

Special
Charity Issue!

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Exchange

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NOVEMBER



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Dear Healthcare Marketer,

Welcome to our November issue, *Giving Thanks*. This is one of the most inspiring annual issues we publish at THE EXCHANGE. I am always so encouraged and moved to see the many ways you, the folks in our industry, give from your hearts and help out with your hands and feet. No question about it, you are a generous bunch.

I am also delighted to see that this spirit of giving seems to be more a part of this current generation of young people than it was for me and my generation. As I make the journey of preparing for college with my daughter Katie, now a junior in high school, I am amazed at the emphasis on charity and serving society. Admissions people stress over and over again that service involvement really matters...and I love that! At the high school Katie attends, every student has to do a number of hours of charity work each year. So far, Katie has participated in St. John's Soup Kitchen, St. Jude's Bike-A-Thon, and the American Cancer Society's Relay for Life. When I was in high school this wasn't something we did. I think it's an excellent foundation for raising kids who hopefully care more about and for the underserved, elderly, sick, and poor.

This month, Katie starts her Entrepreneur Club at school. She will be hosting guests each month who will share their stories of success and I'm sure some detours along their way to making it in the entrepreneurial world. One of the things being considered is opening a café or developing a product within the club that can raise funds. The profits would then be donated to a designated charity. I am excited to see how all this plays out. Of course, I am involved, especially in the snack department (that was the first thing mentioned on the flyer to entice students to join – great snacks!).

I am also moved to see this trend of giving at work throughout our town. There are two children, one with Progeria and one with cancer, the whole town is rallying around. The fundraising efforts have been incredible. I've just been reading on Facebook how many good things people are doing to support these causes hitting so close to home.

As I mentioned above, this is a wonderful issue filled with stories of individuals, groups, and companies throughout the healthcare marketing industry doing their part to give back. **Erin Ilovichny** hosts a run to honor her beloved friend, Maddy. **Stefanie Hecht** is rallying the public to preserve an historic landmark. **Christine Kenney** participates in the Tough Mudder challenge in support of the Wounded Warrior Project. **Hannah Thurman** gives her time and love to homeless animals. **Sasha Elliott** is spearheading Harrison and Star's support of a nonprofit that inspires reading and writing in needy kids. **Phyllis Hassard** offers her mentoring support to young women dealing with challenges from broken families to homelessness. **Robert Stovall** is now a first responder for the Fanwood Rescue Squad. **Jasmine Asare** is lending hands-on support that leads to team building through GOODWorks days at the CDM Group. **Carol Timberlake** is garnering support for 10 years of making a difference in young advertising and media students through the Patricia McCarty Scholarship Fund. **Howard Draft** started a company-wide effort to support families dealing with HIV/Aids. And **Mark Perlotto** has shepherded a family culture of raising funds to stop cancer.

Thanks to **Stacey McHugh** for this month's *Personal Exchange*. And thanks to all of you for doing what you can do to make your corner of the world a little better for someone else.

“Not what we say about our blessings, but how we use them, is the true measure of our thanksgiving.”
—W.T. Purkiser

A Very Happy and Blessed
Thanksgiving to You,

Nancy

Mailbag

I received really great positive feedback from several of our media partners. Some I had met before and others I've only dealt with via email or phone. Most thought my story was really funny and well written, which was great to hear as a Journalism major. Others mentioned how nice it was to see another side of me as they only know me professionally. It was wonderful to know that people actually took the time to read it – especially my peers!

The overall experience was excellent. Elise's feedback on my article was very reinforcing and extremely helpful. Nancy's comments on my piece were so nice! It normally doesn't take me long to write a piece once I really get going, so it was so nice to be able to share something in THE EXCHANGE...and not have it feel like work. I would easily write for you all again in heartbeat!

— Heather Klose
Assistant Media Planner
SSCG Media Group



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If you have any fun and memorable Super Bowl experiences you want to share, just contact our Editor Elise Daly Parker at Editorial@HMEExchange.com.

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

AbelsonTaylor has announced the promotion of **Chelsie Patterson**, **Mackenzie MacDonald**, and **Laura Kunberger** to Account Executive. They can be reached at 312-894-5500.

Centron has announced the appointment of **Kimberly Romagnola** as Senior Vice President, Managing Director, **Doug Levy**, Senior Vice President, Management Supervisor, **Sara Crawford**, Vice President, Account Group Supervisor, **Mary Anne Carter** and **Jackie Ngai**, Account Group Supervisor, **Shilpa Patel** as Account Supervisor, **Eva Schicker**, Senior Art Director, **Jenny Krieger**, Senior Account Executive, **Warren Van Name**, Senior Project Manager, **Kaitlyn McNamara** as Senior Art Director, **Adam Wroblewski**, Copywriter, **Darwin Ilac** as Art Director, and **Christine Pezza**, Assistant Account Executive. They can be reached at 646-722-8900.

Communications Media, Inc., has announced the appointment of **Ashley Lenihan** as Associate Campaign Analyst, **Desmond D'Silva** as Media Director, **Chelsea Tilghman** as Search Engine Marketing Analyst, and **Emily Chau** as Assistant Media Planner. They can be reached at 215-568-5944. **Tanya Tumaian** has been appointed as Buying Services Coordinator at **Compas, Inc.** She can be reached at 856-667-8577.

DMW Direct has announced the appointment of **Erica Yanoshak** as Account Executive and **Nicki Bruton** as Human Resources Coordinator. They can be reached at 610-407-0407.

Fingerpaint has announced the appointment of **Allison Gubala** to its Account Service Team, **Ashley Previte** to its Editorial Team, **Elizabeth Schlegel** to its Finance Team, and **Leo Parker** to its Studio Services Team. They can be reached at 518-693-6960.

Intellisphere has announced the appointment of **Heather Shankman** as Project Coordinator with the Oncology Specialty Group. She can be reached at 609-716-7777, ext. 150.

Knowledgepoint360 Group has announced the promotion of **Jackie Richards** to Vice President, Client Services, at **CircleScience**, a division of Knowledgepoint360. She can be reached at 646-495-5439.

NXLevel Solutions has announced the appointment of **Donna Thomas** as Vice President, Client Development. She can be reached at 609-466-2828.

Phoenix Marketing International has announced the appointment of **Jaime Hodges** as Executive Vice President of the **Phoenix Healthcare Group**. She can be reached at 845-876-8228, ext. 308.

The JB Ashtin Group, Inc., has announced the promotion of **Lori Bainbridge** to Vice President, Strategy and Innovation, **Autumn Coy** to Senior Director, Client Services, **Shelly Asiala, Pharm.D.**, to Senior Scientific Writer, and **Val Harmon** to Client Services Manager, and the appointment of **Melissa VanLangen** as Office Manager/Accounting Coordinator, and **Erika Brunner** as Project Coordinator. They can be reached at 734-459-3144.

New & Noteworthy

Awards • Mergers

Addison Whitney, a global branding firm, has announced their brand-new website, which clearly articulates the company's capabilities and aligns more succinctly with its brand. For further information, visit www.addisonwhitney.com.

Bayer HealthCare has received FDA approval for **Adempas®** (riociguat) tablets for the treatment of adults with persistent/recurrent chronic thromboembolic pulmonary hypertension (CTEPH) (WHO Group 4) after surgical treatment or inoperable CTEPH to improve exercise capacity and WHO functional class; and the treatment of adults with pulmonary arterial hypertension (PAH) (WHO Group 1) to improve exercise capacity, improve WHO functional class, and delay clinical worsening.

bryantBROWN Healthcare released a newly revised edition of *Picture the Possibilities* on the unique advantages of comic strips and graphic novels to inform and motivate patients, caregivers, and healthcare professionals more visually. For a free download of the guide, visit <http://www.bryantbrown.com/resources/picture-the-possibilities>.

