



Next Month: Humanitarian Awards!

Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

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Thanksgiving Traditions from

Leslie Celli
Elaine Gaffney
Julie Petroski
Carol Timberlake

Travel Tales with

Dick Barnett
Brandon Buttrey
Alison McCauley
Judy Picciano

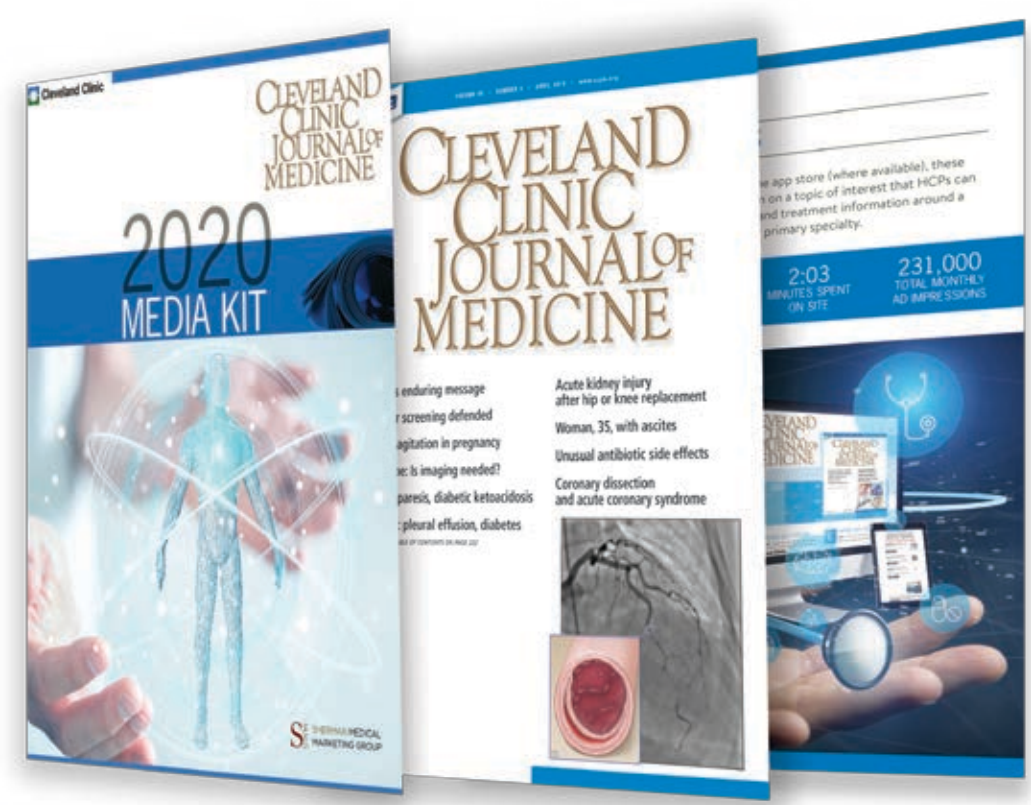
Industry "Friendsgiving"
Photos from The Past

Unfolding Photography
by Mario R. Nacinovich, Jr.

Plus *Personal Exchange*
with Jeff Berg

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Dear Healthcare Marketer,



Welcome to our holiday issue!


While writing this, I started thinking about all the things I am grateful for...there are so many! Sometimes we are so caught up in the rat race, we forget to be thankful on a daily basis, to appreciate all the great blessings we are surrounded by – family, friends, colleagues, pets, and even just the basics many don't have, such as food, shelter, and clean drinking water. In the spirit of gratitude, I love these new traditions that are popping up. Take Friendsgiving, for example, when friends gather together usually for a potluck, often on a different day and sometimes on actual Thanksgiving Day, to celebrate their friendships. I'm thinking about doing it this year if I can get my act together!

When it comes to the holidays, everything starts early in the Leonard household. We were fully decorated for fall in September. And now my daughter Maddie wants me to deck out the house for Christmas before Thanksgiving. Every year, she and her basketball team participate in a walk the Saturday after Thanksgiving to benefit Zoe, a little girl in our town who suffers from progeria, a genetic condition that causes a child to age prematurely. The town comes out in full force to raise funds for this little girl. It gives me goose bumps just thinking about the love, support, and goodness in our community. After the walk, the team comes back to our house for brunch. Since Maddie is now a senior, this will be the last year we host the brunch for the team (sob! sob!).

Once I get all my Christmas decorations out, my house ends up looking like a department store! I wish I had more room to display more decorations, but I somehow get out most of what I've collected over the years. If you know me well, you know I have a massive amount of Byers' Carolers, which I love to display to get in the holiday spirit. (Sidenote: my girls hate them and think they are creepy. I keep telling them they are worth a lot of money, so they decided they are going to sell them on eBay when I die!) We aren't just fast when we decorate. We are also fast to clean up. Everything is put away by New Year's Day – packed up and ready for the next year. And so the cycle goes!! One thing is for sure, we love the holidays, so the sooner the better.

