



HEALTHCARE MARKETER'S EXCHANGE
Humanitarian Awards

Celebrating the industry's most charitable people and companies

*And the
winners are...*

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HEALTHCARE MARKETER'S EXCHANGE

Humanitarian Awards

And the winners are...



TODD ADRIAN

For his unending dedication to serving others... See page 6



ABELSON TAYLOR

For their culture of giving... See page 8



NICOLE JOHNSON

For her personal sacrifice... See page 10



A special thanks to the judges...



Bob Girondi



John F. Kamp, J.D., Ph.D.



Peg Dougherty Marcus, CMP



Marty McNamara



Maureen Regan

For judge biographies, go to http://www.hmexchange.com/humanitarian_judges.html

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Dear Healthcare Marketer,

Welcome to the 1st Annual HEALTHCARE MARKETER'S EXCHANGE Humanitarian Awards issue! I am beyond excited. This is something I've dreamed about doing for several years.

You'll see that this very special issue honors the people and companies in our industry that stand out because of their selfless giving and tireless efforts to make this world a better place. We have been so impressed and moved by the stories you will read in the following pages. Each story makes me proud to be part of an industry that is full of people who are truly dedicated to helping others, whether on a company-wide or personal basis.

The winners of the Humanitarian Awards were chosen by a panel of judges. Here are just a few of their comments as we sifted through the anonymous nominations:

"This company doesn't focus on just one or two things. They seem to focus on something new on a monthly basis, which is very hard to do in this business. They do a really good job of getting employees engaged. They seem to have a culture of giving and I thought it was very impressive... It's humbling."

"I was really impressed with the extent to which social responsibility has been a factor in promoting these companies. I work with millennial's every day...Clearly social responsibility is going to be something that will be in the forefront of the minds of the next generation when considering who they are going to work for."

"I am happy that the days of *Mad Men* might be gone and the days of social responsibility seem to be entering the Madison Avenue life. These nominees blew my mind. These charitable acts are so selfless. Some of the nominations really ripped me up...I am amazed that someone would donate an organ and risk their life. I am so proud of what the nominees did."

As you can imagine, determining the winners of these awards was not easy, as there is no doubt each nominee has gone above and beyond to serve others. However, through much thought and careful consideration, winners were chosen.

Congratulations to:

- HME Personal Humanitarian Award winner – Todd Adrian
- HME Company Humanitarian Award winner – AbelsonTaylor
- HME Honorable Mention winner – Nicole Johnson

And congratulations to every one of you who was nominated in the Personal Humanitarian Award category and to the many people who represent the Company Humanitarian Award nominations. We are honored to share all of your stories in the following pages. Your work is making a difference and clearly that is tremendously rewarding in itself. For sure, each and every one of you are winners.

To those of you who did not participate, whether company or individual, we look forward to hearing from you next time. Let's celebrate together all the good you have done!

*Grateful to be among so many generous and inspiring people.
Kudos to All,*

Risking one's life...Helping the disabled...Feeding the hungry...Serving Veterans...Read on for inspiring stories ►



GREAT ALONE TERRIFIC TOGETHER

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ham & eggs
apple pie & ice cream
peaches & cream
spaghetti & meatballs
wine & cheese
knife & fork
pen & paper
bread & butter
gin & tonic
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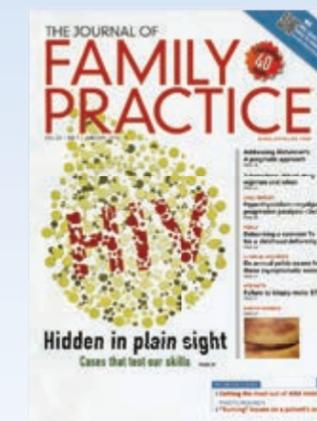
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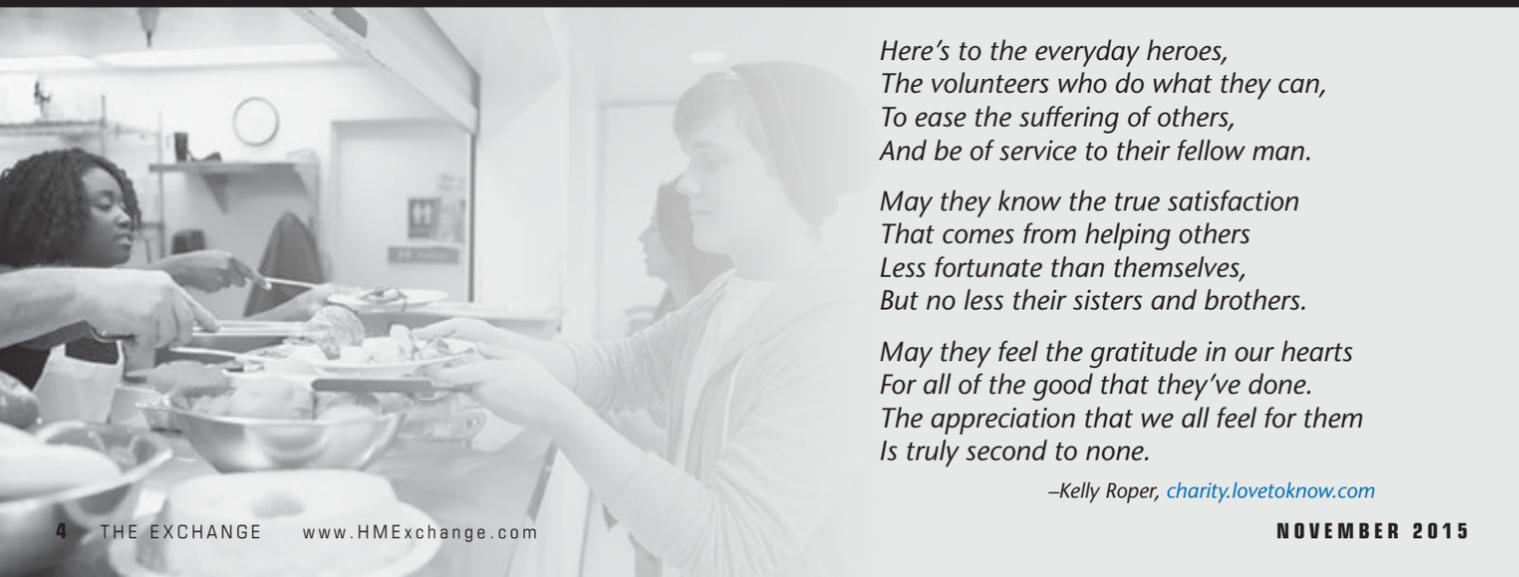
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*Here's to the everyday heroes,
The volunteers who do what they can,
To ease the suffering of others,
And be of service to their fellow man.*

*May they know the true satisfaction
That comes from helping others
Less fortunate than themselves,
But no less their sisters and brothers.*

*May they feel the gratitude in our hearts
For all of the good that they've done.
The appreciation that we all feel for them
Is truly second to none.*

—Kelly Roper, charity.lovetoknow.com



Humanitarian Awards

TODD ADRIAN



Leading to Serve

Outside of work, Todd Adrian leads Region 2 for Team Rubicon USA, a national nonprofit organization that leverages the skills of Veterans, first-responders, and civilian volunteers for immediate disaster response. In his role as the Region Administrator, Todd oversees a 20-person team responsible for organizing and executing disaster response, service projects, and social events engaging over 2,500 volunteers across NY and NJ.

Under Todd's guidance, Team Rubicon Region 2 has completed over 100 projects resulting in more than 8800 volunteer hours over the past 12 months. The activities covered by these efforts included rebuilding homes damaged by Hurricane Sandy, disaster response for flash flooding in Albany, NY, and helping build homes for low income Veterans in NY and NJ. Additionally, Todd deployed to Oklahoma for 10 days to assist with tornado response where he led a team of chainsaw operators responsible for clearing downed trees that threatened homes and property or constrained access for local residents.

WHY TEAM RUBICON

Todd is a Coast Guard Veteran who separated from the service in 2002 to pursue a graduate degree in Marketing Research and subsequently began his career in healthcare insights and analytics.

Although he's had strong professional success and tremendous opportunities in the Private Sector, there always seemed to be something missing. "Like many Veterans, although I had taken off my uniform, I didn't lose the desire to serve. I joined Team Rubicon in 2013 as a way to continue serving communities alongside fellow Veterans, first-responders, and civilian team members outside of my full-time job. The work we do also helps Veterans with the transition to civilian life by providing a renewed sense of purpose and camaraderie through helping others," Todd said.

In 2015 alone, Todd has led over 60 projects that include the following:

Service Projects: Single-day rebuilds, demolition, and clean-ups tied to continued recovery from Hurricane Sandy damage. Todd personally leads Sandy demolition/rebuild projects each month, as well as projects with local Habitat for Humanity affiliates on Veteran and low-income housing initiatives.

Social and Fitness Events: Provide opportunities for volunteers to get to know other team members, learn more about the organization, and hear what it's like to deploy with Team Rubicon.

Deployments: When disasters happen, Team Rubicon responds. Todd has personally deployed to Upstate NY for a flash flooding response and to Oklahoma after a series of tornadoes damaged three towns outside of Oklahoma City.

Todd was also recently honored with Team Rubicon's Veteran of the Year Award for 2015, a peer nominated award for his service within the organization.

IN THE NOMINEE'S OWN WORDS:

"Honestly, through my work with Team Rubicon I've found a renewed sense of purpose and a better sense of who I am as a person. This is exactly why Team Rubicon was formed, and the experience has impacted me in such a positive way. The work I've done leading a region team, engaging with other volunteers, and helping the local community has helped me hone leadership skills and care more about others and about myself. By all counts, I've had a very easy transition from the military to the civilian world, but the personal and professional relationships I've built through my involvement in Team Rubicon have made me a stronger, better person.