CompHealth and **American Academy of Family Physicians Foundation** is supporting a scholarship to allow one family medicine resident to take part in the 2014 Family Medicine Cares International Delegation to Haiti next February. The delegation will deliver patient care and provide medical resources to Haitians still suffering from the devastating effects of the 2010 earthquake. For further information, visit <http://www.aafpfoundation.org/online/foundation/home.html>.

Frontline Medical Communications is forming a collaboration with **Liberate Ideas, Inc.**, to provide the pharmaceutical industry with game-changing Patient Visit Records (PVR). Frontline will provide sales, marketing, and communication support. For more information, contact **Alan Imhoff**, President/C.E.O., IMNG Medical Media, 973-290-8216 or aimhoff@frontlinemedcom.com, or **Richard Nordstrom**, C.E.O., Liberate Ideas, Inc., 973-509-4671 or richard@liberate.com.

GA Communication Group was ranked in *Inc. Magazine* in the top 5,000 of the nation's fastest-growing private companies on its seventh annual *Inc. 500/5000*. The list represents the most comprehensive look at the most important segment of the economy – America's independent entrepreneurs.

IMNG Medical Media, a division of **Frontline Medical Communications**, has announced the launch of the *The Journal of Community and Supportive Oncology®* and the relaunch of *The Oncology Report®* in 2014. For further information, you can contact **Devin Gregorie** (Project and Digital), IMNG, 516-381-8613 or dgregorie@frontlinemedcom.com, or **Stu Williams** (Print), swilliams@braveheart-group.com, or **Peter Murphy** (Print), pmurphy@braveheart-group.com, both at The Brave Heart Group, 201-529-4004.

Wolters Kluwer Health introduces the *Lippincott's Nursing Advisor App*, the first mobile application of the leading online clinical decision support solution for nurses. Available on iTunes and Google Play, the new app makes *Lippincott's Nursing Advisor* available for the first time for individual clinicians to purchase and use on their smartphones. Previously, the product was only available by group subscription to clinicians in hospitals and other healthcare institutions. For more information, visit www.Lippincott.com/solutions.com.

Wyeth Pharmaceuticals, Inc., has received FDA approval for **Duavee** (conjugated estrogens/bazedoxifene) for women who suffer from moderate-to-severe hot flashes (vasomotor symptoms) associated with menopause and to prevent osteoporosis after menopause. Duavee is the first FDA approved medication that combines estrogen with an estrogen agonist/antagonist (bazedoxifene). The bazedoxifene component of Duavee reduces the risk of endometrial hyperplasia (excessive growth of the lining of the uterus) that can occur with the estrogen component of Duavee.



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Reference: 1. Primary Care. Medical/Surgical Study [slide presentation]. New York, NY: Kantar Media; December 2012.

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Give Thanks

10 for 10 – \$10,000 for 10 Years

BY CAROL TIMBERLAKE

It's hard to believe it's been 10 years since my dear friend and colleague, Pat McCarty, was taken from us much too soon. Some of you might still remember Pat – her days at Seiber & McIntyre, Hamilton Carver & Lee, AbelsonTaylor, McCarty Media Services, and Timberlake Media. Some of you might also remember that fateful day in June 2003 when Pat fell down the stairs of her own home, her husband finding her at the bottom of the stairs. He had to then make the agonizing decision to take Pat off life support the following day.

That day changed my life forever. Now I think about how short life can be and how we all must stop and smell the roses, to slow down and enjoy every minute of each day we have on this earth. I remember thinking about how it would be difficult going forward without Pat mentoring me along the way. At the same time, Pat's death also gave me a sense of purpose and a renewed determination to take something so sad and gain some good by giving back to others in a positive and rewarding way.

PAT'S IMPACT CONTINUES

In Pat's memory, we established the Patricia McCarty Scholarship Fund at Columbia College Chicago (www.colum.edu). CCC is a recognized leader in arts and media education and is located in the heart of downtown Chicago. Our goal is to assist in defraying the cost of tuition and fees for a student pursuing the field of advertising/marketing and to enhance awareness of the opportunities within the pharmaceutical and healthcare fields. Each scholarship winner receives an award of \$3,000 to \$6,000 toward their senior year. This insures that the

recipient has a committed major in the field of advertising, marketing, or public relations. Our hope is the healthcare industry will be enriched by the presence of a number of Pat Scholarships in the years to come.

SO WHY \$10,000 FOR 10 YEARS?

It's simple: so far we have enriched the lives of 11 young men and women over the past 10 years – Thomas, Michael, Brenna, Lindsey, Lea, Katie, Sara, Shelby, Suzanne, Vanessa, and Yaling. We have raised over \$75,000 in scholarship donations from both companies and individuals across the country. These recipients are contributing to society, getting advanced degrees, getting married, starting families, traveling, making a difference!

As this year marks the 10th anniversary of Pat's passing, our mission is to raise \$10,000 by the end of 2013.

Please consider making a donation by visiting www.timberlakemedia.com and clicking on our Scholarship Fund Tab. There you can read more about Pat and the scholarship, get to know the latest recipients, and click on the "donate now" button. Your donation is greatly appreciated and well worth the money. Let's keep Pat's spirit alive in the hearts of all of us who care about our industry. I know Pat would love each and every scholarship winner and in some way a little bit of Pat is living in each one of them every day.

Carol Timberlake is President and CEO, Timberlake Media Services, Inc., 1556 Pine Lake Drive, Naperville, IL 60564. She can be reached at 630-820-1100 or carol@timberlake-media.com.



Pat McCarty

PAST PATRICIA McCARTY SCHOLARSHIP WINNERS



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Source: Kantar Media, June 2013 Medical/Surgical Readership Study, Internal Medicine Office and Hospital Combined, Tables 111 and 211

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I'm a Mudder Mother!

BY CHRISTINE KENNEY

Imagine a bunch of moms wading through mud pits and jumping into ice-filled dumpsters. Well that's what I and about two dozen friends did on April 20th 2013 when we participated in the Mid-Atlantic Spring 2013 Tough Mudder challenge in Gerardstown, West Virginia. Why you ask? Simply put – to see if we could.

We all met at a local fitness studio that specialized in boot camp classes. Some of us were interested in participating in Tough Mudder. Slowly but surely about 25 of us signed up as a team.

WHAT'S TOUGH MUDDER?

Tough Mudder is a hard-core 12-mile obstacle course designed by British Special Forces that tests all-around strength, stamina, mental grit, and camaraderie. Only about 78% of participants actually finish and many of the obstacles are designed to make it necessary to depend on the help of teammates to complete. Tough Mudder raises money for the Wounded Warrior Project (WWP, <http://www.woundedwarriorproject.org>), which is an organization dedicated to honoring and empowering those wounded while serving in the armed forces. To date WWP has raised \$5 million, which makes me feel better about paying the \$125 entry fee.

JOIN ME IN THE JOURNEY FROM MUDDER PREPARATION TO PARTICIPATION...

We had to train; there was no question about it. Although my teammates and I are active, this course and the natural elements are out of our comfort zone. We train during winter/early spring in single-digit temperatures at least twice a week, in addition to our regular boot camp workouts at the studio. We climb, box jump, sprint, bear-crawl, army crawl, and burpee. We train when there's snow on the ground, and we train when it's muddy. Our trainer, who runs our boot camp classes, developed specialized training classes specifically for Tough Mudder that focused on developing strength and stamina in areas that we'd need to complete the course. She is getting us used to being comfortable with being uncomfortable. It's amazing what our bodies can do when we push ourselves and each other.