If you're looking for some new ways to celebrate the holidays, look no further than the following pages to spark your imagination. Check out **Leslie Celli's** idea on how to keep family table seating interesting. **Julie Petroski's** got a tradition that makes Thanksgiving twice the fun...plus a yummy stuffing recipe. **Elaine Gaffney** shares traditions that stand the test of time...and place. And if you're looking for an excellent Pumpkin Pie recipe, **Carol Timberlake's** got you covered. Read about how and see why **Mario R. Nacinovich, Jr.**, has gained some notoriety for his photography. And, speaking of great photos, take a look at our Friendsgiving page and you'll be reminded of why we're blessed to work among the awesome people in this industry. We've also got Travel Trouble stories from **Judy Picciano**, **Alison McCauley**, **Brandon Buttrey**, and **Dick Barnett**. Don't forget, if you have a Travel Trouble Tale to tell, we'd love to hear it. Please send it along! This month, we're also delighted to get to know recently appointed President of AbelsonTaylor **Jeff Berg** a little better through *Personal Exchange*.

Next month, we'll be showcasing this year's Individual and Company 5th Annual Humanitarian Award winners. You can count on being inspired through these and a host of other stories about the incredible care for others the folks in this industry consistently and generously give.

I count you among my blessings!
Happy Thanksgiving,


You could WIN \$100!

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ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor has announced the promotion of **Jeanine Koch** to Executive Vice President, Project Management. She can be reached at 312-894-5667. **Lynnette Hunter** has been promoted to Executive Vice President, Director of Client Services. She can be reached at 312-894-5500. **Amer Ghafari** has been promoted to Vice President, Director of Information Technology. He can be reached at 312-894-5720.

CMI/Compas has announced the appointment of **Rachel Gangemi** as Account Coordinator, Buying Services and Deliverables; **Gerald Lanzilotti** as Senior Media Planner; **Analisa Simpson** as Associate Media Planner; and **Ashley Graham** as Cash Posting Clerk. They can be reached in the Cherry Hill, NJ, office at 856-667-8577. **Danielle Pinto** has been appointed Associate Media Planner. She can be reached in the New York, NY, office at 646-840-0717. **Sahil Khanna** has been appointed Analyst, Business Insights; **Diana LaPalombara** as Associate Analyst, Data Analytics; **Ralph Demmler** as Manager, CXM; and **Danielle Bartholomew** as Associate Director, Search Engine Optimization. They can be reached in the Philadelphia, PA, office at 215-568-5944. **Callie Smith** has been appointed Supervisor, Social Media. She can be reached in the King of Prussia, PA, office at 484-322-0880.

ECI Pharmaceuticals, LLC, has announced the appointment of **Lew Soars** to Vice President, Sales and Marketing. He can be reached at 314-422-7980.

Evolution Health Group, LLC, has announced the appointment of **Jon Mufson** as Director, Talent Acquisition. He can be reached at 845-520-3471.

Gilead Sciences has announced the appointment of **Merdad Parsey** as Chief Medical Officer. He can be reached at 800-445-3235.

Grey Group has announced the appointment of **Mark Reichman** as Executive Vice President, Client Services. He can be reached at 973-216-9009.

Klick has announced the appointment of **Jason Marshall** as Vice President, Strategy. He can be reached at 267-242-8461.

McCann Health Managed Markets has announced the appointment of **Jessica Remo** as Account Group Supervisor. She can be reached 973-917-6599.

MJH Associates, Inc., has announced the appointment of **Simon Murray, M.D.**, as Chief Medical Officer. He can be reached at 609-865-3545.

PRI Healthcare Solutions has announced the appointment of **Mike Weiss** as Vice President, Business Development. He can be reached at 973-214-9468.

The Sandbox Agency has announced the appointment of **Ayubu Azizi** as Associate Creative Director. He can be reached at aazizi@sandbox.com.

Scout Health has announced the appointment of **Lauren Amodio** to the newly created position of Vice President, Management Supervisor. She can be reached at 858-538-7777.

Sherman Medical Marketing Group (SMMG) has announced the appointment of **Dana Trimborn** to the Sales Team as National Account Manager. She can be reached at danat@shermanmmg.com or 215-527-9772.

Within3 has announced the appointment of **Robert Bedford** as Vice President, Business Partnerships. He can be reached at 215-280-2464.

NEW & NOTEWORTHY

awards • mergers • approvals

AstraZeneca has announced the FDA approval of the self-administration of Fasentra (benralizumab) in a pre-filled, single-use auto-injector for patients with severe eosinophilic asthma. For more information, visit www.astra-zeneca.com.

Johnson & Johnson and **Genmab** announced that the FDA has expanded the label for Darzalex (daratumumab) to include use in combination with bortezomib, thalidomide, and dexamethasone for patients newly diagnosed with multiple myeloma who are eligible for autologous stem cell transplant (ASCT).

Johnson & Johnson's Janssen Pharmaceutical unit announced the FDA expanded approval of the androgen receptor inhibitor Erleada (apalutamide) to include the treatment of patients with metastatic castration-sensitive prostate cancer (mCSPC). For more information, visit www.jnj.com or www.janssen.com.