When we respond to communities immediately following disasters or help a family who is still rebuilding from a disaster like Hurricane Sandy, we help bring order to chaos for that community. Time and time again, our teams arrive and find families who are desperately trying to figure out where to start. By the time we leave after cleaning up downed trees, removing debris from damaged structures, or gutting a flood-damaged

home, the homeowners are able to clearly see the path forward...all because we were willing to help.

During my recent deployment to Oklahoma to assist with tornado damage, we were fortunate to be able to help a recent widow of a Marine Veteran. The funnel clouds left her property strewn with downed trees and for the first time in her life, she was alone having to deal with property damage. She was in tears trying to grasp what should be done. I explained the work our team would complete and that, while we couldn't fix everything, we would do everything we could to help her. After we finished clearing nearly a dozen trees from the property she was again in tears, but this time she was smiling as she cried...expressing thanks for helping her with the situation when she didn't know where else to turn.

I am just one of thousands of Team Rubicon members who does this kind of work all around the country, and feel very fortunate to be able to be part of a team that has a tremendous impact on our members and communities."

If you would like to learn more or get involved, go to www.Teamrubiconusa.org.

Todd Adrian is Director, Consumer and Market Insights at GSK Consumer Healthcare, 200 Kimball Drive, Parsippany, NJ 07054. He can be contacted through LinkedIn: www.linkedin.com/in/toddadrian or 862-202-9933.



Todd Adrian helps rebuild a home damaged by Hurricane Sandy in Broad Channel, NY.

PHOTO COURTESY OF TEAM RUBICON



These Are The Eyes That You Want.

Your challenge is to get your clients' messages in front of the right physicians' eyes. 82% of the physicians who receive *Annals of Internal Medicine* read it.*

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

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Giving Back ... from the Bottom of Our Hearts

When our agency began to make charitable gifts on behalf of our clients during the holiday season of 2002, everyone – from staff members to clients – was delighted. Heifer International, the beneficiary of the gifts, provided animals – from bees to goats, cows, and geese – to help people in underdeveloped countries become financially independent, lifting them out of poverty. Since donating to Heifer, we've helped nearly 600 families end their cycle of poverty and, in the process, improve their health.

GROWING HEARTSATWORK

Over the next decade, our charitable giving initiatives expanded, along with the number of employees involved and range of activities under the agency's Corporate Social Responsibility (CSR) umbrella, which we call heartsATwork. In fact, since its inception, AbelsonTaylor has earned a reputation as an agency with social responsibility in its DNA. With more than 55% of our employees identifying as millennial,

we recognize that giving back is a prime motivator in recruiting and retaining these talented individuals.

Today, heartsATWork supports 12-14 charitable organizations annually, which can include hospitals, youth outreach organizations, homeless institutions, schools, camps, and more. Our employees can select from a range of organizations to support. In 2014, for example, our Summerfest initiative supported two charitable organizations—Urban Initiatives and La Rabida Children's Hospital. For Winterfest, we chose to help Youth Outreach Services, Letters to Santa, Imerman's Angels, and the Grace Place. And because every CSR initiative is different, our folks are given creative freedom in designing the campaigns to recruit volunteers. The results are campaigns that are fun, colorful, and at times humorous.

Since recruitment for each of our CSR initiatives is critical to each program's success, members of the heartsATwork committee broadcast their programs through posters placed around the office. These are combined with email blasts to invite employees to join in. When possible, we also post

photos on both Facebook and Instagram to engage participants, followers and fans alike.

Because the agency has a strong communications team in place, the heartsATwork Committee keeps the agency apprised of every initiative through multiple channels.

SOME OF THE PROGRAMS WE SUPPORTED IN 2014 INCLUDE THE FOLLOWING:

Purple Day for Epilepsy Awareness – AbelsonTaylor raised more than \$900 dollars and collected several bins of gently-used clothing for the Epilepsy Foundation of Greater Chicago. Photos from the Purple Bake Sale appeared on both Instagram and Facebook. Clients also took notice: one with an epilepsy treatment applauded our commitment to epilepsy patients.



AT staff together supporting Purple Day, dedicated to increasing awareness about epilepsy worldwide.

Summerfest – In July and August, AbelsonTaylor partnered with two not-for-profits.

• **Urban Initiatives:** Many of us spent the afternoon playing with children or painting wall murals for this organization, which

gives youngsters the chance to belong to – and play for – a soccer team.

• **La Rabida Children's Hospital:** We collected and filled more than 250 backpacks with school supplies and healthy snacks for families of children in this facility, which treats chronic illnesses, developmental disabilities, abuse, and trauma. The event appeared in *Chicago Defender*, a weekly local newspaper, and Reuters picked up the story – helping make our Facebook posts a “top trending topic.”

We ended Summerfest with a raffle of wine and spirits – donated by employees – that raised more than \$3,800 for both organizations.

Winterfest – This is by far the agency's most popular event, with nearly 200 employees volunteering in a range of activities.

- For *Letters to Santa*, we answered 65 letters, resulting in 600 gifts delivered to 115 children.
- For *Youth Outreach Services*, we arranged 150 holiday gifts to be delivered to 82 needy teens.



Dale Taylor, President and CEO (left) of AbelsonTaylor, and Brenda J. Wolf, President and CEO of La Rabida Children's Hospital (right), enjoying time with a patient and his mom during the AT backpack drive.

- For *Grace's Place*, we collected winter coats that warmed Chicago's homeless – young and old alike.

THE REWARDS OF GIVING BACK

One of the most rewarding outcomes of heartsATwork is the response we've received from clients, employees, and our HR Department. The number of those participating in our philanthropic activities has soared, and our staff has

expressed renewed enthusiasm for the agency's giving-back program.

HR, which has been sharing our program with recruiters and prospective employees, indicated that people consider heartsATwork a reason for applying to, and joining, the agency.

AbelsonTaylor's CSR program has set it apart from competitors. We even embed information about our heartsATwork program in new business development and capabilities presentations. Our focus on social responsibility has also benefited our current client relationships because it demonstrates our commitment to health and wellness and to the patients client brands aim to help.

AbelsonTaylor is located at 33 West Monroe Street, Chicago, IL 60603-5315. To find out more about their charitable efforts, contact Kristen McGirk at 312-894-5500 or kristen.mcgirk@abelsontaylor.com.

Note: To read more about AbelsonTaylor's work with charities, go to http://www.hmexchange.com/archive/Stone_1212.pdf and http://www.hmexchange.com/archive/Stone_1109.pdf

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Source: Kantar Med/Surg June 2015, IM-H Table 112 & Table 212. Edited specifically for hospitalists.



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Humanitarian Awards

NICOLE JOHNSON



A Life Giver

I have tried to fit my answer into this box for some months now and I choke up each time...What are the words for a person who gave you quality of life, longevity, and hope for a bright and vital future? Nicole Johnson gave me her kidney. She literally saved my life. My hope for the future (now that I have one) is that I can be as good a friend to her and others as she demonstrates. This act is truly an example of pass it on. God bless Nicole Johnson.

Some background info on our experience – I had kidney disease. My nephrologist, a kidney specialist, thought it best that I sign into Presbyterian Kidney Center as a precaution and that I was probably a year out to needing a kidney. The numbers that measure my kidney function were rapidly declining. To further enhance the experience, they found a “cyst” on one of my kidneys.

In general, a person in my position would have to have gone on dialysis and waited...the waitlist is up to 10 years to get a transplant. However, if you have a living donor, the waitlist is reduced to the time it takes to clear a suitable donor. My family members were willing but were getting rejected left and right, due to unmatched blood types, pre-existing conditions, etc. Every time someone was declined Nicole would assure me that she was there. Whether it be a direct or a cross match, she was willing to donate her kidney. It is amazing, overwhelming, and a huge act of kindness. It is not easy to get approved to be a donor. She went through the process with a smile and not a word of complaint or frustration (to me). Hospital visits, days of testing, blood workups, etc. She lives in South NJ so getting to NYC was always a trek. Nicole has always been a great friend and confidante to me and I was lucky to have met her at work over 10 years ago.

Update – Surgery was 12/18/14. Both Nicole and I are doing amazingly well! Donor surgery was performed laparoscopically and recipient – ummm not so much – but I’m living happily on a course of Prograf and Cellcept (antirejection drugs). THANK YOU NICOLE!

AN ACT APPRECIATED BY MANY

Nicole was nominated for the HEALTHCARE MARKETER'S EXCHANGE Personal Humanitarian Award by many in her circle of colleagues and friends. Here are a few of the things they had to say...

“Nicole is a good friend and colleague. She pretty much saved Joan Coffey's life by donating her kidney to her. Joan had very little functionality in one of her kidneys. It became an emergency situation when this kidney started rapidly failing. It was serious – life-threatening. After many potential donors were turned down, it became apparent that Nicole was an ideal match. Nicole saved Joan's life and that's the honest to God truth!

Who else in their right mind would just offer up their kidney besides family or a unique, humble, extraordinarily selfless individual like Nicole. This is why she is one of my closest

friends! Nicole is an extremely humble individual, who cannot bear to see her friends in pain. Her attitude was, 'My friend needs me or she may die. I can help her...decision made.' And she never looked back! I was close to both Joan and Nicole during the whole process. Not one complaint from Nicole's mouth – NOT ONE. Well maybe one - she was in great pain. However, her main concern was, *Are we both going to be okay after the surgery? Will the kidney take well inside of Joan?* There was always a possibility of rejection. And there was concern of course about both of their recoveries.



Joan and Nicole having fun in Pawleys Island, SC (10/14).

Though Nicole was so willing, I am sure it was a personally hard decision to make. I know she was nervous. I do not think I could have done it. I asked Nicole numerous times, 'ARE YOU SURE?' She never hesitated. She would be minus one kidney and her life may one day be in jeopardy if one of her own kidneys fails. HOWEVER, you never heard a peep or a word of regret from Nicole. Saving her friend's life was the goal! What greater joy is there than that?"