The day of the challenge the sun is shining, but it's cold, in the low 50s and windy. There are hundreds of Tough Mudders running around half clothed with numbers written in marker on their foreheads (the only body part that won't be covered in mud).

Just before the start, the MC reminds us that today we pay tribute to those veterans and their families who have

sacrificed so that we can live in a free country. It's especially touching because only a week prior was the horrific Boston Marathon bombing. This really puts things into perspective for all of us and we are extremely grateful to participate in this challenge today.

The first daunting obstacle we get to is the "Electric Eel."

We have to army crawl on our stomachs across a shallow water pit beneath live voltage wires and hope we don't get shocked. I see some people ahead of me moving fast and some crawling. I decide to move fast, and I crawl-sprint to the other side without getting zapped once. Victory!

Around mile five, we reach the infamous "Arctic Enema." I don't typically indulge in arctic enemas, but today was an exception. I jump in to the ice-filled dumpster, swim underneath a divider that forces me to fully submerge, and come up on the other side. I can't

feel my body, my mind is frantic, and I can't seem to pull myself over and out of the dumpster. Thankfully, my teammates are there to drag me out. I'm still picking ice cubes out of my shirt twenty minutes later.

We run up hills, down hills, through mud and water. Along the way we see signs that say "Remember, you paid for this" and "If you're hurting now, wait until tomorrow."

About halfway through the course, the mood begins to change. The warm sun that shone earlier is gone, the wind is fierce, and temperatures are now in the 40s. We are wet and freezing, and the only way to keep from shivering is to run. We keep moving, climb walls, crawl through small dark tunnels half-filled with water. We jump over fire into a mud-water pit. Every obstacle has an element of water. "Pirate's Booty" is the worst. We swim 50 yards in freezing cold water, climb a 30-foot net, hoist our frozen bodies over the top, and climb down the other side. Did I mention I'm scared of heights?

This challenge is brutal. Not the running up hills or the obstacles, but being wet and freezing cold. It doesn't matter how many pushups I can do or how fast I can run. It's all mental now and we have to dig deep to keep moving forward.

We reach "Everest," a quarter-pipe covered in mud and grease. The challenge here is to sprint up the pipe and hope someone at the top catches you. Several of my teammates, with the help of other fellow Mudders, get pulled to the top. I try over and over, but each time I just slam



Group shot before climbing "Bale Bonds."

down on my side and slide to the bottom. Frustrated and tired, I decide to walk around this obstacle.

Just as we reach the 13th mile, the Finish banner is in sight

at the top of the last hill, but we see the obstacle we have to go through to get to that point: "ElectroShock Therapy." Yes, it is borderline insane and most normal people would never willingly sprint through a field of live wires (10,000 volts of electricity to be exact). But we are freezing, exhausted, wet, and hungry, and the only thing standing in our way to warmth is electrocution. So we link arms and sprint through the wires, getting shocked the whole way.

Note to future Mudders: I would not recommend linking arms. Although it's a nice photo op, electric current does travel



Running through "ElectroShock Therapy" to the finish line.

from person to person and when one gets zapped you ALL get zapped.

We reach the finish and are presented with our coveted orange headband and t-shirt (prize for reaching the finish), and beer for those who want an ice-cold beer when freezing and soaking wet. Thanks, but no thanks.

I've since been asked if I'd do another Tough Mudder. The answer is maybe. The bruises I had all over my body for a few weeks weren't a good look for me, but the sense of accomplishment and camaraderie were definitely worth it. Those of us ladies who didn't consider ourselves "tough" before this challenge certainly do today. We did something together that alone would have been impossible and it was awesome.

We often joke about what happens when we're asked if we need help loading our groceries or carrying something heavy. We don't say it, but we think to ourselves, "Don't you know who I am? I'm a Tough Mudder!"

Christine Kenney is National Sales Manager, The Walchli Tauber Group, Inc., 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015. She can be reached at 443-252-0571 or christine.kenney@wt-group.com.

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Give Thanks

SUMMERS TO REMEMBER

BY HOWARD DRAFT

I've always believed that do-gooders do better, personally and professionally. With that mindset, I was deeply affected by a *60 Minutes* report in 1995 about Birch Family Camp (now part of One Heartland <http://oneheartland.org/camps-and-programs/birch-family-camp>). It does so much to help kids and their families dealing with HIV/AIDS. The organization was struggling. It needed help. That's why I picked up the phone the next day and called the organization directly to offer our agency's support.



Draftfcb counselors at Birch Family Camp get more than they give.

SUPPORT THROUGH STAFFERS

Since 1998, proceeds from products sold at the Draftfcb agency's in-house coffee bars support Birch initiatives. Donations average \$25,000 annually. But that's not all. Since Birch Family Camp is a safe haven where kids and their families can enjoy a real summer camp experience without prejudice, many of our staffers now clamor to volunteer there each August.

The tradition began in 1997 with 10 volunteers from our New York office and expanded in 1998 to include Chicago volunteers. Sixteen years later, 38 staffers from both cities went to Camp Laurelwood in Connecticut for one of two weeks to teach, play with, and mentor 200 kids and 100 adults. Our agency gladly covers all their travel expenses, recognizing that our people get as much if not more out of the experience as the kids.



Fun and love abound at camp.

One Heartland's programs are located in Minnesota, New York, and California and serve young people and families from around the county. While Draftfcb volunteers primarily help the Birch Families in New York, they also donate their time and talents in other ways to support the overall organization, including serving on the board.

We're all better for having the chance to help One Heartland, Birch, and many other wonderful

organizations. I'm proud that giving back is very much a part of our personal and corporate DNA because we get so much back in return.

Here's what just a few Draftfcb folks have to say about their experience with Birch Family Camp.

One of the most touching moments occurred during Family Portraits when a returning family said, "We can't take this picture without you because you are a part of our family." Birch Camp is a place where different types of personalities, strengths and weaknesses come together and make it all work. I know I can speak for others when I say that, in only one week, this camp offers a brand-new perspective on our priorities and opens our eyes to the many things we take for granted on a daily basis.

—Jason Mercado, Business Manager, New York

What I noticed is that everyone seemed focused on others. We didn't worry about our appearances. We weren't trying to impress anyone. We were simply there to love and grow and play together. It can be life changing for both volunteers and campers.

—Laura Coalwell, Junior Copywriter, Area 23, New York

At its core, Birch Camp played the role of providing a place for individuals to let their guard down, to experience life without reservation, and to grow from the collective wisdom of their circumstance.

—Prunil Patel "Nature Guy," Analyst, Chicago

Howard Draft is Executive Chairman, Draftfcb, 101 East Erie, Chicago, IL 60611.

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Give Thanks

How GOOD Are You?

BY JASMINE ASARE

A GOODWorks day is the name given to the community service day that the CDM Group gives each employee, separate and in addition to vacation, personal, and sick days. Employees can use their day for any cause they think is important, and can volunteer either individually or with a group of fellow employees.

A GOODWorks day is a chance to not only volunteer for a charity of your choice, but also get out of the office for a little bit and get to know our colleagues outside of work. Over the last few years, the SSCG Media Group has used the GOODWorks Day as a team-building experience as well as a service day. We have lent our time to charities such as Holy Apostles Soup Kitchen (<http://www.holyapostlessoupkitchen.org/>), the Queens Farm (<http://www.queensfarm.org/>), and the City Harvest Mobile Market (<http://m.cityharvest.org/>).