Merck & Co. has announced the FDA accelerated approval of Keytruda (pembrolizumab) in combination with **Eisai's** Lenvima (lenvatinib) for the treatment of endometrial cancer. For more information, visit www.merck.com.

Novartis has announced the FDA approval of Beovu (brolucizumab) injection, also known as RTH258 for the treatment of wet age-related macular degeneration (AMD). For more information, visit www.novartis.com.

Novo Nordisk has announced the FDA approval of Rybelsus (semaglutide) to improve control of blood glucose in adults with type 2 diabetes, along with diet and exercise, making it the first oral GLP-1 receptor agonist cleared in the U.S. For more information, visit www.novonordisk-us.com.



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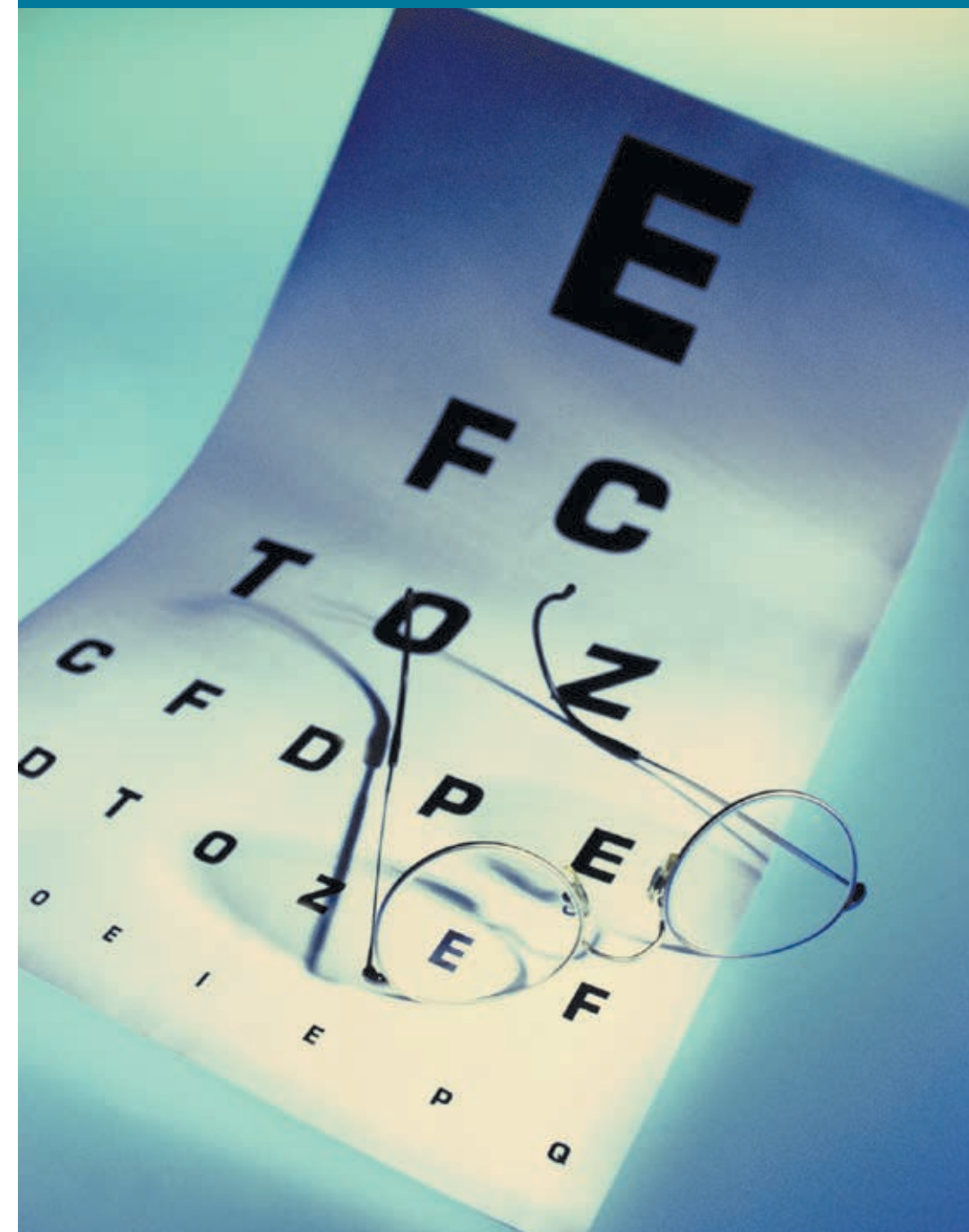
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THANKSGIVING FAMILY TRADITIONS

BY ELAINE GAFFNEY

What is Thanksgiving? When I looked it up it stated, "This holiday is usually one of the busiest of the year, as family gather with one another. It is part of a culture that is passed from person to person or generation to generation. It is a way to celebrate with family and friends."