“Nicole would do anything to help a friend...or a stranger. Not only did she step up to donate to a friend, she never hesitated to join the family exchange program if she was not a direct match with her friend.”

“Nicole gave up her own organ – a kidney – to one of her closest friends and colleagues. It's the best present she'll ever give or the best present the kidney recipient will ever receive. I'm still amazed. Total selflessness and an act of human kindness that I strive to reach.”

“Nicole went above and beyond, she made the ultimate sacrifice by donating one of her kidneys – a truly selfless act.”

“Last December, Nicole gave one of the greatest gifts one can give to another individual – her kidney.”

“I don't know many people who would selflessly give up her kidney. I have a newfound respect for Nicole. May she be blessed abundantly by the Universe.”

“This nominee donated her kidney – Organ donation is quite a gift!”

In addition to donating her kidney, Nicole just happened to start her charitable work in college with the National Kidney Foundation (NKF) as part of her Sorority's National Philanthropy (Phi Sigma Sigma, Xi Chapter). The NKF Mission is: As a major voluntary nonprofit health organization, the NKF is dedicated to preventing kidney diseases, improving the health and well-being of individuals and families affected by kidney disease, and increasing the availability of all organs for transplantation. Its goal is to enhance the lives of everyone who is at risk of or affected by kidney disease.

Nicole Johnson is Associate Director of Commercial Sales, Elsevier, Inc., 1600 John F. Kennedy Boulevard, Suite 1800, Philadelphia, PA 19103. She can be reached at 212-203-9682 or n.johnson@elsevier.com

“What counts in life is not the mere fact that we have lived. It is **what difference we have made to the lives of others** that will determine the significance of the life we lead.

—Nelson Mandela”

Thank you,
Nicole Johnson
for making a difference.

Elsevier Pharma Solutions congratulates Nicole on her nomination for the 2015 *Healthcare Marketer's Exchange Humanitarian Award*.



To partner with Nicole or any of our experienced Sales team members, visit elsmediakits.com

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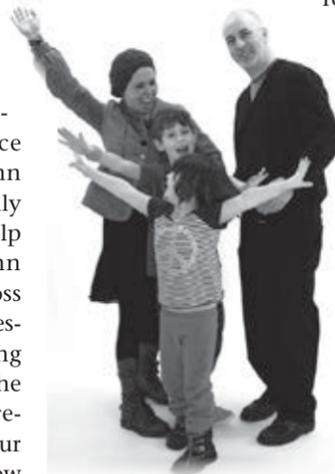
Giving Is a Family Affair

McCann Torre Lazur has always been deeply committed to giving back and playing an active role in the community. We stay connected to our community by many initiatives on a corporate and personal level and remain committed to continuing to do so in the future.

To determine which charitable efforts we participate in, we listen to our employees, allow them to state their case for the initiative, and then see how we might back it from there. We take into consideration personal stories of our employees to find out how we can support those in need. This matters deeply to us because McCann Torre Lazur is truly a family.

HERE ARE THE ORGANIZATIONS WE'VE BEEN SUPPORTING:

McCann Healthcares and The Ross Family – As a holiday gift to our clients, we had the concept of helping one family for one year...versus donating once to a charity. The idea was called McCann Healthcares and the goal was to find a family not in need of charity, but in need of help achieving their dreams. One of McCann Torre Lazur's family members knew the Ross family and their story, and made the suggestion that we support them. After meeting with them, we knew they were right for the idea. The mom needed financial and creative advice for her business (perfect for our company) and the dad wanted ideas on how to build momentum for his musical career. The kids just needed love, attention...and pet guinea pig management:) McCann Torre Lazur launched an agency-wide initiative that helped this local family achieve its dreams. For more information on this effort, contact Marcia Goddard, 973-263-4100.



The Ross Family – reaching for their dreams.



Juno and MTLers getting some fresh air for a good cause.

Walk & Wag and Mount Pleasant Animal Shelter – We launched our first Walk & Wag event where six dogs from a local shelter visited our offices for the afternoon. The idea was twofold: first to help support the shelter via donations and adoptions, and second, giving our employees the opportunity to get out and take a healthy walk. To help promote the event, every dog attending had its own Facebook page as well! The day was a howling success that resulted in dogs finding new homes, a few lucky staff members finding new best friends, and a cash and supplies donation for the shelter. <http://njshelter.org/> 973-386-0590

Maddy Loftus Memorial Scholarship Fund – Last spring, McCann Torre Lazur hosted its 6th annual MADdash

5K race, just down the road from our office. The first year, the MADdash included mostly our employees and their families. The event has evolved into a community-wide affair, dedicated in memory of past employee, Maddy Loftus, who tragically lost her life at 24 years old in a Continental plain crash. Now more than 500 people participate in the race each year and the event includes a DJ, food/drink trucks, professional singers, and even the NJ Devil's mascot is in attendance. All proceeds go directly to the Maddy Loftus Memorial Scholarship Fund, which annually gives two scholarships to high school athletes.

To date, more than \$100,000 has been raised. <http://maddash2014.kintera.org>

The ALS Association – McCann Torre Lazur also participated in the ALS Ice Bucket Challenge on a company-wide level to help raise awareness and funds to find treatments and a cure for amyotrophic lateral sclerosis. 150 people participated! We had a company-wide event where we did a "rolling challenge," which means we had employees line up outside. One after the other each person dumped an ice bucket on themselves on our large patio – and the first person to start the event was our own President, Bill McEllen. We were all encouraged to donate online, and had a bucket for people to add spare dollars and change to. <http://www.alsa.org/> 202-407-8580

#worthliving and World Suicide Prevention Day

On September 10, 2014, World Suicide Prevention Day, our company launched #worthliving, a grassroots campaign to promote suicide prevention by taking one day to show why every day is worth living. The first tweet went out at 5 a.m. Three hours later, #worthliving appeared on *The Today Show*, eventually generating 18 million media impressions. This first year our message was all about bringing suicide out of the shadow of stigma. One of our own, Jennifer Dee, lost her significant other to suicide. She spent a year in silence, then shared the truth with us. As a company family, we showed our support by helping Jennifer turn devastation into hope. This year, we are going bigger – check out www.worthliving.today and learn about the actionable social approach now added to #worthliving called #attemptlife. For every one completed suicide, there are 20 attempts that may go unrecognized. #attemptlife asks people to change an attempt into something uplifting.

McCann Torre Lazur is located at 20 Waterview Boulevard, Parsippany, NJ 07054. For further information on MTL's charitable involvement, contact Marcia Goddard at 973-263-4100 or marcia.goddard@mccann.com.

Note: To read more about the Maddy Loftus Fund, go to http://www.hmexchange.com/archive/Ilovichny_1113.pdf



Giving is a Priority

As part of its mission, Concentric Health Experience supports charitable efforts, both locally and worldwide, to improve the health experiences of others.



Damage to the Rimbi Community Clinic ambulance, Zimbabwe.

Using its internal marketing budget and with the help of employee volunteers, Concentric has supported cancer charities, raised funds for a clinic in Africa, delivered clean water

through The Water Project, repaired bikes for kids, and even counted trees for the city of New York.

THEHEALTHFIX.ORG

Concentric has developed a website to facilitate its charitable efforts, called TheHealthFix. It's designed to provide funds and raise awareness to help improve healthcare situations at home and abroad.

ABOUT SOME OF THE CHARITIES CONCENTRIC SUPPORTS

StrongMom.org – Kerrie Prettitore was diagnosed with colon cancer in February 2014 and subsequently had successful surgery to remove the tumor. However, a reaction to a single chemotherapy treatment has left her fighting for her life.

Throughout Kerrie's journey, family and friends have said the same thing: "She is SO strong, she can beat this." To honor Kerrie's resolve, StrongMom was the name chosen for the campaign. It's designed to provide



Counting trees never looked so cool.

Charities Concentric Supports:

- **StrongMom.org** – <http://www.strongmom.org/>
- **The Water Project** – <http://thewaterproject.org/>
- **Tekeshe Foundation** – <http://www.tekeshe.org/>
- **Recycle-A-Bicycle** – <http://www.recycleabicycle.org/>
- **Trees Count** – <http://www.nycgovparks.org/trees/treescount>



Please visit Strongmom.org and help Kerrie Prettitore.

financial assistance to Kerrie's family and to raise awareness of DPD deficiency: a rare genetic disorder that causes a severe reaction to chemotherapy. An additional goal of the campaign is to make testing patients for DPD deficiency a requirement before they begin 5-FU-based chemotherapy treatments.

The Rimbi Clinic is a health clinic serving 10,000 in rural Zimbabwe that lost their only ambulance in a traffic accident. Through TheHealthFix, their story was shared on social media, along with a challenge to visitors to reshare. With every reshare of this story, Concentric contributed \$1 toward the cost of a new ambulance. Within a few months of launch, the goal had been reached, and the Rimbi Clinic had purchased a new ambulance.

STAY TUNED

As of September 2015, Concentric is partnering with an organization that is putting 3D printing technology to an exciting healthcare use – one that could benefit people around the world.

Like many companies, Concentric donates funds to help those in need. But, as valuable as those contributions can be, Concentric goes further. The contributions made by its employees of their time, talent, and innovation and the company's devotion to improving health experiences anywhere it can set Concentric apart.

Concentric Health Experience is located at 175 Varick Street, 9th Floor, New York, NY 10014. For further information about Concentric's charitable efforts, contact Joseph Farina at 917-546-4473 or Charities@ConcentricHX.com. www.concentrichx.com, Twitter @ConcentricHX.



Banding Together for GoodWorks!