FEEDING THE HUNGRY AT HOLY APOSTLE CHURCH

Six of our team members spent a day at the Holy Apostle Church serving hot meals to those who were hungry. I bet you thought we were going to say “homeless” instead of “hungry,” but the fact of the matter is that only 10-15% of the 1,200 meals served each day are to homeless people. Every year, the city has been getting hungrier.

The NYC Coalition Against Hunger estimates that 1.3 million New Yorkers can't afford to buy enough food for themselves and their families. That works out to about one person of every six in the city.

Sure there were some homeless folks, but the majority of the people who came through Holy Apostle have a place to live, however, they need this daily free hot meal. You could tell they were grateful. And we were truly honored to volunteer our time.

DIGGING IN AT THE QUEENS FARM

Now owned by the New York City Department of Parks and Recreation, and dating back to 1697, the Queens Farm is the only working historical farm in the city and it's the longest running farm in New York State. The farm offers city kids and families a nearby taste of the country, usually without cost (unless there's a special event). And the museum shop doubles as a farm stand in season. The site includes historic farm buildings, a greenhouse complex, livestock, farm vehicles and implements, planting

fields, an orchard, herb garden, and vineyard. During our day at the farm, we rolled up our sleeves and assisted farmers with composting, planting seeds, and weeding among other tasks. We were sooo pooped after a day at the farm and were blown away by how much work it takes to get the food on our plates.

THE CITY HARVEST MOBILE MARKET

This is a hands-on way to assist in providing two valuable products: fresh produce and nutrition education in underserved communities throughout the five boroughs of New York City in partnership with the New York City Housing Authority (NYCHA).

Access to fresh fruit and vegetables is hard to come by in these poorer communities. City Harvest collects food from all over the city that otherwise may go to waste – fruits and vegetables are donated from local farms and businesses. Then the food is delivered to 400 community programs throughout the city. The food distributions are free of charge to residents who qualify and live in the area. Our team members assisted in setup of an area market, food distribution, and clean-up in Queens and the Bronx. We were amazed by the number of people who lined

up to receive these food distributions. I saw a line around the corner of people waiting 40 minutes before the market even opened. City Harvest delivers nearly 126,000 pounds of food daily and more than 46 million pounds this year.

All volunteer opportunities were very humbling. We definitely walked away with a greater appreciation for not just homeless, but also hungry citizens of our city, the contributions of farmers, and the fresh fruits and vegetables that are made readily available to those in need throughout our neighborhoods. We are all proud of the work we do and look forward to building partnerships with other organizations in NYC to give back to the communities we call home.

Jasmine Asare is Manager, Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-845-8158 or JAsare@SSCGMedia.com.



The CDM team doing GOODWorks at City Harvest in Queens.

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Source: The Essential Journal Study, The Matalia Group, 2013

Do Good... And Don't Forget to Also Pass the Baton

BY MARK S. PERLOTTO

Nearly everyone has at least one friend, relative, or coworker who has been diagnosed with some form of cancer. This is often the unfortunate consequence of people living longer in today's world. While there have been great strides in treating and in some cases curing cancers, there is no doubt that there is still a lot of work to be done to win the race.

PERSONALLY TOUCHED BY CANCER

My mother (now 80) has battled breast cancer, renal carcinoma, and a GIST or gastrointestinal stromal tumor. Fortunately, she has thus far battled all three to a standoff. My wife's mother was not so fortunate, having passed away from a particularly aggressive, invasive form of breast cancer at the too-young age of 51.

My wife and I have volunteered for numerous worthy causes over the years and helping in the fight against cancers has been one constant for us. I believe everyone should do what they can to support causes they care about. As a parent, I think it is important to instill that commitment in our children to help others. Then they can contribute to whatever causes about which they are passionate. I am very proud of how my two daughters, now both in college, have stepped up to carry the family tradition forward.

FIGHTING CANCER – A FAMILY AFFAIR

The American Cancer Society (ACS) has a wonderful annual event that takes place across the country, often on high school and college tracks, called "Relay for Life" (<http://www.relayforlife.org/>). The event raises funds for the fight against cancer. Teams of walkers solicit sponsor donations to benefit the ACS and team members take shifts and continuously walk through the night in exchange for those donations. Other fundraising activities take place before the event with all proceeds going to the ACS. At Relay for Life events, cancer survivors, as well as those who have lost their battle with this terrible disease, are honored and remembered with prayers and luminaries lit at sunset.

My oldest daughter Sydney was just a few months old when my wife's mother passed away from breast cancer. Beginning in middle school, she was exposed to the ACS Relay for Life as my wife and I participated each year in the fundraising as well as in the event itself. Undoubtedly, something struck a chord with her. In high school, she served as the head of the Relay for Life sponsorship committee for three years, established and ran a separate fun-

draising project for two years, and served as the student leader and team captain for her school during her senior year. Now a junior at the University of Maryland, she has served on the UMD Relay for Life mentoring committee. In addition she's formed and led a relay team from her dorm at UMD each year since her freshman year.

My youngest daughter Kayleigh was driven by circumstances to a slightly different path in the fight against cancer. When my daughter was seven years old, Caroline, a member of her YMCA Indian Guides Tribe, was diagnosed with childhood leukemia. It became a mission for our father/daughter "tribe" to raise funds for the Leukemia and Lymphoma Society by participating in their "Light the Night" (<http://www.lightthenight.org/>) walking event for several years. In fact, the Light the Night fundraising event became one of the favorite annual group activities for the tribe. Not only was it a chance to be together, but it was a very inspirational experience. I am also happy to report that my daughter's tribe member has been in remission now for over 10 years!

Kayleigh has also gone on to be very involved in the ACS Relay for Life event throughout her high school years. She has served on several planning and organizational committees as well as participating in the event itself. Now a freshman at Western Carolina University, she has already signed up and is making plans to get involved in WCU's Relay for Life event during spring semester.

We never pushed either of our daughters to get involved in these or the many other volunteer and charitable activities in which they have participated – serving as reading mentors, coaching a soccer team of special needs children, and serving as a counselor at a camp for handicapped children. I am happy to see a giving nature in both of my daughters. This has become part of who they are as young women. I like to think that the Perlotto family experience is an argument for the power of leading by example.

In any relay, the passing of the baton is a crucial make-or-break moment for a successful race. So whatever cause is your passion, do good...and don't forget to also pass the baton.

Mark S. Perlotto is President, Excitant Healthcare Advertising, 1410 Meadowbrook Way, Woodstock, GA 30189. He can be reached at 678-357-1127 or mperlotto@excitanthealthcare.com.



Perlotto family at 2010 Relay for Life (from left, Sydney, Kayleigh, Mark, and Dawn)

HONORING MY FRIEND MADDY

BY ERIN ILOVICHNY

Madeline (Maddy) Loftus was 24 years old when she lost her life in the tragic plane crash of Continental Flight 2407 in Buffalo, NY. We had been best friends since preschool and my world was turned upside down.

Maddy was no ordinary girl, she was a beautiful, genuine young woman with a truly magnetic personality – the kind of person who, after meeting, you remember forever. She broke down barriers in high school, becoming the first female to play on the ice hockey team. Later, she went on to play at Buffalo State College and St. Mary's University.

After Maddy's passing, I knew she would live on forever in the heart of her loved ones. But that wasn't enough. She needed to be celebrated. I, with a small group of friends, organized the 1st Annual MADdash 5K Run/Walk event.