BROOKLYN BEGINNINGS

That seems to be so on point for me. For years, Thanksgiving was always hosted by my Aunt Evelyn and Uncle Bruno. Originally it was held in Brooklyn where we all lived around the corner from each other. Some 25 was the usual number in attendance. Later, the celebration was moved to Larchmont after my aunt and uncle moved from Brooklyn. Family Fact – all relocations always involved finding a home that was large enough to accommodate the entire family. Some years, we were able to fit around the table and other years it was buffet, depending on the total number in attendance.

SHARING SIDES

As both my aunt and uncle got older, we all realized this was just too much for the two of them. It took a few years of convincing, but finally we were able to switch it up a little. They made the traditional turkey, as only Uncle Bruno could, with a heavy discussion on should the turkey be wet or dry. The sides now mainly belonged to their daughter, Lynn, and me. There were also random cousins enlisted for a dessert or soda, wine, and any other essentials that were needed to make the celebration complete.

Fast-forward – Aunt Kiki (Evelyn), as we called her, passed away and her daughter Lynn and her husband Steve assumed the "honor" of hosting Thanksgiving from their home in Dobbs Ferry. Lynn and I still split the sides and Lynn's husband Steve made the turkey. Again, cousins were, and still are, enlisted for any and all essentials that make it our Thanksgiving feast.

GOTTA HAVE IT!

The sides were always the best part of the day and remain the reason for the season in my opinion! They include the following with a few new additions, but we **must** have all of Aunt Kiki's sides first and foremost:

- Chestnut Stuffing
- Bread Stuffing

- Spiked Cranberry Sauce
- Broccoli Supreme
- Sweet Potatoes with Brown Sugar
- Mashed Turnips

A TALE OF TWO STUFFINGS

My mother always made the bread stuffing and, while very good, the chestnut stuffing held the place of honor. Little did we realize my mother made this each year for my cousin Craig who is allergic to nuts. After my mother passed away, no one even noticed that "poor" Craig ate no stuffing on Thanksgiving, an essential element as far as I'm concerned.

Since I had taken over making the chestnut stuffing, when I realized Craig was doing without, I started making Craig his bread stuffing. We've added sausage to the typical bread stuffing my mother made, which makes the stuffing very moist.

THANKSGIVING – EVERYWHERE!

Aunt Kiki has been gone for many years, and just this year we lost Uncle

Bruno at age 98. He was the last of that generation. Now, we feel the "tribe" is complete. They are all together again. We imagine they are carrying on the traditions they handed down to us in that big Thanksgiving in the sky! We are the "elder" generation now. We will carry on the traditions that are so much a part of the fabric of our family. Hopefully, this will be carried on for many years to come. This same meal with all of Aunt Kiki's sides is even made in Buffalo by my brother and his family who don't join us for Thanksgiving. We all get together for Christmas and raviolis...another tradition and story for another season.

I would be happy to share any of these recipes with anyone interested in giving them a try...Who knows? They may become your "traditions" too.

Wishing one and all a peaceful Thanksgiving surrounded by friends and family that make you "thankful."



We're grateful for our festive Thanksgiving table.



Elaine Gaffney is Media Specialist, Havas Health, 200 Hudson Street, New York, NY 10013. She can be reached at elaine.gaffney@havas.com or 646-552-2623.

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Happy Friendsgiving!

We really are blessed with an industry filled with people we truly enjoy. So, as we reflect on what we're thankful for in this season, we're taking a look back at some of our friends through the years. I hope these photos will bring a smile to your face, as they did mine. We are lucky to be in such an awesome industry filled with wonderful people.



Chrissy Miller, Lew Wetzel, Art Wilschek, Wayne Wickman



Jenny Day, Patty Quilty



Carol Wilson, Maureen Reichert, Tim Search and his wife, Maureen Liberti



The Doctors of the World Committee



Tina Menzies, Ken Sylvia, Molly Sawyer



Bill Bologna, Bob Doyle, and Steve Savat in 1970 reviewing DAME computer run



Stu Williams, Paulette McCarron, Perry Kolber



Maureen Reichert, Linda Ciccarelli



Amy Levinson, Peter Murphy, Susan Carollo



Stacey McHugh, Maureen Reichert, Linda Ciccarelli, Susan Carollo, Nancy Souza, Peggy Dunleavy, Gwen Kantor, Eleanor Blaber



Patricia Switzer, Mary Skoyles, Maureen Reichert, Mary Ellen McKeon, Carol Wilson, Suzanne Beyer, Perry Kolber, Amy Birnbach

Photo Credits: Maureen Reichert from AMA and Steve Savat



Thanksgiving Times Two

BY JULIE PETROSKI

I'm lucky – I get a double dose of thankful every single year. Since 1994, I have been celebrating both Canadian Thanksgiving and American Thanksgiving. When I lived in Toronto, my husband and I had Canadian Thanksgiving with his family and had a "Friendsgiving" for American Thanksgiving. Turkey and all the trimmings at both! Then when we moved to Texas, we did the opposite. Now that we have a cottage in Northern Ontario, we spend both Thanksgivings in Canada, enjoying a turkey dinner in October (usually at friends' places or a restaurant) and then again in November at our place. I love that we are able to celebrate both Thanksgivings!