For the 1st annual HME Humanitarian Awards, you asked for a "forerunner in doing good...that bands together to make an impact on those in need...and that makes giving back not just an obligation but part of their culture." That sounds a lot like The CDM Group – especially the "band together" part!

THE BEGINNING OF A COMMITMENT TO GIVE AND CONNECT

Eight years ago, The CDM Group – and many of our people – adopted The Children's Hospital at Montefiore (CHAM) as a cultural and charitable project. Since we're in healthcare communications, we wanted an outlet where our people could connect with the real and genuine good that medicine – and great medical care programs – can do for people. So we connected with CHAM.

CHAM is an innovative medical facility in The Bronx that supports children with life-threatening illnesses, many of whom are from underserved communities around New York City. CHAM is known to deliver world-class healthcare to children regardless of the ability of a child's family to pay for treatment.

MULTIFACETED SUPPORT

We support CHAM in several ways. First, our collaboration provides a volunteer opportunity for CDM employees to use their talent and time to enhance the experience of patients. Our employees who visit CHAM actively collaborate, interact with, and make art with the children as part of The Creative Arts Therapy Program that The CDM Group helps fund. To accommodate employee visits, The CDM Group has created a GoodWorks Day, which is a paid day out of the office used annually at the employee's discretion to participate in any charity work. Many employees use their GoodWorks Day for an annual visit to CHAM, as it's one of the more direct and meaningful CDM outreach experiences. In addition to contributing on-site at CHAM with our people, we also raise funds to support The Creative Arts Therapy Program and staff. We do this through an annual "battle of the agency bands" benefit concert in New York City called Pharmapalooza to fund CHAM's Arts Therapy Program.

We create, staff, produce, and host Pharmapalooza every year in November at BB King's on 42nd Street, and CDM Group planners, producers, hosts, dancers, musicians, contributors, and attendees now number in the hundreds.



The CDM Group's annual Pharmapalooza fundraiser will be held on November 5 at BB King's.

RAISING FUN AND FUNDS

Over the course of the past seven Pharmapaloozas, we've raised nearly \$700,000. This year, we are hosting Pharmapalooza 8 on November 5 at BB King's and expect to raise between \$80,000 and \$100,000 through ticket sales, sponsorships, poster sales, and raffles. Our donation covers the entire salary of CHAM's primary Creative Arts Therapist. Any money earned in excess of the therapist's salary is used for the betterment of the program.

As a result of our efforts, The Creative Arts Therapy Program was recently renamed The CDM Group Creative Arts Therapy Program. We're proud of our partnership with CHAM, and all that it's achieved.

And our greatest interest in the HME Humanitarian Award would be to bring another \$1,000 to our favorite – and eminently worthwhile – cause!

The CDM Group is located at 200 Varick Street, 2nd Floor, New York, NY 10014. For more information about their charitable efforts, contact Meaghan Chambers at 212-798-4502 or mchambers@thecdmgroup.com.

Note: For more information on The CDM Group's charitable efforts, go to http://www.hmexchange.com/archive/Wise_0108.pdf, http://www.hmexchange.com/archive/Wise_1109.pdf, or http://www.hmexchange.com/archive/Wise_0907.pdf

Coming up...Pharmapalooza 8!

We will be hosting Pharmapalooza 8 on November 5 at 7:00 p.m. at BB King's, 237 West 42nd Street, New York, NY 10036.

All donations and sponsorships can be paid via Check or Money Order (made out to **Montefiore Medical Center**) and mailed to The CDM Group, care of Shawna Rosen. Ticket, VIP table purchases, and additional donations can be made online at www.pharmapalooza8.eventbrite.com

Direct donations to CHAM's Creative Arts Therapy Program can be made through the Pharmapalooza link here: www.montefiore.org/pharmapalooza

For more information, please contact the Pharmapalooza Outreach Team at pharmapalooza@cdmny.com.

Follow Pharmapalooza on social media! <https://twitter.com/PHARMAPALOOZA>, <https://www.facebook.com/PHARMAPALOOZA>

CHAM Contact Information: The Children's Hospital at Montefiore, 3415 Bainbridge Avenue, Bronx, NY 10467. 718-741-2426, <http://www.cham.org/>



Guided by Values, Driven by Excellence

CMI/Compas founder Stan Woodland grew up in a North Philadelphia neighborhood and was an eyewitness to the challenges his friends faced due to their lack of role models. Drawing on a deep well of inner motivation, Stan found his way to a great education, became an entrepreneur, and more than 25 years ago founded CMI/Compas. What makes the companies' culture successful is that the CEO cares. He cares about his employees and cares about giving back to the community. He instilled that sense of care in the company through the corporate values its employees live and breathe daily. They do this through adopting the values to uphold a standard of excellence within their job and the agency. Each value represents a quality

that is important to the success of the organization. They embody culture, ideals, and giving back to the community.

HOW THE COMPANY GIVES BACK

CMI/Compas engages in various philanthropic efforts including paying tuition at Cristo Rey High School for four students who could not otherwise afford a quality education. Their educational program allows students to gain real-world working experience at a local business. The agency provides them with a multitude of ethnically diverse role models and potential career paths. For more than 20 years, CMI/Compas has hosted an annual Adopt-a-Family program. The agency sponsors multiple families during the holiday season and provides them with clothing, toys, winter jackets, gloves, and other necessities.

CMI/Compas supports a number of organizations, including:

- **Adopt-a-Family** – Custom-created by CMI/Compas employees in collaboration with area charities. Contact Gia Mauriello for more information at gmauriello@cmicompas.com
- **Cristo Rey High School** – <http://www.cristoreyphiladelphia.org/> 215-219-3943
- **SPCA** – <https://www.spcai.org/> 212-244-7722
- **Blue Cross Broad Street Run** – <http://www.broadstreetrun.com/> 215-683-3594
- **November** – <https://us.movember.com/> 310-450-3399
- **American Heart Association; Wear Red Day** – <https://www.goredforwomen.org/wearreday/> 1-888-478-7653

CLAIMING A DAY FOR SERVICE

In 2015, CMI/Compas sponsored an agency-wide Martin Luther King Jr. Day of Service. Employees across all five offices volunteered their time at local organizations including helping to clean Lingelbach Elementary School, turning a file room into a classroom at The Norristown Project, bagging lunches at the Unitarian Society of Germantown, reading to students at St. Paul's Baptist Church, and helping take care of animals and building shelters at the Humane Society of New York and the Animal Welfare Association in New Jersey.

The company has seen substantial growth over the past two years. After launching numerous initiatives, this enabled the agency to give back to and support the



CMI/Compas employees and their families pose with super heroes before the St. Jude 5k Walk/Run to fight pediatric cancer.

community. Some of these initiatives span across offices and some are conducted through a specific office. The retention rate is 91% and growth rate reached 38%, a clear indication that CMI/Compas' employees value the time and effort given to charitable work.

"We are communicators, marketers, and message experts. We are also friends, parents, sons, and daughters. We have a vision to

advance the health of our society through responsible, effective communication and by being active participants in the communities around us," says Gia Mauriello, Executive Vice President, Commercial Excellence, a leader in the organization and leader of the Adopt-a-Family initiative for over 20 years.

CMI/Compas has 5 locations in New York, New Jersey, and Pennsylvania. Visit their Facebook page at <https://www.facebook.com/CMICompas>. For more information, contact Carly Kuper at 610-731-5409 or ckuper@cmicompas.com.



The MLK Day of Service brought CMI/Compas colleagues the chance to give back at several area organizations in need.



Humanitarian Awards

JASMINE ASARE



A Force for Good

Jasmine Asare should be considered for the HME Humanitarian Award because, despite a full workload, busy home life, and two kids of her own, she still finds time to dedicate herself to charitable activities. Equally as important, Jasmine rallies our whole team to serve by being an incredible organizational and inspirational force here at SSCG Media Group.

SPEARHEADING VOLUNTEERISM

Jasmine's ability to mobilize others and identify opportunities where the members of our team can be impactful is outstanding. She takes it upon herself to identify charitable organizations in the New York City area and work with them to create volunteering opportunities for the SSCG Media Group. In 2015 alone, members of our team have donated their time to feeding the needy at City Harvest and to building the confidence of high school-aged kids at Elevate NYC, thanks to Jasmine's efforts.

A TRUE HUMANITARIAN

Jasmine is a compassionate and encouraging leader in and out of the office. At work, she is a trusted advisor - a patient and reliable mentor to younger colleagues and peers alike. When asked what they love about Jasmine, her direct reports note that she gives her all to help the people around her. Outside of the office, she has been known to dedicate her personal time to mentoring disadvantaged youth (through organizations like iMentor and Learning Leaders), all while managing to be an inspiring leader to her own two young boys at home. It's through examples like these that we see Jasmine truly embody what it means to be a Humanitarian - generous, kind, and genuinely concerned with improving the welfare and happiness of the people around her.

The organizations Jasmine has been involved with include:

- **iMentor** - <https://www.imentor.org/> 212-461-4330
iMentor builds mentoring relationships that empower students from low-income communities to graduate high school, succeed in college, and achieve their ambitions.

Students work with their mentors one-on-one, in-person and online, to develop strong personal relationships, nurture a college aspiration, navigate the college application process, and build critical skills that lead to college success.

- **Learning Leaders** - www.learningleaders.org/ 212-213-3370
Learning Leaders is New York City's largest and most experienced organization dedicated to engaging families and communities to support student success. Serving NYC public schools since 1956, Learning Leaders programs are proven to enhance student achievement by providing individualized tutoring and assistance to schools and increasing parents' ability to foster their children's education.

- **City Harvest** - <http://www.city-harvest.org/> 646-412-0738

Founded in 1982 as the world's first food rescue organization, City Harvest is dedicated to helping feed the nearly 1.4 million New Yorkers facing hunger. City Harvest will collect 55 million pounds of excess food from restaurants, grocers, bakeries, manufacturers, and farms, and deliver it free of charge to 500 community food programs across the city this year.

