

Next Month: Halloween Hoots and More

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

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SEPTEMBER 2017

Kids & Family

*Carol Timberlake's Family
Tradition of Military Service*

*Mixing Family and Business
in San Diego*

*Up Close and Personal
with Bryan Sternlieb*

...And More Family Fun!



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Dear Healthcare Marketer:

It's that time of year again...time for our fall Kids and Family issue! Sometimes I just want to revisit those days when my kids were toddlers and the biggest problems – which were monumental at the time – were when are they ever going to sleep, be potty trained, get out of my bed? For that matter, what are they going to be for Halloween? Some of you are smack-dab in the middle of this stage. But some of you know just what I'm talking about, right?

I love this issue because it always brings me back to those days of innocence, fun decisions, and magical holidays. Don't get me wrong, I love the relationship I have with my girls now. I totally enjoy our conversations and appreciate the help I get from them. In fact, both Maddie and Katie have been working for me behind the scenes this summer on THE EXCHANGE mailing list and social media. And I have to say, I am truly proud of my daughters. We all learned a lot and had so many laughs in the process.

Here are a few of the things that made me chuckle. Maddie said she was amazed by all the fancy words people use on LinkedIn to make their jobs sound more important than they actually are. "Mom, what is a dynamic marketer? What makes them so dynamic?" Maddie tends to be no-nonsense and lean more toward math than creative writing. On a recent college tour of the DC area, Maddie declared that she hopes to one day be working at the Pentagon in cyber security. On the other hand, another time when she was reading through people's LinkedIn profiles, she also said to her sister, "Katie, we are losers who are going nowhere in life. These profiles are amazing – from the schools people went to, to the awards they have received, to the positions they've held, to the charities they have been involved in. We have to get with it!" "Maddie, you're too funny!" Katie grinned.

Those are my recent family snippets. Read on to get updates from other members of our community on their families. We've got kids' artwork from Natalie Mattes and Kristina Berberich O'Toole, plus cute pics and quips from Leanna Chin, Anne Squadrito, Corrie Bridgeman, and Natalie Dubbs. Angela Labrozzi shares about a family trip that was the perfect blend of business and pleasure. Carol Timberlake talks about her experience with her son, Jack, who is attending the Naval Academy and joining the family legacy of serving our country. Thank you for your service, Jack! And Bryan Sternlieb is featured in this month's *Personal Exchange*.

Don't forget to enter the 3rd Annual HME Humanitarian Awards. Nominate yourself, a friend or colleague, or a company by Friday, September 7.

Happy Fall,

Congratulations to Carol Timberlake, winner of the Kids and Family drawing.



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- #2** Essential Journal in Endocrinology†
- #1** in Impact Factor among General Medical Journals‡

*Kantar Media, *Medical/Surgical Readership Study*, June 2017.
 †*Essential Journal Study*, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 *Journal Citation Reports*. Thomson Reuters, 2017.

For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.



ANNOUNCEMENTS

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onward&upward

promotions
additions

American Medical Communications/Triple Threat Media has announced the appointment of **Sima Sherman** as Vice President of Sales and Marketing. In addition to her present sales responsibilities, she will be serving as liaison for Business Development. She can be reached at 610-529-0322.

CMI/Compas has announced the appointment of **Elisabeth Hediger** as Campaign Analyst Intern and **Steven Lederman** as Associate Director, Information Architecture. They can be reached at 646-840-0717. **Kelsey Shannon** and **Madelyn Sauer** have been appointed as Account Coordinator, and **Andrew Brzozowski** as Director, Market Research. They can be reached at 856-667-8577. **Raymond Featherman** has been appointed as Analyst, Search Engine Optimization, and **Michelle Perkel** as Supervisor, Media. They can be reached at 215-568-5944. **Jonathan Steiert** has been appointed as Associate Director, Social Media. He can be reached at 484-322-0880.

Fingerpaint Marketing has announced the appointment of **Katie Beller** and **Andy Spitzer** to lead their Creative Team in their Saratoga Springs, NY, location. They can be reached at 518-693-6960.

GSW North America has announced the appointment of **Sonja Foster-Storch** as President, **GSW North America** at **GSW Advertising**. Formerly President at **McCann Echo**, she can be reached at 646-437-4800.