To the right is my father-in-law Ed Morrice's "famous" stuffing recipe that he always made for (Canadian) Thanksgiving and Christmas. It is likely from a Kraft ad in *Canadian Living* or another Canadian magazine or newspaper as you will see from the products used in the recipe – and the cooked rice Ed used was always Minute Rice.

Ed made it the first time I met my husband Bruce's family (mom, dad, three sisters and their families) on the first American Thanksgiving I ever spent away from my own immediate family. It wasn't even a holiday in Canada since Thanksgiving was the month before, but Ed wanted to have a big family gathering and make me feel welcome. Bruce and I will be married 24 years this December 7 so I guess it worked.

Over the years, Ed tinkered with it a bit, adding some extra spices and probably tons of garlic, his favorite seasoning. Of course, he never wrote the "extras" down so it will never be as good as his was. Still, it's always a crowd-pleaser and we usually double the recipe just to have a little bit left-

over for the next day. Even people who say they don't like stuffing love this stuffing.

ED MORRICE'S STUFFING

INGREDIENTS

- 1 cup chicken broth
- 1 package Lipton's Onion Soup Mix
- 1 lb mild Italian sausage
- 1 cup chopped onion
- 1 cup finely chopped celery
- 1 tsp salt
- ¾ tsp ground sage
- ½ tsp freshly ground pepper
- Generous pinch each: savory and thyme
- 1 cup Miracle Whip Dressing*
- 2 ½ cups cooked rice
- 3 cups dry coarse bread

DIRECTIONS

1. Dissolve Lipton's Onion Soup Mix in the chicken broth.
2. Cook sausage in large saucepan over medium heat until no longer pink. Drain off fat.
3. Stir in onion, celery, and seasonings.
4. Add salad dressing and broth, mixing well.
5. Add rice and bread, mixing well.

Makes about 8 cups, enough to stuff one 10-12 lb turkey.

*For a lighter recipe, substitute Miracle Whip Light Dressing.

Note: You can also bake in a greased pan at 350° for 1-1.5 hours.



Ed in the kitchen.



Julie Petroski is Senior Vice President, Group Creative Director, Targetbase, 7850 North Belt Line Road, Irving, TX 75063. She can be reached at julie.petroski@targetbase.com or 972-506-3488.

Ian's Pumpkin Pie

SUBMITTED BY CAROL TIMBERLAKE

INGREDIENTS

- ½ cup sugar
- 2 tbsp molasses
- ½ tsp salt
- 1 tsp ground cinnamon
- ½ tsp ground cloves
- 2 large eggs
- 1 can (15 oz) Libby's 100% Pure Pumpkin
- 1 can (12 fl oz) Carnation Evaporated Milk
- 1 unbaked 9-inch deep-dish pie shell



Annual Tradition!

DIRECTIONS

1. Preheat oven to 425°.
 2. Mix sugar, molasses, salt, cinnamon, and cloves in a small bowl.
 3. Add pumpkin and stir to combine.
 4. Pour into pie shell.
 5. Bake for 15 minutes, reduce temperature to 350°, and bake 40-50 more. Insert clean knife in center. If it comes out clean, it's done!
 6. Cool on wire rack for 2 hours.
- Serve with whipped cream and vanilla ice cream.



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

Journey of a Photographer

BY MARIO R. NACINOVICH, JR.

Approximately one year and three months before “Kodachrome” by the American singer-songwriter Paul Simon was released in 1973, I was born. As the first grandson on both my maternal and paternal family lines, I’d like to think I was the most photographed child of the early ‘70s.

This is really only a myth that exists in my mind that has persisted for over 40 years.

Maybe it was the flashcube that was fitted and turned atop my parents’ Kodak Instamatic camera that had a significant hypnotic effect on me?

Perhaps it was the micro-explosion across my retina as its flashbulb filled with combustible material (zirconium wool sealed under high pressure) was actuated as its base was struck, setting off the charge in the primer.

No, not really.

THE PROVENANCE OF MY PHOTOGRAPHIC PRURIENCE

My appreciation for photography originated from a very early age and it is a most welcome experience. It began when my father had subscribed to *National Geographic* since coming to America from the former Yugoslavia, now Croatia. It was definitely the iconic visual image representation of people, places, and *all* things across the globe that still to this day entrance me and captivate every aspect of my soul. So, there’s not a specific date or place I can recall where I thought my photography would be of interest to others. However, like many things in life, I developed a creative passion early on and continue to nurture it today.

THE AMELIORATION AND ACCESSIBILITY OF TECHNOLOGY

With the advent of better applications and cameras on our smart phones, capturing more striking visual images simply became more attainable thanks to the rapid ascent of the technology within our grasp. At the moment, I exclusively use the three cameras on my iPhone XS Max, with an eye on acquiring the iPhone 11 Pro Max. For images, I continue to post across Instagram (@komunik8r) and EyeEm (Mario Nacinovich), and have recently added photos to Getty Images, where some of my images have been approved for sale. I have embraced the dual-rear cameras that produce 12 megapixels with the options for f/1.8 for wide-angle shots and f/2.4 for telephoto.