- **Elevate New York** - <http://www.elevatenewyork.org/> 917-577-7652

Elevate New York incorporates 13 vital character qualities and life skills into daily classroom curriculum through a variety of writing exercises, reading materi-

als, and group discussions. These qualities and skills are designed to develop the personal character and capabilities needed for success. On the most immediate, practical level, Elevate New York aims to increase school attendance and improve academic test scores.

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.

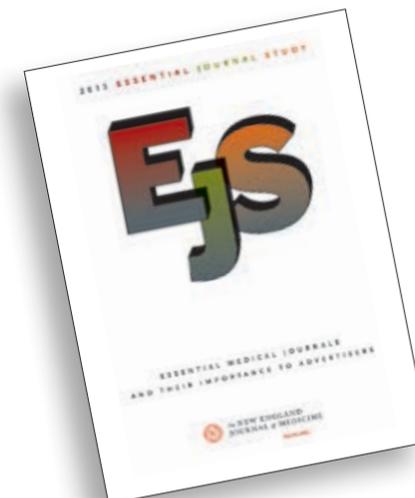
Note: For more about Jasmine's volunteer activities, click here: http://www.hmexchange.com/archive/Asare_1111.pdf http://www.hmexchange.com/archive/Asare_1113.pdf



Jasmine Asare (center) serving alongside colleagues Kayla Sarfran (right) and Ivette McFarland (left).

ESSENTIAL

to my practice,
to my education,
to my patients.



Essential. That's how physicians in 13 key specialties think of the *New England Journal of Medicine*.

In the independent **2015 Essential Journal Study**, they considered NEJM one of their top essential journals in specialties ranging from internal medicine to infectious diseases to oncology.

Find out why NEJM is **essential to your media plan**. Contact Chrissy Miller at cmiller@nejm.org for your copy of the study.



The **NEW ENGLAND**
JOURNAL of **MEDICINE**

The *New England Journal of Medicine* is a publication of NEJM Group, a division of the Massachusetts Medical Society.



ALICIA GRIFFITH



At Work Helping Others

Alicia Griffith is an account supervisor who has done an amazing job of nurturing client relationships since she joined AbelsonTaylor in 2010. Clients and colleagues alike say she is approachable, serves as a great role model, and is a born leader. However, Alicia stands out from the crowd for another reason.

She is also an active volunteer for our corporate social responsibility committee called heartsATwork. And it's her inspiring dedication and commitment to heartsATwork that has led us to nominate her for the HME Personal Humanitarian Award.

PUTTING IN EXTRA EFFORT AND TIME

Our committee, heartsATwork, partners with approximately 12-14 nonprofit organizations annually – both local and national. Alicia has led, volunteered, or participated in most of them without sacrificing client needs or project deadlines. This year, Alicia has served as chair for one of the events – The JP Morgan Chase Corporate Challenge, which is an annual foot-race event intended to raise funds for a local nonprofit and to promote fitness at work.

Chairing this event is not easy. Recruiting and supporting runners and walkers; engaging with them; coordinating with multiple organizations and departments; and tracking our results are just a few of the key responsibilities that Alicia had – on top of managing multiple brands.

This year, Alicia and the team successfully recruited more than 100 runners/walkers, selected the graphic glyph for the T-shirts runners wore, and provided constant updates to the Chase Corporate Challenge group. The team also had a hospitality tent, including catered food to support the runners. These simple additions to the event led to stronger support and engagement with participants. This year we also had the largest number of runners/walkers recruited since our company began participating in the Corporate Challenge. The agency could not have achieved this level of commitment without Alicia's leadership and dedication.

GIVING THAT INSPIRES

Alicia's philanthropic contributions don't end at the agency. Outside of our company, she is also active with two Chicago-based nonprofit organizations: Clearbrook, a nonprofit committed to creating opportunities and supporting people with disabilities and Mercy Home for Boys and Girls, an organization that's been helping children in crisis since 1887.

"Alicia is one of the most passionate people at AbelsonTaylor," said Kristen McGirk, the leader of our charitable heartsATwork Committee. "She inspires and serves as a role model for others. Alicia always has a smile on her face, and people genuinely want to be around her."

Alicia has been involved in the following initiatives executed by heartsATwork:

- **The Epilepsy Foundation of Greater Chicago** – A grassroots organization that offers counseling, advocacy, and educational services to people with epilepsy and their families.
- **Off The Street Club** – The oldest boys and girls club in Chicago, offers kids who live in one of the most dangerous neighborhoods in the country a safe place to learn, laugh, and play.
- **Get IN Chicago** – Builds safer communities by focusing on programs that create sustainable reduction in violence.
- **Urban Initiatives** – Empowers Chicago's underserved children to adopt healthier lifestyles, improve their academic performance, and build strong character through sports-based programs.
- **Letters to Santa** – A collaboration with the U.S. Post Office through which we answer children's letters with gifts and support.

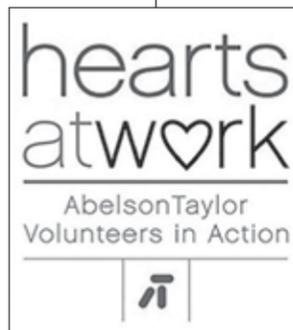
- **Imerman's Angels** – Fosters personalized connections that enable one-on-one support among cancer fighters, survivors, and caregivers.

Alicia came from a family who frequently gave back to their community, so being active in our heartsATwork Committee was a natural choice. She believes in living a purpose-driven life, a perspective that emphasizes that the contributions she makes help others. Whether she's baking cookies, wrapping gifts, or encouraging colleagues to volunteer, Alicia believes these simple acts of kindness will make a difference in people's lives. Alicia's beliefs, dedication, and commitment to heartsATwork are the reasons why she is deserving of the HME Personal Humanitarian Award.

Alicia Griffith is an Account Supervisor, AbelsonTaylor, 33 West Monroe Street, Chicago, IL 60603. She can be reached at 312-894-5941 or Alicia.Griffith@abelsontaylor.com.

Charities Alicia Griffith Supports:

- **The Epilepsy Foundation of Greater Chicago** – <http://www.epilepsychicago.org> 312-939-8622
- **Off The Street Club** – <https://offthestreetclub.com> 773-533-3253
- **Get IN Chicago** – getinchicago.org/ 312-616-8000
- **Urban Initiatives** – www.urbaninitiatives.org/ 312-715-1763
- **Letters to Santa** – <http://www.letterstosantachicago.com/>
- **Imerman's Angels** – [imermanangels.org/](http://www.imermanangels.org/) 312-274-5529
- **Urban Initiatives** – <http://www.urbaninitiatives.org/> 312-715-1763
- **Clearbrook** – www.clearbrook.org 847-870-7711
- **Mercy Home for Boys and Girls** – www.mercyhome.org 312-738-7560



Congratulations to AbelsonTaylor's heartsatwork social responsibility committee and Alicia Griffith on being nominated for the first annual company and individual HME Humanitarian Award.

100% HEALTH
AND WELLNESS

IT'S THE WAY WE THINK



AbelsonTaylor



DORA P. SHANKMAN



Taking Time to Give

We are all busy, both in our professional and personal lives, so to take time and volunteer is a selfless activity that many of us should do more of. It makes us realize how fortunate we all are, since so many of us may one day need help. Without the assistance of volunteers, we would not be able to receive wonderful services available to us. Dedicating our own time to volunteer helps us make the world a better place to live, and can give hope and put smiles on the faces of those we serve.

THE JED FOUNDATION

I volunteered time and gathered donations for fundraising events and advertising by many wonderful publishers in this industry for The Jed Foundation. The Jed Foundation helps college students in search of assistance. The foundation works hard to provide counseling for the prevention of suicide. Many young people are struggling and do not know where to turn. This organization provides college campuses with programs and services, so that college students can remain anonymous and obtain the help they need in a confidential manner.

Every year, The Jed Foundation has a few fundraising events and the proceeds allow them to continue to provide these services to registered universities. So many college students are either sad or suffer psychologically and won't talk to parents or friends. Universities may not recognize that a person needs help. The Jed Foundation has provided this forum and opportunity to allow young adults to have a fighting chance. Too many young people take their lives because there is nowhere else to turn. The Jed Foundation provides this place for students. The students' stories are incredible – they tell about how they once wanted to take their lives. These are smart students who just need someone to talk to so they can get the help they need to realize life is worth living.

In order to stay motivated to empower others, I have my wonderful and dedicated husband, Stephen, and daughter, Heather, to thank for their support of me personally and professionally. We all have our moments, and they both give me the drive I need to keep going. As I've said, a kind word, a smile, a hug, is what gets me through the day, and I have both Heather and Stephen to thank for that. Time waits for nobody and we need to remember that. We only have today, now, so let's make the most of it!!

HELPING WITH SUICIDE, DEVELOPMENTAL DISABILITIES, CANCER, AND MORE

In addition to The Jed Foundation, I help by spreading the word and raising funds for various causes such as Shield Institute. I am also part of a local group who is helping a police officer and his family financially through fundraisers. The officer has stage four brain cancer. By having friends and family participate in dinners, not only is it an evening of fun, but it is also an evening to raise funds and tell this person, *You are going to get through this and you must fight*. The proceeds help the cancer survivor and family get through the hardships of high-cost bills and other hurdles they face.

I also provide emotional support to numerous people by visiting a hospital, speaking to accident survivors who are in wheelchairs, and letting them know they must fight and work hard if they want to walk. When I had my near-fatal accident, I was never given hope at the rehabilitation center. I was told I would never walk again. If I had listened, I would be in a wheelchair today. I know firsthand that when somebody smiled or offered a kind word it would help me. So I started getting involved in Empowerment and Motivation, no charge. I volunteered time and went to rehabilitation centers and nursing homes to visit people and give them hope. Just talked to them, lent a smile, said some kind words, and told them they could do anything they put their mind to.