This spring, we will host our 5th annual event. The MADdash 5K is a community affair, with a 5K race, music,

local vendors, food, beer truck, and basket raffle. We bring in about 500 people each year. All our proceeds go directly to the Maddy Loftus Memorial Scholarship Fund, which annually gives two scholarships to high school athletes. To date we have raised over \$100,000.

Throughout the year we meet in preparation for this event. Friends and families volunteer and contribute in various ways. It brings us all together. On race day, when I see 500 people with their sneakers laced up at the start, I am assured that Maddy's spirit lives on forever and we will continue to celebrate her beautiful life.

If you would like to make a donation, please go to www.maddash2013@kintera.org.

Erin Ilovichny is Account Supervisor, McCann Torre Lazur, 20 Waterview Boule-

vard, Parsippany, NJ 07054. She can be reached at 973-299-5679 or Erin.Ilovichny@mcconn.com.



The company welcome photo of Maddy. Maddy had worked at McCann Torre Lazur for six months before she passed.

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My Passion to Help People

BY ROBERT STOVALL

I have always been passionate about helping people. When I was a student at NYU, I volunteered at the soup kitchen of my church and was a home health aide to a handicapped man who was also a student. After college, I continued to volunteer at my church, helping to give food and clothing to the homeless every week. I was also a volunteer with the Big Brothers and Big Sisters program and was a big brother and mentor to an 11-year-old boy. Helping others is very important to me.

WHY THE RESCUE SQUAD?

After 25 years in medical marketing, as a product manager for pharmaceutical companies and an account manager for major ad agencies, I realized there were still things I had always wanted to do that would directly help people. When visiting our town's rescue squad building for a first aid class with Girl Scouts, my youngest daughter suggested I volunteer with our local rescue squad to be a first responder and help people in need that way. So I did!

PERSONAL CONNECTION

My mother-in-law fell off a ladder and broke her leg back in 2004 and the Fanwood Rescue Squad immediately responded. Their care and efficiency really made an impression on all of us in our family. They also were right there when, in 2006, my daughter Jacqueline, then six, fell and got a concussion. We have been regular donors to the rescue squad in the 16 years we have lived in Fanwood, New Jersey.

MIRACULOUS MEDICINE

Since I joined the Fanwood Rescue Squad, I have helped patients from ages 5 to 95 and treated patients whose injuries resulted from things that ranged from a fall to a car accident. Helping people in respiratory distress has made me truly value the miracle of life. One of the most amazing experiences I've had was when I arrived at a scene and saw a patient who was clinically dead. Then, after performing CPR, we felt a pulse and heard a heartbeat. It is the ultimate rush

for me to have a part in helping to save another person's life.

PATIENT CARE

When I help patients in emergencies, I show CARE (Communication, Appreciation, Respect, Empathy):

I **communicate** with each patient to understand their condition; I try to **appreciate** what condition they are suffering from and determine the best way to help them; I treat each person with **respect** and take their complaint seriously; and I show **empathy** to let them know they are being treated quickly and in the best way possible. It is amazing how a few soft-spoken, encouraging words can help to make a patient calmer and better able to receive care.

One example of showing CARE was when I was on a call and a woman was complaining about abdominal pains. One of the other first responders said she is a "frequent flyer" and often called for first aid. I took her complaint seriously, though, and spoke to her in the ambulance on our way to the hospital. Halfway there, her heart stopped and she died in the ambulance. We

stopped the ambulance to give emergency CPR. We got her heart to beat, got her pulse back, and brought her to the hospital. She is alive today. This lesson taught me to take every patient's complaint seriously and treat every patient with CARE.

TREMENDOUS IMPACT

Seeing people in need and being able to help them gives me tremendous satisfaction. Being a member of the Fanwood Rescue Squad has made a tremendous impact on my life. It has shown me how precious and fleeting life really is. Life can end in a heartbeat if you don't have the right people around to help.

Robert Stovall is Vice President, Account Manager and Business Development Specialist, Thingee Digital, 1719 Route 10 East, Suite 120, Parsippany, NJ 07054. He can be reached at 877-THINGEE or stovallr@thingee.com.



Robert Stovall at the Fanwood Rescue Squad building, responding to another call.

Keep On Shining

BY STEFANIE HECHT



About 10 years ago, my husband Steven and I moved full time to Martha's Vineyard. For those of you who aren't aware, the island is 100 square miles and is comprised of six towns; Aquinnah, Chilmark, Edgartown, Oak Bluffs, Tisbury (Vineyard Haven), and West Tisbury. We reside in Aquinnah, the smallest, most remote town with a year-round population of approximately 350 that swells to 1,500 in the summer.

AN HISTORIC TREASURE

Aquinnah is located at the southwestern tip of the island and is known for its beautiful, colorful clay cliffs atop which stands an historic lighthouse, The Gay Head Lighthouse. We are able to see the lighthouse and its distinctive red and white beam from our property. The lighthouse now stands approximately 46 feet from a rapidly eroding cliff. The erosion rate is estimated to be two feet per year, but violent storms can increase that rate significantly. In June of 2013, the National Trust for Historic Preservation named the Gay Head Lighthouse one of the 11 Most Endangered Historic Places in America.

SOME HISTORY

The Gay Head Lighthouse was the first lighthouse erected on the island. It was commissioned by President John Adams in 1796 in order to facilitate safe passage for ships between Vineyard Sound and the Elizabeth Islands, which lie north of the lighthouse. In the area westerly of the clay cliffs is the infamous Devil's Bridge, which is composed of a submerged shoal and rock formation. On November 7, 1799, the light was turned on for the first time. In August 1854, Congress approved \$30,000 for the construction of a new brick tower to fit a first-order Fresnel lens, and a new keeper's residence also made of brick. Before being shipped to the United States, the Fresnel lens commissioned for the Gay Head Light was exhibited at the 1855 Paris Exhibition of Industry, and won First Prize. At the time of installation, Gay Head was listed as one of the most important lighthouse locations in the United States. Close to a hundred years later, a high intensity electric beacon replaced the Fresnel lens in 1952. The Gay Head Lighthouse was also the first lighthouse to have a Native American (Wampanoag) lighthouse keeper, Charles W. Vanderhoop, Sr., from 1920 until 1933. His granddaughter, Martha Vanderhoop, is a member of our committee.

SUPPORT FOR SURVIVAL

In the fall of 2012, the town selectmen formed an advisory committee to save the lighthouse from tumbling into the sea. I am a member of the Save the Gay Head Lighthouse Committee. We have been advised that the lighthouse must be moved by the fall of 2014 or there may not be enough land left around the cliff side to support the heavy equipment required for the move. On August 1, 2013, the U.S. Coast Guard listed the Gay Head Lighthouse as surplus property. The Town of Aquinnah has applied for ownership.

Fundraising has begun in earnest to raise the estimated three-million dollars needed to move the structure to a geologically sound location where, we hope, it will be able to remain for at least the next hundred years. Funds raised will be used for engineering, geotechnical testing, property acquisition, pre-move engineering and reinforcement, site prep, moving the structure, restoration of the original site and the move path, landscaping, creation of a new access pathway, and structural renovation.

YOU CAN HELP

The Gay Head Lighthouse is an island treasure and National Historical Landmark with a long and rich history. The Town of Aquinnah and the Save the Gay Head Lighthouse Committee are asking for your support in helping save this iconic

structure and working navigational beacon. Donations of any amount are important and greatly appreciated. A special fund has been established exclusively for this project. All donations are tax deductible. If the project cannot be completed due to loss of the structure to erosion, your donation will be refunded. We are racing against time to raise the funds needed to save the lighthouse.