PulseCX has announced the appointment of **Brian Poeschl** as Vice President, Group Account Director. He can be reached at 858-342-5233.

new¬eworthy

awards, mergers
approvals

AstraZeneca has announced that the FDA granted breakthrough therapy designation to **Imfinzi** (durvalumab) for the treatment of patients with locally-advanced, unresectable non-small-cell lung cancer. For more information, please visit www.astrazeneca.com.

Elite Pharmaceuticals, Inc., a specialty pharmaceutical company developing abuse-deterrent opioids and niche generic products, announced **Elite** and **SunGen Pharma, LLC** ("SunGen"), will co-develop four additional generic products bringing the total number of products developed under the amended agreement to eight. Please visit www.elitepharma.com for more information.

Emmaus Life Sciences, Inc., has received FDA approval for **Endari** (L-glutamine oral powder), the first treatment approved in almost 20 years for patients with sickle cell disease. Stated **Richard Pazdur, M.D.**, Acting Director of the Office of Hematology and Oncology Products in the FDA's Center for Drug Evaluation and Research and Director of the FDA's Oncology Center of Excellence, "Until now, only one other drug was approved for patients living with this serious, debilitating condition." For further information, please visit www.emmausmedical.com.

Frontline Medical Communications is pleased to announce the acquisition of all print and digital **Turner White** properties including the *Journal of Clinical Outcomes Management (JCOM)*, *Hospital Physician*, *Hospital Physician Board Review Manuals*, interactive websites, and mobile apps. This will expand peer-reviewed, evidence-based, self-guided study, and assessment resources to all key decision makers in the U.S. integrated healthcare system. For further information, please visit www.frontlinemed.com.

Gilead Sciences, Inc., announced that the FDA has approved **Vosevi** to treat adults with chronic hepatitis C virus (HCV) genotypes 1-6 without cirrhosis (liver disease) or with mild cirrhosis. **Vosevi** is a fixed-dose, combination

tablet containing two previously approved drugs – sofosbuvir and velpatasvir – and a new drug, voxilaprevir. **Vosevi** is the first treatment approved for patients who have been previously treated with the direct-acting antiviral drug sofosbuvir or other drugs for HCV that inhibit a protein called NS5A. For further information, please visit www.gilead.com.

Janssen Biotech, Inc., has announced that the FDA has approved **Tremfya** (guselkumab) for the treatment of adults living with moderate to severe plaque psoriasis who are candidates for systemic therapy or phototherapy. **Tremfya** is the first and only approved biologic therapy that selectively blocks only IL-23, a cytokine that plays a key role in plaque psoriasis. For further information, please visit www.janssen.com.

PulseCX has announced the opening of a new West Coast location to serve their growing client base. Their new home is 2900 Bristol Street, Suite D201, Costa Mesa, CA 92626. For further information, please visit www.pulsecx.com.

Puma Biotechnology, Inc., has received FDA approval for **Nerlynx** (neratinib) for the extended adjuvant treatment of early-stage HER2-positive breast cancer. For patients with this type of cancer, **Nerlynx** is the first extended adjuvant therapy, a form of therapy that is taken after an initial treatment to further lower the risk of the cancer coming back. **Nerlynx** is indicated for adult patients who have been previously treated with a regimen that includes the drug **trastuzumab**. For further information, please visit www.pumabiotechnology.com.

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*Source: Kantar-Media-Table 129 Hematology/Oncology Office and Hospital, June 2017 & June 2016



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1. Source: AAFP, completed CME Quiz return data, May 2017

★ MILITARY SERVICE ★

A LONG FAMILY TRADITION!

BY CAROL TIMBERLAKE

Duty, honor, loyalty, service, and sacrifice – these are the attributes that make up the fine men and women who proudly serve our great nation. These ideals have long been a tradition in my family and they continue today. My ninth generation ancestor Josiah Hadley was a Minuteman in the Revolutionary War; my fourth generation ancestor, Jonathan Wyman Cummings, served in the Union Army and was killed in the Battle of Vicksburg during the Civil War; my Uncle Jack Cummings and my father Ray Davis both graduated from the United States Naval Academy (USNA) class of 1947 and served their country. My father served 29 years, which included bombing missions in his A4 Corsair during the Korean War, serving as an XO (Executive Officer) on the U.S.S. Bayfield during Vietnam, and serving as Division Head of U.S. and International Studies at the U.S. Naval Academy. Growing up Navy and hearing about what life in the military entails laid the foundation for my youngest son, Jack, to consider a life of service. Finding the right path towards that goal ultimately resulted in an appointment to the U.S. Naval Academy Class of 2018.