I don't give false hope, but I do tell people that their attitude is everything. Too many of us give up. We have to find the inner strength to keep pushing, and sometimes all we need is that word of encouragement.

After surviving breast cancer, and almost dying in a near-fatal crash, I know it is important to give back. We are always busy. We all have very little free time. However, at the end of the day, when we need help, it is nice to know our family, friends, and colleagues can be there. Charity is not just money it can be time. I try to do both.

Dora P. Shankman is President and CEO of Shankman Marketing and Media Resources, LLC, 164 Patriot Hill Road, Basking Ridge, NJ 07920. She can be reached at 908-470-0413 or DoraS@smmrllc.com.

Note: Dora and her daughter, Heather, wrote an article for THE EXCHANGE that gives more information on The Jed Foundation. For that article, go to: http://www.hmexchange.com/archive/Shankman_1213.pdf. Dora also wrote a related article on how precious our lives are, which you can find here: http://www.hmexchange.com/archive/Shankman_0611.pdf

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The Shankmans stepping out at Grand Chalet.



ROBERTA "BO" GOLIBER



The Power of Good

They say energy can neither be created nor destroyed. However, it can be harnessed for our benefit.

Fortunately, for the community of Saratoga Springs in Upstate New York, there lives a veritable powerhouse of enthusiasm "fueled by passion, tempered by compassion" who believes in harnessing positive energy for the power of good. Her name is Roberta "Bo" Goliber.

With nearly a decade of marketing, public relations, and fundraising experience in the nonprofit sector, coupled with her current role on the corporate philanthropy side here at



Bo's TKO Campaign for LLS.

Fingerpaint, Bo is a whirlwind of energy. A simple listing of all of her volunteer involvements and achievements is impressive – The Colon Club, Hannah's Hope Fund, The Leukemia & Lymphoma Society (raised over \$30,000 for research and won the "Spirit Award"), Saratoga WarHorse, Code Blue Saratoga (raised \$43,000 for community homeless shelter to expand service hours), Double H Ranch, National Museum of Racing and Hall of Fame, and The Stakeholders and Franklin Community Center (Board of Directors for both).

PROFESSIONALISM AND PASSION

Bo spent nearly 10 years as Coordinator of Development and Volunteers at the Franklin Community Center in Saratoga Springs, New York. By using her passion for building relationships and her knowledge of marketing and fundraising, Franklin Community Center became and has remained one of Saratoga Springs' most respected nonprofit organizations.

"Bo's energy and enthusiasm, combined with her desire to help others, made her a natural fit for her role," says Kari Cushing, Executive Director of the Franklin Community Center. "She has a huge heart and is always willing to help those in need."

In 2014, Bo was nominated as a candidate for the Man and Woman of the Year (MWOY) for The Leukemia & Lymphoma Society (LLS). She not only raised significant money, but also received the 2014 MWOY Mission Award for her outstanding support of the mission to find cures and improve quality of life for patients and their families.

Brad Wagner, President of the Board of Trustees for LLS, describes Bo as a manifestation of spirit, "Her attention and energies are invariably and indefatigably directed toward others. Seasoned and formidable when faced with a challenge, one finds a softness within her gentleness that hints at fragility; rather than belie her strength, it reveals her authenticity and poise."

Bo's current employer agrees. Ed Mitzen, founder of Saratoga Springs-based advertising agency Fingerpaint, describes Bo as one whose heart is as big as her passion.

"We brought Bo on two years ago to develop our philanthropy and corporate giving area, and she has exceeded all of our wildest expectations," he says. "She is one of the most highly

respected and loved people in our company. We are truly blessed to have her, as are the communities we support."

Bo considers herself lucky to be able to help nonprofit organizations, while fulfilling the agency's core value of philanthropy. She keeps Fingerpaint's busy staff connected to their surrounding communities, and she considers herself a bit of a cheerleader in an industry that is known for its ebbs and flows.

"It is an honor to be recruited for a job that I love, just for being myself," she says. "Plus, I gain new insights and perspectives from incredibly talented people on a daily basis."

As if all this isn't enough, she is raising a new generation of humanitarian. "Pay it forward' is so embedded in my core. It's never not there. My daughter has a unique humanitarian perspective because of what she's been surrounded with, and that's something I couldn't have imagined."

Bo states, "There's not a moment of the day that I don't feel the power of empathy and kindness. I can't imagine doing anything else."

Most everyone she meets would agree. But, honestly, where does she get the energy to do it all?

Bo Goliber, Community Relations, Fingerpaint, 395 Broadway, Saratoga Springs, NY 12866. She can be reached at bgoliber@fingerpaintmarketing.com.

Bo Knows Humanitarianism



Congratulations from all of us!

You stand as the lone catalyst for one of our founding pillars of service, philanthropy, and your dedication is unmatched in the field.

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ROBERT BRITTING, SR.



AIMing to Change the World

My father, Robert Britting, Sr., is my idol, and always will be. He worked at the highest levels in the most recognized pharmaceutical and healthcare communications companies, and helped design one of the early IDN/ACO pharmacy systems. He ran an executive search firm for top-level pharmaceutical performers, and consults for top pharma companies and agency partners. He has now started The African Institute of Medical Education (AIM), a nonprofit organization that is designed as the core deliverer of Western medical education to remote parts of Africa, starting with Uganda.

BIG ISSUES – GLOBAL REACH

Helping people in the U.S. and other areas of the world that are in need is what drives my father. From the time I was a child, he has instilled altruism in me and made sure to guide me with that perspective. Modestly speaking, that guidance directed me to simply be a good person and a solid contributor to any group with which I am associated. I've had the privilege of working at my present company for the past 10+ years, and have been fortunate enough to achieve a career in Marketing working with great people to manage billion dollar healthcare products. The passion my father has for other people is bred within me as well. I'm nominating him, not because he is my father, but for the impact he is having, and will continue to have, to help people of poorer African nations. Many times people focus on the smaller issues. My father is bringing state-of-the-art Western medicine to developing nations in Africa.

Bob, Sr., had a highly successful career and, quite simply, decided to try to help others who could not help themselves. He wanted to give something back. There were others in the world who wanted to pull themselves out of poverty, but didn't have the means to do it. He reached out to a journalist at *People Magazine* and, eventually, a banker in South Africa to see how to go about it.

He learned the bank was leasing radios to children in Uganda (leasing the radios forced the children to take care of the property; if someone else leased it to them, they would protect it). Listening to the radio would expand their worldview, but it wasn't enough in his opinion.

A DEVELOPING INITIATIVE

Bob, Sr., explored numerous options and was introduced to a Ugandan, Michael Kiyaga, whose grandfather, coincidentally, was the first Prime Minister in Uganda. My father and Michael

developed a relationship, now five years old. They started a not-for-profit and began to learn about the needs in remote villages.

Over the next year, they added advisors that include ambassadors, health ministers, United Nations secretaries, pharmaceutical executives, solar energy executives, platform developers, nutritionists, dentists, and others to the advisory board. He also built a relationship with an executive at Johnson & Johnson. The result is an intercontinental organization known as The African Institute for Medical Education (AIM).

My father found that the doctors, nurses, and midwives didn't have an accreditation system in place, much like those available in advanced countries – an absolute necessity for medical professionals. He added experts to create and implement world-class medical education programs for medical professionals, mothers and dads, and children.

Through AIM, ALL Ugandans and other Africans can benefit.

THE VISION CONTINUES

The first program was Ebola, training 31 medical professionals, reaching more than 100,000 villagers. Bob, Sr., even developed an Ebola awareness program for orphan children.

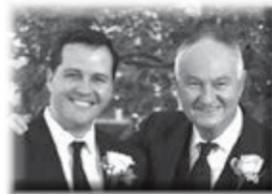
Now, they are focusing on expectant mothers and their unborn babies and malnutrition – they developed the only nutrition program on the African continent designed for a specific area of the country.

AIM is not designed to touch a few, but hundreds of thousands of people who cannot help themselves. People in Uganda will be able to deal with the Ebola epidemic. And, mothers and their babies will live longer, healthier lives.

ALL of these programs are financed primarily by my father. But to expand, he is seeking additional funding with individuals and companies who see the value of AIM. At a later date, his plan is to bring fresh water using solar energy to villages where infections from tainted water are responsible for 80% of the hospital visits and many deaths.

For more information, you can call 609-306-1078 or visit <http://www.AIMFORPROGRESS.org/>

Robert Britting, Sr., is President and Co-Founder, Health Initiatives, The African Institute for Medical Education, P.O. Box 575, Furlong, PA 18925. He can be reached at 609-306-1078 or Robert.Britting@TheHIEdge.com.



Robert Britting, Jr., with his father Robert Britting, Sr.



AIM provides the means for healthcare providers to stop the disease before it starts... using state-of-the-art medical education.



LOUISE K. YOUNG



Dedicated to Those with Developmental Disabilities

Louise Young is the most generous and selfless person I have ever met. She works with The Shield Institute, which provides disabled children and adults with a place to go to learn, engage in activities, challenge their minds, and be part of society. Louise has worked for numerous years with children and adults who have autism spectrum disorder (ASD) and intellectual/developmental disabilities. She helped them lead meaningful lives, by helping this organization become the success it is. Through PR support and hard work, she makes a way every day for children and adults suffering from all types of developmental and intellectual disabilities to be part of a wonderful program. The Shield Institute offers fundraising events such as art shows and an annual gala as well. To see someone in a wheelchair smile and win an award for their art is very heartwarming.

A FAMILY CONNECTION

Louise's brother Fred Lotti has attended The Shield Institute for more than 40 years. Fred is now 57 years old. His parents were told when he was just six months old that he would not live past 20 and should be put away. They took him home and cared for him until they passed away. Louise's mom was the Founder and President of the Parents Shield Association. Louise took over at The Shield and stepped into her mom's shoes.