For more information, or to make a donation, please visit our website: www.gayheadlight.org. You can also find us on Facebook at [facebook.com/savethegayheadlighthouse](https://www.facebook.com/savethegayheadlighthouse). Donations may also be sent to: Town of Aquinnah, 65 State Road, Aquinnah, MA 02535. Checks should be made payable to Town of Aquinnah. Please include Gay Head Lighthouse Fund on the memo line. Thank you!

Stefanie Hecht is Owner, SH Media, LLC, 11 Rose Meadow Way, Aquinnah, MA 02535. She can be reached at 508-645-9022 or SHMedia1@comcast.net.



President, Sasha, Michelle, and Malia Obama pose with lighthouse keeper Joan LeLacheur (center).

My Two Favorite Charities

BY PHYLLIS C. HASSARD

Throughout my professional career with Medical Economics and Advanstar, I have had an avocation of mentoring younger women in the field, many of whom still remain good friends. While I continue as a consultant for my long-term employer, I am also now able to transfer my mentoring experiences on weekends to two unique groups of young women. Their young lives are emerging from poverty on the streets or difficult family situations to confidence in their better futures.

HELPING "GIRLS SURVIVING"

For a group named "Girls Surviving" in Morristown, New Jersey, I have a special connection. These high school girls face school and family challenges. However, they are learning to take control of their lives by an imaginative program through which they write and then perform their own stories on stage at places like Morristown High School. I serve as an adjunct to their group leaders, speaking about how I overcame my own challenges in life, which relate in many ways to their own.

They hunger for the structure of Phyllis' "Twelve Priorities for Success and Happiness." My reward happens when these young women tell their group leaders they "want to be just like Phyllis" and get more serious about their education and options.

MENTORING RETREAT

In addition to donating to Covenant House, NJ, programs, I have also personalized my commitments to young women living in Newark's Covenant House. Each summer, I invite two girls for a weekend "retreat" at my home overlooking Lake George. I share my own

career and personal challenges with them in an informal, relaxed setting. There, during our time together, young women absorb a vision of what their lives can become if they persevere with resilience and my "never give up" attitude for their own careers and happiness.



Phyllis with two young women from Covenant House, both of whom are now living independent lives, at the Lake George cruise boat.

These girls face formidable obstacles. Many at Covenant House have suffered non-functioning families, dropping out of high school and

taking to the streets as their only choice to survive. When Covenant House finds and welcomes them, they receive a hearty meal, medical attention, a warm, safe place to sleep – with unconditional love.

From Alaska to Nicaragua, in 21 shelters like Covenant House in NJ, miracles happen. The girls tell me that day-to-day is not easy. They have to finish school, learn social skills, train for jobs, and prepare for living independently. With the help of supportive counselors, these young women are learning to make decisions about their own futures. Hope plays a large part in the girls' success; loving persistence of Covenant House staff never ceases, and their weekends at the Lake, hopefully, help further to make their miracles happen. The girls who have joined me for a weekend retreat are all doing well. Many of them attend colleges like Montclair State University and Morris County College and some are now finished with school and living productive independent lives.

Phyllis C. Hassard is a Consultant for Advanstar Communications, Inc., 641 Lexington Avenue, New York, NY 10022. She can be reached at 212-951-6600, 518-321-6363, or phassard@advanstar.com.



Phyllis with two "Girls Surviving" participants at a Drew University picnic.

NOTE: Girls Surviving is administered by Morris Arts (www.MorrisArts.org) at 14 Maple Street, Morristown, NJ 07960, which accepts donations for this amazing program developing in other areas of NJ.

Covenant House (www.covenanthousenj.org) of New Jersey operates out of both Newark and Atlantic City. Check out their website to find all the ways you can contribute to Covenant House from direct donations to volunteering your time.

Cultivating Our Future Writers, Artists, and Editors: Supporting "Behind the Book"

BY SASHA ELLIOTT

Behind the Book is a not-for-profit organization founded in 2003 that aims to promote literacy in underserved New York City public schools. It provides a fundamental public service by helping prepare children to achieve competency in communication and critical thinking – skills that are increasingly valued across professional industries, including healthcare marketing.

In 2011, I was voted onto Behind the Book's Young Executive Board, having been introduced through BoardServeNYC, a program that recruits and trains young professionals to donate their skills and time as board members for local not-for-profit organizations. After two years of service, I remain impressed by Behind the Book's colorful and dynamic approach to fostering a life-long love of reading and writing among young people. My employer, healthcare advertising agency Harrison and Star, invests in a robust corporate social responsibility program called Caring Hands. Sensing a potential win-win relationship, I introduced Caring Hands to Behind the Book, and a partnership was born.

Behind the Book's program works in tandem with the school curriculum, Common Core standards, and teachers. It brings a diversity of award-winning published authors and illustrators, such as Jacqueline Woodson, Brian Selznick, and Andrea Pinkney, into the classroom. Children participate in the creation of an actual book, interact with a guest author and/or illustrator, and complete assignments based on a specific book. A visit to one of these classrooms during a Behind the Book session shows kids who are alert, engaged, and excited!

Reading can be an avenue of escape for these children, some of whom may not even own a book or have anyone at home to read to them. Books can catapult children into worlds they may never otherwise encounter, introducing them to new thoughts, ideas, concepts, and places, forcing them to think, imagine, hope, and dream. For some, the authors and illustrators become real role models, opening doors for literary ambitions to take root.

For three years, Caring Hands has generously supported the printing of Behind the Book's annual Newsletter, a critical tool in securing donations from nearly 2,800 stakeholders. The time, energy, and expertise of Harrison and Star employees, especially those in the production and office services departments, have been essential.

As the current head of the Caring Hands program, I intend to continue Harrison and Star's support of Behind the Book through a more direct, hands-on approach that will consist of employee volunteering and mentorship. The best is yet to come!

To learn more about Behind the Book, visit www.BehindtheBook.org. To know more about Harrison and Star's Caring Hands initiative or about agency life at Harrison and Star, contact me at selliott@harrisonandstar.com or visit www.harrisonandstar.com.

Sasha Elliott is Senior Editor, Harrison and Star, 75 Varick street, New York, NY 10013. She is an MS candidate at Columbia University, and an active board member of three local not-for-profit organizations, including Behind the Book. She can be reached at 212-822-6492 or selliott@harrisonandstar.com.



Behind the Book's Spring 2013 Newsletter, with printing donated by Harrison and Star.

Lending a Helping Paw

BY HANNAH THURMAN

In the shadow of New York City's Rockaway Boulevard train station, next to a line of nail salons and dollar-a-slice pizza shops, sits a small building with a glass front. Each morning, when the metal grate is hoisted up, a cacophony of excited barking and meowing begins. It's breakfast time!

I started volunteering at Heavenly Angels Animal Rescue (HAAR) in February through a citywide volunteer organization called New York Cares (www.NewYorkCares.org). HAAR is a no-kill shelter that takes in dogs, cats, and the occasional small pet, working to ensure every animal finds a permanent home. While they're waiting to be adopted, the animals are housed in the Queens location, where volunteers feed, clean, and play with them.

DAUNTING TO-DOS

When I began volunteering there, I was struck by how much work was needed each day. Just cleaning the cages for



Hannah poses with one of the many kittens HAAR received this summer.

the cats could take a group of volunteers several hours; feeding, walking, and exercising the dogs took much longer. And on top of that, the animals needed to be played with and socialized to make them more likely candidates for adoption.