Uncle Jack Cummings and Jack Timberlake.

four years of military training and high-level schooling. Anyone considering it needs to understand what he or she is getting into and truly want to serve their country.

UNITED STATES NAVAL ACADEMY FUNDAMENTALS

As the undergraduate college of our country's naval service, the USNA prepares young men and women to become professional officers of competence, character, and compassion in the U.S. Navy and Marine Corps. Naval Academy students are midshipmen on active duty in the U.S. Navy. They attend the academy for four years, graduating with Bachelor of Science degrees and commission as ensigns in the Navy or second lieutenants in the Marine Corps. Naval Academy graduates serve at least five years in the Navy or Marine Corps. The program is highly competitive and will prepare them morally, mentally, and physically for the privilege of leading

Sailors and Marines. Jack's motivation was the drive to serve his country, become a leader of men of women, and learn at the highest level while being humble along the way. He also recognized that 17,000 people apply yearly and only 1,200 are appointed, so the bar is set very high from the beginning.

JACK'S JOURNEY

In the past three years, Jack has been able to travel to Israel, Hawaii, and San Diego experiencing different service selection opportunities once he commissions. He's held several high-level leader-

ship positions both within his company and in the Brigade (made up of several companies). Although it's not set in stone, Jack's service selection will most likely be Submarines, which is affectionately known as the "Silent Service," and rightfully so. It's the most secretive community in the U.S.

AN INTENSE ACCEPTANCE PROCESS

Getting accepted into the USNA is a rigorous two-fold process that takes about 15 months from start to finish. The process includes extensive medical tests, physical readiness tests, interviews, and academic/sports/leadership success. At the same



Ray Davis, USNA. Class of 1947.



Jack Cummings, USNA. Class of 1947.



Jack Timberlake, USNA. Class of 2018.



Carol and Jack Timberlake at the White House Correspondents Dinner, 2016.

Navy. After May 2018 and his graduation, Jack will attend NUKE School in Charleston, SC, where he'll continue his training and studies on how to lead others on one of the nuclear-powered submarines in our fleet.

A UNIQUE VIEWPOINT

As a parent of a son in the military, your perspective on life really changes. It's one thing to see your child follow his dream, but it's a whole different feeling when they put service and country first over anything else. They sign and

swear to an oath to defend this nation against enemies both foreign and domestic. I now pay more attention to world events and possible areas where Jack could be in harm's way. I pay more attention when there's a story on those who have given the ultimate sacrifice in the line of duty. I stand taller and sing louder during the National Anthem. I pay more attention to the time we have together and make the most of it.

One day soon, Jack will be deployed and the separation will be difficult. But I have a lot of faith in him and in those who have prepared him for a future of leadership and service. He is also continuing a long line of those who have come before him in our family who have served and defended the U.S.A.



Carol Timberlake is President and C.E.O., Timberlake Media Services, Inc., 1556 Pine Lake Drive, Naperville, IL 60564. She can be reached at 630-248-5356 or carol@timberlakemedia.com.



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*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.



The NEW ENGLAND JOURNAL of MEDICINE

STRENGTH IN NUMBERS Pulmonary Advertising Demo

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- #4 in Projected Average Page Exposures*
- #2 Essential Journal in PUD†
- #1 in Impact Factor among General Medical Journals‡

*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

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A Celebration of FAMILY

Mixing Business with Family in San Diego

BY ANGELA LABROZZI

Last year, I brought my family along for a few days before a medical conference I was attending in San Diego. It was the perfect way to combine business and pleasure.

We stayed at the Manchester Grand Hyatt right by the wharf, in the heart of the downtown area. It's walking distance not only to the Convention Center, but also the Gaslamp District and Seaport Village area, which is great for kids. Throughout our stay, my four-year-old daughter Zoey thoroughly enjoyed walking around the little village shops and checking out the waterfront activity. Plus, we stumbled upon the beautiful old hand-carved Looff Carousel, built in 1895. My daughter happily rode three times over the course of our trip! When we needed a car, Uber and Lyft were the way to go and reasonable too.