Louise Young with her wonderful brother, Freddy.

In 2004, The Shield awarded her the coveted "Humanitarian Award" for her service as a Board Member, advocate, and fundraiser. She is an active advocate for people with developmental disabilities. Louise is ensuring quality of life and a wonderful lifestyle by helping to provide funds, goods, and services to those who are not as lucky as we are.

The Shield Institute is a longtime leader in the field of autism and other developmental disabilities. Established in 1921, this non-sectarian agency provides a wide range of educational and support services to children, adults, and families of all backgrounds throughout New York City. The Shield enables both children and adults with developmental challenges to lead full, meaningful lives that include a chance to work and contribute to society. By honoring diversity in values, heritages, abilities, and interests, the facility helps ensure that people with disabilities enjoy the same rights and opportunities as everyone else. The Shield provides quality education, clinical support, and services to more than 1,600 infants, children, adults, and families. Log onto www.shield.org for more information.

Louise K. Young is President, NP Communications, LLC, 5 Jefferson Court, Monroe Township, NJ 08831. She can be reached at nplkyoung@aol.com.

LIZ SPEAK



Giving All I Can

I want to try and make the world a better place, one small step at a time. You don't need a lot of money or time to do this – just a lot of heart.

I try to do something new every few months to help a wide variety of people/animals.

- Currently I am running a donation drive at my company for a no-kill animal shelter where I volunteer called the Animal Welfare Association. I like to be a voice for those who have no voice.
- I also run a food drive around Thanksgiving at work, and I donate all the items to Philabundance, which helps hungry people in the Philadelphia area.
- During the holidays, I help run Adopt-a-Family at work where employees adopt a few families from the area and shop for them with donations from other employees. We shop not only for the kids, but try to get something special for their guardians as well. Everyone should be able to smile during the holidays. It breaks my heart that there are people out there with truly nothing. The magic of the holidays can be so wonderful!
- I donate used clothes to Goodwill seasonally when I clean out my closet.
- I also enjoy helping others if they need it. A friend of mine just lost her home in a fire. Though they need monetary donations

to help get back on their feet, they also needed to know people care. I stopped over with some food for them, so it would be one less thing to worry about.

I believe everyone needs help at one point and we should all join together and help out whenever we can. Nothing is too small. Providing any kind of help can not only bring a smile or hope into someone else's life, but it can also fill your own heart with joy.

IF YOU WANT TO HELP SUPPORT THE CHARITIES LIZ SUPPORTS, HERE IS CONTACT INFORMATION:

- **Animal Welfare Association** – <http://www.awanj.org/> 856-424-2288, ext. 119
- **Philabundance** – <http://www.philabundance.org/> 215-339-0900
- **Adopt-a-Family** – CMI/Compas does this as an organization and not via any established charity. If anyone would like to participate by donating, please contact Gia Mauriello at gmauriello@cmicompas.com
- **Goodwill** – <http://www.goodwill.org/> 800-GOODWILL

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JENNIFER DEE



Changing the Conversation Around Suicide

How do you survive a personal tragedy so devastating it shakes you to your very core? For Jennifer Dee, VP, Executive Producer and Director at McCann Torre Lazur, when the unspeakable happened – when her partner lost a lifelong battle with depression – out of anguish and loss she found the courage to break the silence, challenge the stigma, and get people talking about something that no one wants to talk about: suicide.

#WORTHLIVING

Suicide is a global epidemic that claims more than one million lives every year and yet it still hides in stigma and silence. So Jennifer conceived the #worthliving initiative with the goal of promoting suicide prevention by taking one day to show why every day is worth living. With the support of her entire McCann Torre Lazur family, the #worthliving social media campaign invited the world to tag and share images, videos, or words that represent the beauty and meaning of life to help bring positivity to those in need.

DETERMINED TO MAKE A CHANGE

The idea of #worthliving was strong, but it resonated with such an impact because of Jennifer's drive. Known by her colleagues for her bold and resilient personality, Jennifer's dream was to make this an initiative built on collaboration. "It takes immense courage and commitment to initiate a cause like this and Jennifer is a testament to that," said Bill McEllen, President of McCann Torre Lazur. "To have the strength to share her anguish on a public level to try to help others, it's inspiring. Because of #worthliving – because of Jennifer – we have the chance to reach people who may be desperately in need of help."

Everyone will experience personal tragedy at some point in their lives; it is how they deal with it that defines their character. Losing her partner made Jennifer aware of the loneliness and stigma of dealing with mental health issues and the absence of positive conversations. In fact, after analyzing one month's Twitter conversations, we found that there are nearly 800,000 social media conversations about suicide, but only 13,000 about its prevention. Jennifer saw this gap when she was dealing with her own heartache. She

knew that she wanted the #worthliving campaign to bring positivity and hope into this space, and hopefully, save a life.

"Horrible things happen to people and they learn to cope with it," added Marcia Goddard, Chief Creative Officer at McCann Torre Lazur. "Jennifer took her experience and made something positive out of it – with the goal to prevent suicide and get people to seek help."

A SPREADING MOVEMENT

Fueled by Jennifer's passion, #worthliving was a success in its first year because of her dedication and forward thinking. The idea of #worthliving was to turn a simple hashtag into a trending grassroots effort by asking people to share inspiring content on social media.

To help spread the word, a website was also created <http://worthliving.today/>. #worthliving has garnered more than 18 million media impressions, appeared on *The Today Show*, and has been recognized and shared by PharmaTimes Media, Alec Baldwin, Jewel, and many more.

And Jennifer didn't stop there. #worthliving 2.0 just launched to touch lives with a more actionable social approach. For every one completed suicide, there are 20 attempts that may go unrecognized. To address this, #attemptlife was added to #worthliving and asks people to change an attempt into something uplifting – it can be fun, outlandish, and something they normally would be apprehensive to

try, such as attempting to ask someone to the prom.

#worthliving is intended to help anyone directly or indirectly affected by suicide and mental health issues. We are now partnering with the International Association for Suicide Prevention (IASP), which runs World Suicide Prevention Day annually on September 10.

For more information on #worthliving, please visit www.worthliving.today.

Jennifer Dee is Vice President, Executive Producer/Director, McCann Torre Lazur, 20 Waterview Boulevard, Parsippany, NJ 07054. She can be reached at 973-263-9100 or jennifer.dee@mccann.com.

Because life is
#worthliving #attemptlife



Jennifer, in her element, on set producing and directing.



DAVID ROTHMAN



A Man of Good Deeds

My friend David Rothman is a humanitarian that has aided people through organized causes and on an individual basis thousands of times. His character exemplifies what a humanitarian should be.

David was a former council president in Monroe Township, New Jersey, for eight years. The new mayor appreciated all of his efforts and appointed him to the Planning Board as a member. He is now Chairman of the Planning Board.

THE BEGINNING OF A LONG-TERM RELATIONSHIP

However, with more free time on David's hands and a sense of wanting to do more community service than just the Planning Board once a month, his Rabbi talked him into going to a newly formed Holocaust Memorial Group in his township. David had his doubts. The members were much older and many were Holocaust survivors or second generation while he was neither. He did not know of any of his own family members who experienced the Holocaust since his maternal grandparents came from Hungary in 1903 and his paternal great-grandparents came from Britain in the 1840s.

David's expectation was that he would attend a few meetings, just to pacify his Rabbi by saying he was there, and then move on. He doubted he would even come back for a second meeting. Well...David found the stories quite fascinating and came back for a second and then a third meeting. And by then he was hooked. David realized he was in the company of the bravest people he had ever known. People who lost everything that mattered, somehow managed to survive, and then came to America to start new lives from scratch.

David knew he could draw on his sales and marketing background to help the Henry Ricklis Holocaust Memorial Committee achieve its purpose of fostering Holocaust education. Three years later, he was elected to serve as its chairman. He helped create a Holocaust Memorial section in the public library, he has participated in the annual memorial (Yom HaShoah) service, and he invited a Congressman to discuss "Combating Anti-Semitism Worldwide." David currently chairs the annual Monroe Township High School Holocaust Essay Contest during which time three survivors share their life histories with the entire Freshman class,

and the students then have a choice of essay topics to write about. The contest is completely voluntary, but over 50% of the students choose to participate each year.

David has now been an active member of the Henry Ricklis Holocaust Memorial Committee for 28 years. So much for a committee meeting that he originally planned to attend only once just to humor his Rabbi.

EVER-EXPANDING SERVICE

It is important to note David is modest and humble. He objects to being called "mitzvah (good deed) man," a nickname he has earned.

Here are just a few of his activities done on behalf of others:

- First on a very personal level, he knows I have a mentally disabled stepdaughter. He volunteered to sit with her and tutor her. When he heard she was looking for work, he jumped in and said, "I know someone." As it turned out the someone was somebody David hadn't seen or spoken to in at least 20 years. Short story, even though the person moved and changed phone numbers several times, David



Holocaust Survivors Paul Beller, Sol Lurie, and Lois Flamholz with daughter of the foundation's namesake, Rhonda Ricklis Rothschild and Ricklis Committee Chairman David Rothman spoke at the Monroe Township High School freshman class back in June.

tracked him down. Based on David's recommendation, my stepdaughter got the job.

- David found time to walk a couple of hours a week with an obese cousin. She would not walk without him. Despite his schedule being jammed, he found the time.
- Once a week David has family dinner with his ex-wife's blind cousin. He thinks nothing of it and describes Harvey as a friend. I guarantee that this is the highlight of the man's week (life).
- David carried an associate on his company's payroll for years despite her failure to work because of personal issues.
- I mentioned his work with the Holocaust group. The first time he mentioned it, David just said the Rabbi twisted his arm to do it. After hearing the same comment for three years, I finally asked when the Rabbi had twisted his arm. It turns out that it was more than 20 years ago and the Rabbi had long since retired.