I'm a huge animal lover – an allergic roommate keeps my apartment from becoming a menagerie – but even still,

I sometimes feel overwhelmed by the chaos at HAAR. Especially in the summer, when new litters of puppies and kittens arrive every day, it's easy to become daunted by the task of helping care for them all. And even little tasks like removing an animal from its cage for cleaning have to be taken seriously – let go of a cat for a moment and it could dart out into the path of an aggressive dog on its way to a walk.

But as I've put in more hours at Heavenly Angels, I've learned to pace myself and take things one step at a time. Although it's a tough job, it's also incredibly rewarding. At the end of an afternoon, it's wonderfully satisfying to see a row of cats relaxing in the cages we've cleaned for them, or a litter of puppies playing tug-of-war over a new toy.

Of course it would be great if someday places like Heavenly

Angels were no longer needed, if spay/neuter programs were expanded and puppy mills shut down, and all pets were able to stay in homes where they could be properly cared for. But until that day, Heavenly Angels does a great job of providing a temporary, loving space – and I'm proud to say I'm a part of that.

You can contact HAAR at <http://www.petfinder.com/shelters/haarescue.html>; HAAR also has a Facebook page: <https://www.facebook.com/HeavenlyAngelsAnimalRescue>. And if you're interested in donating, HAAR offers this opportunity through their Amazon Wish List: <http://www.amazon.com/gp/registry/wishlist/34BB17LFZ217K>. Interested volunteers can go through this website: <http://www.volunteerspot.com/login/entry/654534796058>.

Hannah Thurman is an Associate Digital Strategist, Flashpoint Medica, 158 West 29th Street, New York, NY 10001. She can be reached at 212-894-9779 or hannah.thurman@flashpointmedica.com.



Hannah and Coal, a sweet, longtime resident of HAAR.

FUN THINGS TO DO

NEW YORK December

Barclays Center

620 Atlantic Avenue, Brooklyn, 917-618-6700

- 8,9 - Pink
- 11 - Andrea Bocelli
- 13 - MGMT
- 14 - Queens of The Stone Age
- 17 - John Mayer
- 19,22 - Beyoncé, The Mrs. Carter Show World Tour

Beacon Theatre

2124 Broadway (between West 74th and 75th Street), 866-858-0008

- 2 - Radiolab Live Apocalyptical
- 6 - Adam Savage & Jamie Hyneman: Behind the Myths Tour
- 7 - Cyndi Lauper & Friends: Home for the Holidays
- 14 - Trailer Park Boys' Ricky, Julian, and Bubbles
- 20-22 - A Very Awesome – Yo Gabba Gabba! Live – Holiday Show
- 30,31 - Gov't Mule

Madison Square Garden

4 Pennsylvania Plaza, 212-465-6741

- 1 - Grapple at the Garden Presented by Suplay.com
- 3,4 - Elton John and His Band
- 9 - Rod Stewart
- 13 - Z100 Jingle Ball 2013
- 22 - Maggie Dixon Classic
- 26 - WWE Live Holiday Tour
- 28-31 - Phish

The Theatre at Madison Square Garden

Seventh Avenue (between 31st and 33rd Street), 866-858-0008

- 7 - TobyMac
- 11-29 - A Christmas Story, The Musical
- 31 - The Disco Biscuits

Radio City Music Hall

1260 Avenue of the Americas, 212-247-4777

- 8-30 - Radio City Christmas Spectacular

NEW JERSEY December

Izod Center

East Rutherford, 201-935-3900

- 1 - Disney On Ice Presents Let's Celebrate
- 11 - P&G & Walmart Tribute to American Legends of the Ice

Bergen Performing Arts Center

30 North Van Brunt Street, Englewood, 201-816-8160

- 3 - Kenny Rogers
- 4 - Los Lobos Disconnected: 40th Anniversary Tour
- 5 - Boyz II Men
- 7,8 - NJ Ballet's *Nutcracker*
- 13 - Soft Parade
- 14 - Chazz Palminteri's *A Bronx Tale*
- 15 - Angelina Ballerina, *A Very Merry Holiday The Musical*
- 19 - Shore Is Christmas – Gary US Bonds
- 20 - Rosanne Cash
- 21 - *A Christmas Carol*
- 27 - Robert Randolph and The Family Band

Mayo Performing Arts Center

100 South Street, Morristown, 973-539-8008

- 1 - Mooseltoe
- 3 - The Brian Setzer Orchestra Christmas Rocks 10th Anniversary Tour
- 5 - Ralphie May
- 6 - The Irish Tenors
- 7 - Darlene Love: The Christmas Special
- 8 - New Jersey Youth Chorus
- 13 - New Jersey Ballet: *The Nutcracker* with Full Orchestra

Prudential Center

25 Lafayette Street, Newark, 973-757-6000

- 7 - Rod Stewart with Steve Winwood
- 11 - Pink
- 23 - Trans-Siberian Orchestra
- 28 - WWE Live Holiday Tour

CHICAGO December

Allstate Arena

6920 North Mannheim Road, Rosemont, 847-635-6601

- 14 - B96 Jingle Bash
- 20 - Donny & Marie Christmas
- 26 - WWE Live Holiday Tour
- 27 - Harlem Globetrotters
- 28 - Trans-Siberian Orchestra

The Chicago Theatre

175 North State Street, 312-462-6300

- 7 - Dave Koz and Friends Christmas Tour 2013
- 13,14 - Jerry Seinfeld

Harris Theatre In Millennium Park

205 East Randolph Drive, 312-334-7777

- 12-15 - Winter Series – Hubbard Street Dance Chicago
- 16 - MusicNOW Prefusion Chicago Symphony Orchestra
- 18 - Brandenburg Concertos – Chamber Music Society of Lincoln Center
- 21 - Handel's Messiah – Apollo Chorus of Chicago

House of Blues

329 North Dearborn, 312-923-2000

- 1,8,15,22 - Kirk Franklin Presents Gospel Brunch
- 3 - HOB 20th Anniversary Presents NOFX Plus Special Guests
- 5 - Saul Hernandez of Caifanes
- 7 - Ones to Watch and Texas Pete Presents Corey Smith – The Movin' On Up Tour
- 8 - Trivium and Devildriver
- 13,14 - Sister Hazel
- 15 - Halestorm

BOSTON December

Berklee Performance Center

136 Massachusetts Avenue, www.berklee.edu/BPC

- 5 - Berklee Singers Showcase 30th Anniversary Concert
- 9 - Choral Festival
- 10 - The One Who Cares: Reverence Gospel Ensemble Fall Concert
- 12 - Guinga Meets Berklee
- 14 - Jim Brickman: The Magic of Christmas
- 15 - A John Waters Christmas
- 16 - Berklee Concert Jazz Orchestra
- 17 - Berklee Symphonic Winds

Citi Performing Arts Center

270 Tremont Street, 866-348-9738

- 3 - *I Love Lucy*
- 10 - Straight No Chaser
- 13 - Trailer Park Boys' Ricky, Julian, and Bubbles

Emerson Cutler Majestic Theatre

219 Tremont Street, 617-824-8000

- 15,19-22 - A Christmas Celtic Sojourn with Brian O'Donovan

Huntington Theatre Company

264 Huntington Avenue, 617-226-0800

- 1,3-8,10-15 - *The Cocktail Hour*

TD Garden

100 Legends Way, 617-624-1050

- 4 - Rod Stewart
- 5 - Pink
- 20 - Beyoncé
- 22 - Trans-Siberian Orchestra



PERSONAL EXCHANGE

Stacey McHugh

Birthplace: Brooklyn, New York

Marital Status: Married to Scott Shinske

Children: One son, Zach

Occupation: Multi-Media Advertising Sales,
The JAMA Network

Years in Industry: 30+ years

College: CUNY Brooklyn College

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

It is a toss-up between Rush Limbaugh and Ann Coulter.