My final selection is “Pier at sunrise at Rye Playland in Rye, New York.” I recall not being able to fall back to sleep early one morning and had the idea of making it to the pier for sunrise. While I had captured literally hundreds of sunsets and outdoor photos over the years, I had never taken a picture of the sunrise. The picture captured a moment in time for me where I was quite melancholy and in search of a sign – the sunrise provided the remedy (Zoltar Fortune Teller or fortune, not included). While it has not been selected for the marketplace, I find myself looking at the content and the colors of this scene

THE EYE OF THE BEHOLDER

Visual image is defined as a precept that arises from the eyes; an image in the visual system. When I think about my favorite visual images of the photos I have taken, I simply can’t limit it to a single shot. The three that are my favorites, in no particular order are:

“Why, hello there little fuzzy one” depicts our family dog Lucy with her nose to the asphalt inspecting a Banded Woolly Bear (*Pyrrharcia isabella*) caterpillar.

This photo is one of 178 available on my EyeEm account and one of 133 that are available for purchase (www.eyem.com/p/111740851).

“Illuminated String Lights Hanging On Telephone Booth” depicts exactly as advertised in the title. The combination of colors, textures, geometry of the red shutter frame, and the literal intertwined technologies – an antique



“Why, hello there little fuzzy one.”



“Pier at sunrise at Rye Playland in Rye, New York.”



“Illuminated String Lights Hanging On Telephone Booth.”

rotary pay phone and more modern string of white holiday lights – simply paints a harmonious mélange.

This photo is one of 12 I’m honored to have available through Getty Images (search 766401215 at www.getty-images.com).

My final selection is “Pier at sunrise at Rye Playland in Rye, New York.” I recall not being able to fall back to sleep early one morning and had the idea of making it to the pier for sunrise. While I had captured literally hundreds of sunsets and outdoor photos over the years, I had never taken a picture of the sunrise. The picture captured a moment in time for me where I was quite melancholy and in search of a sign – the sunrise provided the remedy (Zoltar Fortune Teller or fortune, not included). While it has not been selected for the marketplace, I find myself looking at the content and the colors of this scene



▲ “Hemingway’s Six-Toed Cat Siesta” – According to legend, Ernest was given a white six-toed cat by a ship’s captain and some of the cats who live on the museum grounds in Key West are descendants of that original cat, named Snow White.

▲ “A walk in the vineyard” – Riesling is a white grape variety that originated in the Rhine region. These bulbous blessings were witnessed amidst the vines of the Three Brothers Winery and Estates in Geneva, NY.



were into photography, Mario. These are great!”



Mario R. Nacinovich, Jr., is the Global Head, Communications and Marketing for AiCure. He can be reached at 917-710-7322 and via his personal email at nacinovich@gmail.com. You can also find him on Twitter: @MarioNacinovich and LinkedIn: <http://linkedin.com/in/nacinovich>.

Thanksgiving

MIX UP AND MINGLE

BY LESSLIE CELLI



The kids mixing it up at the Thanksgiving dinner table.

A fun family tradition at my house is the “Thanksgiving Dinner Table Mix-Up.” Each guest pulls a number out of a hat and takes a seat at the dinner table at the corresponding place number. This way, the family gets mixed up and you may end up sitting next to an aunt, uncle, or cousin who you haven’t talked to in a while (instead of your spouse, who you talk to every day!). We also nominate the person in the #1 seat as the one who says grace or gives the pre-dinner toast. It’s always fun to see where people end up each year!



Leslie Celli is Senior Account Manager, Healio Strategic Solutions, 6900 Grove Road, Thorofare, NJ 08086. She can be reached at lcelli@healio.com or 215-264-9886.

The Flight That Wasn't

BY JUDY PICCIANO



Early on a cold, wet morning, I had to take a bus for a one-and-a-half-hour ride to the airport. I arrived at Heathrow Airport three-and-a-half hours ahead of time for my flight to Newark. I checked in, went through security, and relaxed in a club lounge until my flight was called. Then it was time to board the plane (still one-half hour till takeoff). When we were all boarded, the plane pulled away from the gate, then stood on the runway. We waited and waited. We could hear rumbling noises. Finally, there was an announcement from the cockpit, "Our port engine won't start. We have to call a mechanic."

A half-hour later, there was another announcement, "We need a new part. The mechanic has gone to fetch it." Half an hour later, "That didn't help. The engine still won't start. We will try something else." Yet another half an hour later, "This flight is cancelled. Passengers please depart for buses to return to the terminal. You must reclaim your baggage and rebook. Representatives will be there to help you."

