street Live! Make Your Music

- 10 – John Kerry – Speakers Series
- 12 – Mike Marino with Special Guest Jon Bramnick
- 19-20 – Jo Koy
- 19 – Soulshine: An Allman Brothers Experience
- 24 – Zanny Minton Beddoes – Speakers Series
- 26 – *Harry Potter and the Half-Blood Prince* in Concert
- 26 – Tusk: The World's Number One Tribute to Fleetwood Mac

Wellmont Theater 5 Seymour Street, Montclair, www.wellmonttheater.com

- ### September
- 3 – The Wiggles Tour
 - 5 – Leoni Torres
 - 6 – Jim Morrison Celebration
 - 7 – Pablo Francisco
 - 13 – Yacht Rock Revue
 - 14 – Anjelah Johnson
 - 20 – *A Bronx Tale – The Musical*
 - 28 – Nine Deez Nite
- ### October
- 5 – Black Label Society
 - 11 – Jessie's Girl
 - 15 – Rumours of Fleetwood Mac
 - 18 – Best of The Eagles
 - 19 – Rick Springfield
 - 26 – Bert Kreischer

NEW YORK

Madison Square Garden 4 Pennsylvania Plaza, New York, 212-465-6747

- ### September
- 6 – Vampire Weekends: Father of the Bride Tour
 - 7 – Banda MS Tour Con Todas Las Fuerzas
 - 12 – Tyler, The Creator
 - 14 – Brandi Carlile
 - 20 – Thomas Rhett: Very Hot Summer Tour 2019
 - 21 – Illenium
 - 25 – Mark Knopfler
 - 27 – Billy Joel - In Concert
 - 28 – VULFPECK with Fearless Flyers
 - 29 – J Balvin Arcoiris Tour

- ### October
- 2 – Carrie Underwood: The Cry Pretty Tour 360
 - 2 – Maddie and Tae VIP "Meet & Greet" Upgrade (Ticket Not Included)
 - 4 – Maluma – 11:11 World Tour
 - 7 – Phil Collins Still Not Dead Yet, Live!
 - 13 – Sara Bareilles: Amidst The Chaos Tour 2019
 - 25 – Billy Joel – In Concert

Northwell Health at Jones Beach Theater

895 Bay Parkway, Wantagh,
www.jonesbeach.com

- ### September
- 6 – Jason Aldean: Ride All Night Tour 2019
 - 11 – Meek Mill & Future - The Legendary Nights Tour 2019
 - 14 – *Game of Thrones* Live Concert Experience – Music by Ramin Djawadi
 - 15 – The Who: Moving On!
 - 19 – ZZ Top - 50th Anniversary Tour
 - 26 – Heart: Love Alive Tour

PENNSYLVANIA

The Fillmore Philadelphia 29 East Allen Street, Philadelphia, www.thefillmorephilly.com

- ### September
- 3 – Northlane and Erra
 - 4 – XPN Welcomes Snarky Puppy
 - 5 – Goth Babe
 - 7 – Deerhunter + Dirty Projectors
 - 7 – girl in red – world in red
 - 8 – Simply Christopher
 - 13 – Quando Rondo: The Neighborhood To The Stage Tour
 - 13 – Babymetal
 - 14 – Don Broco
 - 14-15 – Radio 104.5 Presents Angels & Airwaves

- 15 – Arias
- 16 – XPN Welcomes Andrew Bird
- 17 – Christian French: Bright Side of the Moon Tour with Special Guest ASTN
- 18 – Black Pumas
- 19 – Banners: Fall 2019 Tour
- 20 – Big Wreck – On Tour 2019
- 21 – Penny and Sparrow
- 21 – Daniel Caesar – Case Study 01: Tour
- 22 – Bars and Melody
- 24 – Ones to Watch Presents: flor
- 25 – The Rocket Summer
- 26 – Injury Reserve
- 27 – XPN Welcomes Brittany Howard of Alabama Shakes
- 29 – Enter Shikari

- ### October
- 1 – Enforcer
 - 3 – Witt Lowry – Nevers Road Tour
 - 4 – Mt. Joy
 - 5 – The Regrettes
 - 6 – White Denim
 - 6 – Lauv ~ how I'm feeling ~ Tour
 - 7 – MUNA: Saves The World Tour
 - 8 – Mason Ramsey: Hows Ur Girl & Hows Ur Family Tour Pt. II
 - 9 – Perpetual Groove
 - 10 – WXPX Welcomes: Orville Peck
 - 11 – Small Town Murder
 - 12 – Thievery Corporation
 - 13 – Slenderbodies