Do you have any pets?

We have a Soft-coated Wheaten Terrier named Isabel that we often refer to as a Super Model because she is very pretty, but not too smart (my apologies to all the super models out there!).

What is your favorite restaurant?

I don't have a favorite one just yet. My husband and I instituted a new "date night." We call it "New Restaurant Thursday." We found ourselves going to the same restaurants over and over. So now, every Thursday, we eat at a restaurant we have never been to before. It can be anything from a diner to a five-star restaurant as long as it is new to us. We have already been back to three – Bosphorus, a Turkish restaurant in Parsippany, Ninety Acres in Peapack, and Sirin Thai in Morristown – all in New Jersey! What is really fun about this is that all our friends send us recommendations about which restaurants to add to our list.

What is your favorite vacation spot?

While my "favorite spot" would be on a nice beach anywhere, I particularly like Marco Island, Florida. It is such a casual and relaxing place. Although there are many wonderful hotels or rentals, we like to stay at the Hilton Beach Resort and Spa because it is within walking distance of several restaurants, shops, and the movie theatre.

What do you know for sure?

There is not enough time in the day, month, and year for everything I want to do. Or, maybe it is just that I am not as organized and proactive as I think I am!

What's your favorite movie?

I am not sure I have a favorite movie but I have several movies that I call my comfort movies...the ones I watch whenever they are on. Some are: *Moonstruck*, *Pride and Prejudice*, *Sense and Sensibility*, *Young Frankenstein*, *Miracle on 34th Street*, *Blues Brothers*, *Mother*, and *Desk Set*.

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

Retire...is there any other answer? After paying off any student loans and mortgages for my immediate family, I would buy my dream beach house and travel to the 73 places I haven't been to yet on the 100 Places to Visit Before You Die List. (Check out <http://www.listchallenges.com/100-places-to-visit>)

What was your very first job?

My first job was at 16 years old in the VA Hospital in Brooklyn. I was assigned to fill in for the secretary in the Department of Psychiatry. Several of my friends also worked at the VA, but they were told never to go on the floor that I had to work on for personal safety reasons... funny no one ever told me to be concerned!

What one little thing always makes you happy?

A phone call from my son when he is away at college. Texts are good, but there is nothing like hearing his voice.

What is your pet peeve?

Admittedly, I have a lot of pet peeves. However, my biggest pet peeve is parents who do not teach their children how to behave when in a restaurant.

Have you ever had a brush with fame?

I was part of the audience for the show *Wonderama* when I was about five years old. The host picked me to stand up and talk to him. I froze and held onto my brother for dear life and never got up. I missed my big break!

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

While I have been to several concerts, I would really like to see Justin Timberlake. I think he is a great showman.

How did you get started in the industry?

Right out of college I went to an employment agency. They said, "How would you like to work at an advertising agency that sells drugs to doctors?" I didn't know what to expect after that, but off I went for an interview in the Marketing and Media Department at Klemtner Advertising. The agency and personnel seemed perfectly normal, so I accepted the job.

What was the best present you ever received?

My son, Zach. For those who know me well, they will understand why.

What is one thing you can't live without?

If you ask my colleagues at the AMA, they will say my BlackBerry.

Stacey McHugh is Account Manager, AMA-Archives Publications, 119 Cherry Hill Road, Suite 330, Parsippany, NJ 07054. She can be reached at 973-263-9191 or Stacey.mchugh@ama-assn.org.

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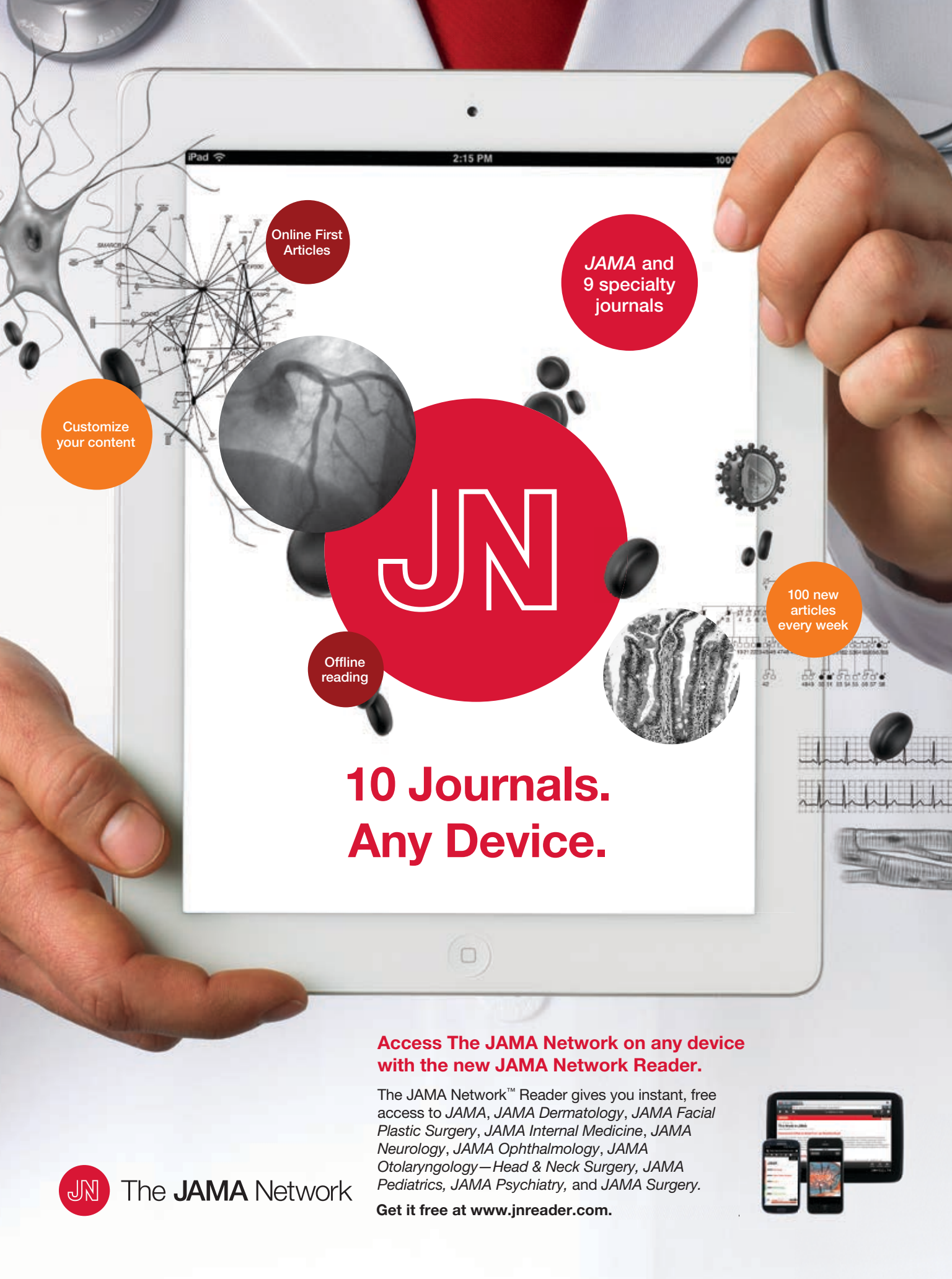
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