FLIGHT CANCELLED

So, after a delay in opening doors and putting out staircases, everyone climbed down to the tarmac, piled into buses, and off we went to the baggage claim. After another long wait, our baggage was returned. I realized that my

connection in Newark, New Jersey, to Fort Myers, Florida, was long gone. I also discovered there were no open flights to Newark for two days. However, there was a flight to Houston the next day that would connect me to the home airport of Fort Myers. The airline had to distribute chits for a free hotel stay, hotel shuttle, and free dinner and breakfast. What a waste of a day! I finally made it to Florida the following day, just before midnight EST.

A HAPPY UPSHOT

According to EEC law, the airline owed compensation to all passengers whose planned journey was delayed for more than a certain number of hours. It required lots of paperwork to get compensated (save those boarding passes!), but it was worth it.



Judy Picciano is retired as a Manager of Business Intelligence and Market Research from Sanofi (formerly Sanofi Winthrop) and, previously, Parke-Davis/Warner-Lambert. She and her husband, Gene Picciano, a Warner-Lambert retiree, reside in Fort Myers, FL. Contact them at 239-694-1468 or britalia@embarqmail.com.

Family Team Travel

BY BRANDON BUTTREY

I recently went to Mexico with my wife, four-year-old, two-year-old, and eight-month-old kids – it was amazing and harrowing!

It started with packing for our brood. Thankfully, we were headed to warm weather, which meant lighter clothes and beachwear. It wasn't too bad considering we needed clothes for five people.

One of the tricks to traveling together and enjoying the trip was to allow for a division of labor. My wife and I took turns taking all of the kids at one time, so the other could relax and get a



We did it!

break. That was one of the hardest parts of the trip...unless you were the one taking the break!

The most hilarious part was when we were trying to get through security. We were holding up the line because it took so long to move our baggage and corral our kids. I could feel all the eyes of passersby looking at this loud crew with two parents who were clueless but having fun.

Once on the plane, the kids settled in nicely...except for the eight trips to the bathroom.

My tip for vacation-bound parents with kids – Be sure and stop to regroup after every event, such as getting out the door, moving through security, deplaning, luggage pick up, etc. Affirm everyone in the family and tell them how proud you are of them all. And encourage them to keep working well as a team.



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Four Flat Tires...and a Trip from Hell

BY ALISON MCCAULEY

DAY 1: Car rental return – went in the wrong lane to the wrong rental company and was blocked from going forward. I was directed to back up by a person pointing to where I should go. I ended up driving over and back on what I thought was a speed bump but it was the bar with the spikes...The women who directed me to back up said, "Oops, I think you may have two flat tires from that. Sorry." I sped over to Hertz and dropped off my car as quickly as I could and ran to the airport.

JAX (Jackson International Airport): Got to the airport and my flight was canceled. No available flights back home – all flights going up the East Coast are canceled. After a long wait, I found out there were no available direct flights out the next day. I would have two legs for my return trip back home. I booked my stay at the available Microtel (yuck), and I had to wait over an hour for the hotel shuttle to arrive. Bad day.

DAY 2: The next day my flight was continuously delayed and I had to wait in line numerous times to rebook my connecting flight along with many others with the same plight. We were told our plane had two flat tires and we had to wait for the mechanics to install the tires. About eight or nine hours later, the announcement came that there were no tires available at the airport and they had to have them flown in; our flight was moved to the next day. Unfortunately, there were no available flights that day since so many people were canceled from the day before and all flights out were booked up. Back on a shuttle and another hotel stay.

DAY 3: My 9 a.m. flight was again continuously delayed, this time due to bad weather in Chicago. Again, I spent the day

waiting in long lines rebooking connections. The weather finally cleared and, at 5:00 p.m., they said we should be taking off soon. Ah, relief! But no, the lightning horn went off at JAX and we had to wait for the storm to clear. At 7 p.m. we boarded our flight and taxied on the runway...and then we stopped. "Sorry everyone, Chicago is only taking international flights and we are going to sit here for an hour and a half." Good news, it was only an hour.

In Chicago, I got on my 11:30 p.m. flight to go to Newark, and settled in, happy to have been bumped to first class. We sat for a while and then they announced, "Sorry folks, our pilots are coming in from a DC flight, which has a delayed arrival into Chicago. It should only be an hour delay." When the pilots arrived, we had lost our spot to take off and were delayed yet again.

I got into Newark and waited at the luggage carousel for 45 minutes...nothing. I went to the baggage claim office and the person said, "Oh that carousel is broken so the bags are at Carousel 3." No one thought to post it or make an announcement. I let everyone know of this change since no one working there was going to say anything.

I got in my Lyft and, as we neared my home, I started giving the driver directions for a shortcut and he didn't seem to be reacting. I started to raise my voice but he didn't follow my directions. I was annoyed! I got home and gave him a small tip. Then I saw on the app that he is hearing impaired. I felt awful and got back on and gave him a big tip and 5 stars. I arrived home around 3:30 a.m.

It was truly the trip from hell.



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NO REST FOR THE WEARY

BY DICK BARNETT

On our late-June trip to Dublin to begin a cruise around the perimeter of Ireland, our Newark-to-Dublin flight had us seated directly in front of the rest room, unbeknownst to our travel agent, with no way to move our seats back. Unfortunately, the people in front of us COULD move their seats back, which cut down the room we had to eat, sit, and watch the screen. We did ask them to ease the angle a bit, which worked somewhat.