GASLAMP DISTRICT AND OLD TOWN

After getting over a little jet-lag, we explored our surroundings, then headed to the historic Gaslamp District. For dinner, we took a car to Old Town San Diego, considered the "birth place" of California. It was a fun treat for my daughter to see the old homes and small businesses – many have been restored or restructured so the area looks as it did in the 1800s, with a mix of both adobe and Victorian buildings. There are stores throughout the village that are fun to cruise in and out of, and live music playing. Pretty much any restaurant there has great Mexican food!

THE SAN DIEGO ZOO

Our second day, we took a car to the San Diego Zoo where we spent the whole day! I bought my tickets online at <https://tickets.sandiegozoo.org/webstore/shop/ViewItems.aspx?CG=webstoresdz&C=sdztp>, which saved a little money and we didn't have to wait in line. I recommend taking the Skyfari aerial tram all the way to the back of the zoo and working your way forward. Our favorite activity by far was watching the polar bears. They were super playful and easy to see. We also loved the elephants and got to see a baby playing with a ball!

LA JOLLA

The next day, we took another car to La Jolla. The drive was a little over a half hour from our hotel. My daughter had a blast seeing sea lions and harbor seals. You can go right to the beach and see them playing along the shoreline, going in and out of the water. My only warning is there are lots of

crowds, but it's still worth seeing. After we had our fill of animal-watching, we walked around this beautiful town the rest of the afternoon. Lots of great food options!

CORONADO ISLAND

Our fourth day, we took the ferry to Coronado Island. Here there are plenty of shops, restaurants, cafés, and parks. We spent the day walking around the island and letting our daughter run on the beach. Before heading back, we had a late lunch at the family-friendly beachfront restaurant, Sheerwater, at the Hotel Del Coronado.

WHILE I WORKED – MORE FAMILY FUN

Finally, it was time for mom to work! I went to the convention and my husband took our daughter to the San Diego Children's Museum. They spent hours on the different floors exploring all kinds of hands-on, interactive exhibits. It's the ideal place for ages 3-9. When my husband and Zoey were done there, he took her for a stroll to see the USS Midway aircraft carrier

at Navy Park. Across the street from the ship was Waterfront Park with water fountains that Zoey could play in.

FOODIE FAVORITES

If you're looking for great breakfast spots, two mornings we ate at Café 222 – a must! The food is great – classics like biscuits, granola, eggs of every kind, waffles and pancakes – and it's close to the convention center. We also tried Richard Walker's Pancake House and it did not disappoint. You can order any type of pancake – cherry, blueberry, strawberry, pecan, even oven-baked specialties! For dinner, I'd recommend the Harbor House in the Seaport Village for casual waterside dining, including seafood, steaks, salads, sandwiches, and more. The views of the water were fantastic, the food was great, and the atmosphere was super family-friendly. Or visit my favorite Italian restaurant in the Gaslamp District, Osteria Panevino, one of San Diego's best restaurants known for their fresh pasta. Try the homemade cannoli!



Pete, Zoey, and Angela on the shore in La Jolla.



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.



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A Celebration of FAMILY

A Budding Artist

BY NATALIE MATTES



This artwork was drawn by my son, Zander, who is seven years old. He loves to draw and use his imagination. Both pieces he drew in art class while at school. The first piece is of Hearts where he worked on shading and texture. The other piece is a selfie he had to draw inside a cell phone. He loves pretending he is a ninja and has even dressed up as one for Halloween!



Having It All

BY NATALIE DUBBS

Being a working mom of three little ones is a constant juggling act and I've had to come to terms with the fact that things are not always going to be perfect. Toys are out, beds aren't made, and the kids are eating Mac and Cheese three nights a week. That's just how it is sometimes. I truly believe you can have it all, just not all at once.



My three children, Gwendolyn (6), Harrison (7 months), and Preston (3).



Natalie Dubbs is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5764 and ndubbs@SSCGMedia.com.

FAMILY FUN IN JAMAICA

BY LEANNA CHIN

In May 2016, we went on a family vacation to Runaway Bay in Jamaica. We decided to go as tourists this time around as my family and husband's family are from Jamaica. We stayed at the Grand Bahia Principe Hotel, an all-inclusive family resort with plenty to do for everyone. My son absolutely loves being in Jamaica and particularly on the beach. He doesn't mind spending the entire day playing in the sand and water.



Favorite photo of my son on vacation at the beach in Jamaica. There is so much joy and innocence on his face in this pic.