If there is anybody that needs help, whether they ask or not, David is there.

David Rothman is C.E.O., CME Acuity Rx, LLC™, 33 Evergreen Terrace, Monroe Township, NJ 08831. He can be reached at 215-630-4306 or drothman@cmeacuity.com.



MARY CHRISTIAN



Giving Joy

It is my pleasure and my duty to give of my time, talents, and treasures. I have chosen to focus this giving toward (1) the advancement of the mission of The Center for Great Expectations (Vice Chair of the Board) and (2) Veterans through the American Corporate Partners program (Mentor).

ASSISTING PREGNANT WOMEN

The Center for Great Expectations (CGE) serves adolescent and adult women who come to us homeless, pregnant, and often with substance use and/or mental health disorders. Grounded in a spirituality that treasures the dignity of all, CGE seeks to create a safe place and a safe presence for our residents to learn how to break the cycle of their past and take the safe path to a better life.

Leveraging trauma-informed, clinically-managed, individualized treatment, CGE assists each woman in gaining self-esteem and the coping, recovery, parenting, and life skills necessary to embrace the next right step for herself and her child.

When I first heard of CGE's mission, it was so clear and direct; I was touched and felt a compelling need to help.

HELPING VETERANS TRANSITION

American Corporate Partners (ACP) is a nonprofit organization dedicated to assisting Veterans in their transition from the armed services to the civilian workforce. With the help of business professionals nationwide, ACP offers Veterans tools for long-term career development through mentoring, career counseling, and networking opportunities. ACP aims to strengthen the connection between corporate America and Veteran communities.

As an ACP mentor, I am inspired by meeting with my Veteran mentee monthly to review goals, objectives, and progress. This usually involves a successful transition from a military position to a position in the corporate world. The partnership lasts about a year.

MENTEES

My first mentee was an Army infantryman who was part of the rescue and recovery efforts at the Pentagon on 9/11. He was later deployed to Republic of Georgia to train military there and finally he was a team sergeant in Iraq. His goal was to secure a legal position in a healthcare business environment, but he wasn't sure how to translate his skills into a corporate setting. Or honestly, even what one looked like. It was funny when we both realized that navigating the terrain

of Iraq as part of a Civil Affairs Team working to improve relationships with the local community and the military was not so different than navigating the turbulent waters within a pharma company and across alliances! I do this from the comfort of a secure, air-conditioned fortress, while he was working within an active combat zone. And he thought I had the harder job.

My current mentee is in active service, transitioning to private sector shortly. She is a graduate of the U.S. Naval Academy, an intelligence officer, seeking to work in a company where she can continue to be passionate about her work and contributions. Our relationship is still evolving, but I am learning from her and exposed to new experiences and perspectives, e.g., the concept of splitting up my family while one spouse is deployed

seems so foreign. Yet this deployment as a means to earn more money, save for a house (with reduced housing expenses in the interim), and reuniting the family in 18-24 months, seems rather normal to this naval officer.

Our worlds sometimes seem so different, yet there are many parallels. I seek to highlight the similarities and leverage the differences as a means to guiding these Veterans to a smooth transition, as much as I am able.

These opportunities are the highlights of my day. If I can talk through a challenge with someone and help them find a solution or, at least, find comfort in knowing they have support (even if only moral support) to face these challenges, I gain personal satisfaction. If, in my quest, I have contributed to their success, I truly enjoy that I have made some small contribution.

Center for Great Expectations is a not for profit, 501(c)(3) organization. For more information go to CGE: <http://www.cge-nj.org/>

American Corporate Partners is also a nonprofit organization. For more information, contact ACP: info@acp-usa.org or go to <http://www.acp-usa.org/>

Mary Christian is Executive Director, Global Regulatory Strategy, Bristol-Myers Squibb, P.O. Box 4000, Princeton, NJ 08543-4000. She can be reached at 609-252-5281 or mary.christian@bms.com.

Note: For more of Mary's story with CGE, go to http://www.hmexchange.com/archive/Christian_1112.pdf



Some members of the CGE Board of Directors who welcomed Governor Chris Christie on a recent tour of the Center.



KEN WATKINS, SR.



Providing Mobility for Wounded Veterans

In support of The Independence Fund, Ken Watkins has spent hours of time, effort, and his money in order to raise enough funds to provide a severely injured Veteran with a remarkable wheelchair. It's called a Track Chair and it can help him or her become independent. Ken has worked hard to make people aware of the situations that returning Veterans of war face on both a physical and emotional basis. He was therefore able to collect over \$17,000 through friends, family, and the pharmaceutical industry. The chair costs \$15,000, so most people cannot afford this. Ken has dedicated selfless amounts of time to provide this organization with donations through fundraising that allowed one local NJ returning wounded Veteran to receive this chair. The Veteran who is awarded the chair has lost the ability to walk and do the things we take for granted daily. With Ken's help, the chosen Veteran will have the ability to be independent, not something you can put a dollar value on.

The Track Chair is a customized wheelchair that provides the Veteran with the ability to move around and have some

semblance of a life even though they have been so severely injured. Bill O'Reilly of *The O'Reilly Factor* TV show has been a huge supporter of The Independence Fund and a major proponent of helping these Vets, specifically with the Track Chairs.

The Independence Fund (INDY Fund) is an all-volunteer organization that helps returning Veterans get the proper treatment and equipment they need for mobility and some level of independence even though they have lost limbs and suffered other injuries in war. The fund spends less than 2% on administration and operating costs and does virtually no advertising.

For more information on the Independence Fund, go to <http://www.independencefund.org/> or call 888-851-7996.

Ken Watkins, Sr., is a Partner, WATKINS REPRESENTATION GROUP-WRG, 39 Brandon Avenue, Wayne, NJ 07470. He can be reached at 973-696-8658 or ksr@watkinsrepgroup.com.



Ken Watkins, Sr., has the biggest heart to help others and is so appreciated!!

SAMANTHA ARMSTRONG



Giving More Than Nine Lives

I have been active in my community and other areas in rescuing cats. After realizing that there are so many feral and stray cats roaming around, it was obvious it was time to make a change and do something. Three years ago, while I was feeding some stray ferals in my neighborhood, I heard the cries of a kitten that had fallen down a 12-foot pipe. With the help of our area fire chief and animal control officer, the kitten was miraculously rescued. His name is Lucky and lives with me. It was then I knew something had to be done.

These poor kitties do not have a voice, and I chose to be that voice for them. In the last three years, I have worked tirelessly with people who contact me about cats and kittens. I have rescued those and have homed every single kitten (and ended up keeping most of those mommies). I have been able to help trap very feral cats so they are immunized, neutered or spayed, and ear tipped, then put back where they live to carry on a long healthy life outdoors.

FOR THE LOVE OF FELINES

Being able to help animals has been very gratifying. I have the support of so many people who help network the cats and kittens that are more social and deserve a second chance. Though I've given a home myself to 16 rescues, this does not stop me from taking in a few foster kittens or a pregnant mommy kitty from time to time. Rescue is very rewarding and hard work, but so worth it in the end when the adoptive families contact me and let me know how much they love their new additions and how well they are doing.

Last winter I had the opportunity to work with the Animal Control officer in my town to help spearhead donations to offset the sprucing up of a building on the shelter grounds. The donations went toward making it a rehab center for cats and kittens in the area that either were being adopted out or in a holding area while they were being vetted for release. It brings me much joy to know my efforts were able to help so many animals, and that I am able to help shelter as best as I can.

I would like to donate to the Woodbury Animal Shelter in our town. As a municipal shelter, it does NOT receive enough funds to help cats and dogs that are rescued. This donation would give the shelter so much more opportunity to help a large amount of animals. They try and run rabies clinics in town to get people more proactive in taking care of their dogs and cats. They also run some small fundraisers at town events to help offset the costs of any vetting, food, and shelter for the animals.

I would be very blessed to be able to help my community even more so with the winnings of this award. It would do so very much for the animals of my community.

Samantha Armstrong is Director Business Development, Physician's Weekly, 180 Mt. Airy Road, Suite 202, Basking Ridge, NJ 07920. She can be reached at samantha.armstrong@physweekly.com or 914-450-0609.

Note: To read more about Samantha Armstrong's kitten rescue, go to http://www.hmexchange.com/archive/Armstrong_0313.pdf



Samantha and one of her foster kittens this past summer.

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AMM's Bowling for Breast Cancer 2015



October is Breast Cancer Awareness Month, so we wanted to honor AMM's dedication to giving back to BreastCancer.org.

On Tuesday, July 21, 2015, over 170 Association of Medical Media (AMM) members and medical media professionals joined together to raise awareness and money to benefit BreastCancer.org at the 6th AMM Bowling for Breast Cancer fundraiser. The event took place at Frames Bowling Lounge in New York City. Attendees enjoyed an evening of bowling, eating, and mingling with friends and colleagues – all for a good cause. Net proceeds from the event were donated to BreastCancer.org. AMM wishes to extend their sincere gratitude and thanks to all who donated and attended to make this event such a success. Plans for the 2016 event are already underway.

AMM's efforts were supported by industry sponsors, including American Academy of Family Physicians, American Medical Association, MediSolutions, *Oncology Times*, Triple Threat, and UBM Medica as well as by a host of donations from additional medical media partners for the on-site raffle.

Look for more details on this event and future AMM events and fundraisers on the AMM website at www.ammonline.org.



(Top) Mary Stoyles, Medical Media Services, Inc., and Dianne Reynolds, Frontline Medical Communications, with their loot.



(Right) Attendees enjoyed a great evening Bowling for a Cause.

AMM Association of Medical Media



AMM bowlers always have time
to SPARE for a great cause.