- 14 – Half Moon Run
- 16 – Femme it Forward Featuring: Mahalia
- 17 – SiriusXM Presents: The Highway Finds Tour Featuring Hardy
- 18 – Yung Bae
- 19 – Sabrina Claudio – Truth Is Tour
- 23 – Oliver Tree – Goodbye Farewell Tour
- 24 – Dermot Kennedy
- 27 – XPN Welcomes Sleater-Kinney
- 27 – Maxo Kream – Brandon Banks Tour
- 28 – Braxton Cook
- 29 – Jay Som: Ana Ko World Tour 2019

Wells Fargo Center 3601 South Broad Street, Philadelphia, www.wellsfargocenterphilly.com

- ### September
- 17 – Chris Brown with Tory Lanez, Ty Dolla \$ign, Joyner Lucas, and Yella Beezy
- ### October
- 2 – Hugh Jackman (Second Show Added)
 - 5 – Carrie Underwood: The Cry Pretty Tour 360
 - 10 – Bon Iver with Feist
 - 11-12 – Eric Church: Double Down Tour



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Philadelphia, PA

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Jaime Albright



"Hakuna Matata!"

Birthplace: New Jersey
Marital Status: Married
Children: Does my dog count?
Job Title: Account Manager, Healio
Years in Industry: 7 years
College: Widener University

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

1. I would love to go on a safari in Africa.
2. I would like to go skydiving, although, I know I would be too afraid to actually jump.

DO YOU HAVE ANY PETS?

I have a dog, Chase Mutley. He is a four-year-old mutt that we rescued in 2016.

WHAT IS YOUR FAVORITE RESTAURANT?

Holy Tomato in Blackwood, NJ. It is a very small place with the most amazing thin crust pizza. The atmosphere is so quirky and unique – there is always something new to see when you go.

HOW DID YOU GET STARTED IN THE INDUSTRY?

In 2012, I started at SLACK as a print administrator before moving over into digital ad ops. In 2016, I had the opportunity to move into sales, which is where I am to this day.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Competitive, energetic, creative.

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

I am in the middle of reading "Girl, Wash Your Face." It is very uplifting and focuses on self-acceptance.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I would like to learn more about gardening. I love flowers and plants, however, I somehow managed to kill a terrarium.

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

If it was for a ridiculous amount of money, I would pay off all debt for my family, donate a ton of it to multiple organizations, and travel the world. I would also love to buy a house on a beach in paradise, you know, if I had some extra money.

DO YOU HAVE ANY HOBBIES?

I sew dog bandanas and I have an Etsy shop called Mutley's Bandanas ([etsy.com/shop/MutleysBandanas](https://www.etsy.com/shop/MutleysBandanas)). I love seeing all of the different types of dogs wearing something I made for them. I also like when I put them on my dog when he goes to doggy daycare...they know him as Bandana Chase.

WHO WAS YOUR FAVORITE TEACHER?

Mr. Powers, who was my history teacher in high school. We would get extra credit when a Philly sports team would win. He also gave away free lunch if you answered questions cor-

rectly. He always found a way to make learning more fun and engaging.

WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY OTHER THAN YOUR FAMILY?

Wine! I especially enjoy visiting the wineries in New Jersey.

CRAZIEST THING YOU'VE EVER DONE?

I jumped off a 35-foot cliff in Jamaica...no problem mon! I still don't know how my parents let me do that.

WHAT IS YOUR PET PEEVE?

When people are late. If you're early, you're on time and if you're on time, you're late!

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

Any of the Kardashians. Must I really explain why?

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

My 30th was pretty amazing. We were in Florida visiting friends the week leading up to it. On my actual birthday, my husband took me out to dinner where my closest friends and family were waiting for me. I was very surprised!

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

A good pillow! I bring my pillow with me on work trips and vacation. Nothing is worse than a bad night's sleep.



When Paul proposed – the bandana says, "Will you marry my daddy?"

WHAT DO YOU COLLECT?

Candles! I probably have about 75 of them scattered throughout my home. My husband tries to limit my obsession by saying I can only buy another one if I burn through an entire one I already have...he doesn't know about my hiding places though.

WHAT DO YOU KNOW FOR SURE?

You need to work for what you want; nothing will be handed to you.

WHAT IS YOUR FAVORITE VACATION SPOT?

In 2018, my husband and I went to Cinque Terre, Italy, during our honeymoon. It was the most gorgeous place I have ever seen. We hiked between two of the towns, relaxed on the beach, and found a quiet winery up in the hill. I would love to go back and spend time in each of the five cities that make up Cinque Terre.

Jaime Albright is Account Manager, Healio, Slack Incorporated, 6900 Grove Road, Thorofare, NJ 08086. She can be reached at 856-304-3060 or jalbright@healio.com.



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