When we visit Jamaica, we love to dine at authentic Jamaican restaurants. One of our favorite spots to eat is called the Ultimate Jerk Center in Discovery Bay where they serve authentic Jamaican dishes such as Jerk Chicken, Ackee and Saltfish, Curried Goat and Escovitch Fish with Festival (Caribbean dumplings).

In Jamaica, we also enjoy climbing Dunn's River Falls and visiting Mystic Mountain Amusement Park in Ocho Rios.



Leanna Chin is Associate Media Director, CMI Media. She can be reached at lchin@cmimedia.com.

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* Source: Kantar Media, June 2017 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Table 110.

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The NEW ENGLAND JOURNAL of MEDICINE

STRENGTH IN NUMBERS
Rheumatology Advertising Demo

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The New England Journal of Medicine Ranks

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- #7 in Projected Average Page Exposures*
- #2 Essential Journal in Rheumatology†
- #1 in Impact Factor among General Medical Journals‡

*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.

A Celebration of FAMILY

My Cape Cod Baby

BY CORRIE BRIDGEMAN

I grew up in a small town on Cape Cod, and then spent my college years and most of my 20s and 30s in Boston. My husband Ryan and I wanted to start a family and we finally decided to head home to Cape Cod, be closer to our families, and leave city living behind. We are so glad we did!

After a painstaking renovation of a house originally built in 1732, we moved into our new home in the fall of 2016, and are finally enjoying our life on Cape Cod. Our daughter Grayson (Gracie for short), now over a year old, is especially loving the beach life! We have a favorite spot where we can drive out onto the flats at low tide and she loves to run and explore. We're questioning why we bother with all the beach toys – all Gracie really wants to do is watch other kids and dogs, and try out everyone's beach chairs. We first experienced her new sassy toddler attitude when we attempted to leave after our first long day at the beach – Gracie put up quite a fight!



Gracie loves the beach life!



Corrie Bridgeman is Regional Sales Director, New England Journal of Medicine, NEJM Journal Watch, 860 Winter Street, Waltham, MA 02451. She can be reached at 781-775-1287 or cbridgeman@nejm.org.

A Celebration of FAMILY

Kids Really Do Say the Darndest Things

BY ANNE SQUADRITO

Me: "I am going to be late for work because there was an accident on the highway."

Daughter (age 3): "Did somebody tinkle on the highway?"



Basking in the sand.



Anne Squadrito is Senior Vice President, Creative Director/Art, Ogilvy CommonHealth, 400 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-2199 (o), 862-222-5933 (c), or anne.squadrito@ogilvy.com.

Cultivating Creativity

BY KRISTINA BERBERICH O'TOOLE

Isla created this picture in her first grade art class and it was displayed at her school's art show this past April. She told me it's entitled "Abstract Cat." Having a background in art myself, I was happy and proud to see that even at such a young age, these first graders are learning the concept of abstract art, using shape, color, and line.



Abstract Cat by Isla O'Toole – Age 6.



Kristina Berberich O'Toole is the National Accounts Representative for JADPRO – Journal of the Advanced Practitioner in Oncology at Harborside Press, 94 North Woodhull Road, Huntington, NY 11743. She can be reached 631-935-7668 or kristina@harborsidepress.com.



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- #2 Essential Journal in Oncology‡
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*48/52x frequency MARS Medical Online Efficiency Ranking, Kantar Media, 2017.

†Kantar Media, Medical/Surgical Readership Study, June 2017.

‡Essential Journal Study, The Matalia Group, 2017.

**Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

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The NEW ENGLAND
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STRENGTH IN NUMBERS

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- #2 Essential Journal in Cardiology†
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- #1 in Impact Factor among General Medical Journals‡

*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

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Bryan Sternlieb



Bryan (center) spending some quality time with his two brothers.

Birthplace: Toms River, NJ

Years in Industry: Two Years

Job Title: Media Planner

College: Drexel University

"Only those who dare to fail greatly can ever achieve greatly." – Robert F. Kennedy

What are two things on your bucket list?

Before I die, I would love to visit all 50 states and go to the Temple of Zeus in Athens, Greece.

What was your first job?

In high school, I was a busboy and barback in Seaside Heights, NJ, at Club Karma, the bar made famous by the show *Jersey Shore*.

Do you have any pets?

I have a pit bull named Roscoe. He is currently petitioning for a recount in the HME Pet Contest.

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

This is definitely the hardest question of all time. I think I would have to go with Muhammad Ali because he is the greatest and most influential athlete of all time, both in and out of his sport.