Dick and Susan Barnett on the beautiful Isle of Man, their cruise's last stop before returning to Dublin, Ireland.

Also, our travel agent told us that when we got to our hotel in Dublin at 5:30 a.m., there was a good chance we'd get a room. As you'd guess, there were NO rooms. So at our 21st hour without settling in, we had breakfast in the hotel and then walked the streets for a number of hours until 11 a.m., when we finally got a room.

We will not be using our travel agent again, after a half-dozen good experiences. Her response to our dismay was that our troubles are not something she did intentionally. Not a good enough answer.



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Jeff Berg

Birthplace: Chicago, IL

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"People exist to be loved; objects exist to be used. The world is in chaos because these things are the other way round."

—The Dalai Lama



WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

My advisor in graduate school, Al Quebbemann, who taught me invaluable skills in critical thinking and problem-solving. However, it was his career advice that was most impactful. He said you should only work for people who are genuinely happy to see you succeed. True when I was a student, and true today.

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Seeing the Aurora Borealis and eating my way through Italy, starting up north and making my way to Sicily.

WHAT WAS YOUR FIRST JOB?

Selling radio advertising by cold-calling local businesses. I would make the calls on Saturday mornings and weekdays after school from index cards I was given. Think of a really bad version of Glengarry Glen Ross. Didn't make much money, but it was a great lesson in handling rejection.

DO YOU HAVE ANY PETS?

Kalee is our 13-year-old Tibetan Terrier. Strangely, they're not members of the Terrier group. We picked the breed because Tibetans don't shed and they're beautiful dogs. But friendly and affectionate they're not, and Kalee is a prototype of the breed. She's very aloof and independent, more in line with what my friends tell me about their cats.

HOW DO YOU STAY FIT?

Yoga, running, and some cross-training. I have also become a disciple of myofascial release for muscle pain and tightness. A physical therapist introduced me to a variety of techniques, including using a lacrosse ball to increase muscle mobility. If you have sore muscles or mobility restrictions, I highly recommend this therapy.

HOW DID YOU GET STARTED IN THE INDUSTRY?

My start in advertising happened quite serendipitously. I had been on the client side for about 13 years and was looking to change jobs. I called a friend at AbelsonTaylor for some possible client-side leads and she asked if I had thought about advertising as a career. One thing led to another and, the next thing I knew, I was flying out to meet a client as an AT account supervisor. It's good to be lucky.

WHAT IS YOUR MOST EMBARRASSING MOMENT?

One of my most embarrassing moments came during a pitch for the relaunch of a cardiovascular product that had just been acquired by a different company. To make a point, I was showing the previous agency's campaign and made a few dis-

paraging comments. A hand went up from one of the clients, a new hire who noted that she had worked on that campaign. After some very diplomatic backtracking, I thought I was out of the woods until Dale Taylor, our CEO, came up to me after the pitch. He stood about three inches away and said in a very low voice, "You know that thing you said about the other agency? Never do that again."

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

A Gentleman in Moscow by Amor Towles. Set in the Russian Empire at the beginning of the 20th century, the novel follows the story of Count Alexander Ilyich Rostov and his life in the Hotel Metropol, where he has been under house arrest for 32 years. My grandparents immigrated from Russia/Poland and I have always been interested in Russian history and culture.

WHO WAS YOUR FAVORITE TEACHER?

Mr. O'Malley, my U.S. history teacher in high school. He encouraged his students to not simply accept the version of history that was "written by the victors," but to challenge the narrative. Mr. O'Malley urged us not to take ourselves so seriously and to be more willing to try to understand divergent views. He also infused

humor into what otherwise might have been a dry subject for some of his students.

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

One very little thing that makes me happy is that first spoonful when you open a new jar of peanut butter. Breaking into that perfectly smooth, shiny surface always makes me smile. And, of course, that spoonful of peanut butter tastes the best.

WHAT IS YOUR PET PEEVE?

People wasting my time. I know for sure that there is one thing I do better than anyone else, and that is waste my own time. I don't need any help.

IF YOU COULD SEE ANYONE IN CONCERT, WHO WOULD IT BE?

Tough to pick one, but probably Led Zeppelin at the Kinetic Playground in Chicago on February 7, 1969. Also appearing that night were Jethro Tull and Vanilla Fudge. Can you imagine what it must have been like to be in that audience?

Jeff Berg is President, AbelsonTaylor, 33 West Monroe Street, Chicago, IL 60603. He can be reached 312-894-5500 or jeff.berg@abelsontaylor.com.



Jeff and his family at daughter Amanda's 2018 wedding. Pictured, left to right, son-in-law Tom, daughter Jennifer, Jeff, wife Susan, Amanda, son-in-law Brad, and sons Jacob, Ethan, and Daniel.



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¹KANTAR, Primary Care Medical/Surgical Readership Study, June 2019 ²The Essential Journal Study in Primary Care, The Matalia Group, January 2019.

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