How do you stay fit?

I try to do yoga at least once a week and will run outside if it's nice out.

What would you like to learn to do?

I would like to learn how to speak multiple languages. You can't really understand other people's point of views or their culture without being able to communicate effectively.

What is your favorite website and/or app?

My favorite website has to be Ebates because you get free money for buying things you would already normally purchase. I still don't understand why some people don't use it.

What would you do or buy if you won the lottery?

If I won the Powerball, I would buy a house on a beach, and a yacht to sail around the world. If I won a scratch off, I would buy a shot of tequila.

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

Hakuna Matata.

What one thing would you have done differently?

I don't think I would change anything. You'll miss out on the present if you waste all your time worrying about the past.

Craziest thing you've ever done?

I was once in the audience of *The Jerry Springer Show* and got in a "verbal altercation" with a person on the show. It led to me getting a Jerry Springer t-shirt and reading off of the teleprompter before a commercial break.

What is your pet peeve?

I can't stand slow walkers or groups of people who take up the entire sidewalk.

If you could see anyone in concert, who would it be?

I would love to have pit tickets to see Bruce Springsteen. Nobody puts on a show like *The Boss*.

What famous person would you HATE to be stuck in an elevator with?

Gilbert Gottfried. I think he's hysterical, but I don't think I could handle his voice for an extended period of time within a confined space.

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

Lack of public awareness. No problem can be resolved if people are not educated.

What is your most memorable birthday?

I celebrated my 22nd birthday while on spring break in Cancun, Mexico. We had bottle service at The City, which is one of the largest nightclubs in North America.

What do you know for sure?

Sweating the small stuff just makes you lose sight of what's actually important.

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

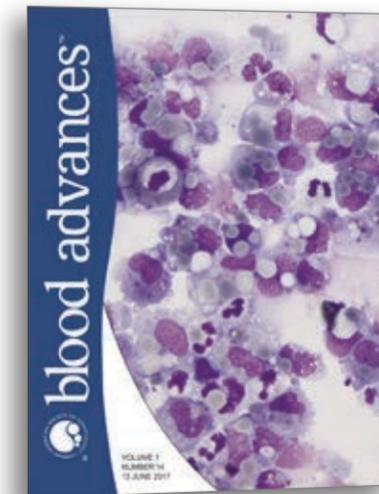
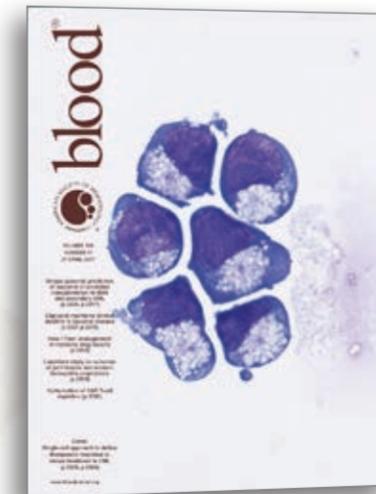
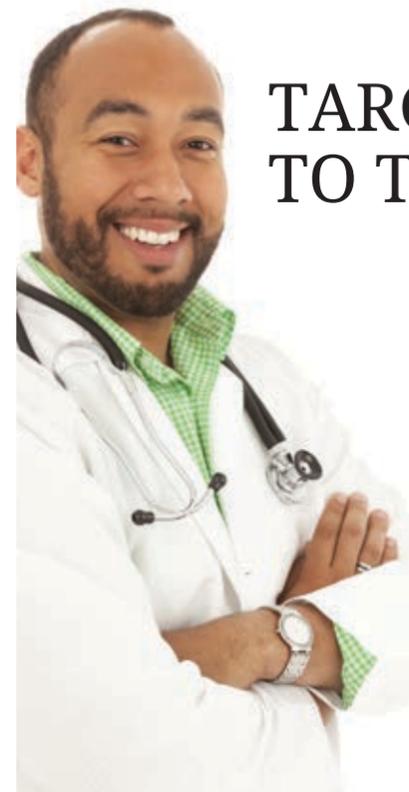
I would run an ice cream shop on a beach somewhere. All-you-can-eat ice cream and life on a beach, what can be better?

What is your favorite vacation spot?

Last year I took a vacation around Europe. My favorite experience throughout the trip was Oktoberfest in Munich, Germany, but my favorite city was Amsterdam.

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