

Next Month  
Mind, Body, and Spirit

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

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DECEMBER 2018



AMM Bowling for Breast Cancer Pics

Annual Baby Photo Contest

Anne Connolly Pollak's Barbie Christmas Mishap

Kathy Magnuson's Divided Holidays

Seasonal Treats From

Terry Krongold

Gina Bennicasa

Corrie Bridgeman

Mari Ippolito

Personal Exchange with Santos Torres, Jr.

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### HEALTHCARE MARKETER'S EXCHANGE

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*Dear Healthcare Marketer,*

**2018** has been a rough year filled with changes and obstacles in the Leonard household, including my six-month-old nephew's open-heart surgery, my BFF's battle against metastatic breast cancer, and my dad's move into our home, having giving up his independence. However, we've managed to make it through and I am looking forward to a better year in 2019. My New Year's resolution is to live in the moment and be present. Whenever I hear the Macklemore/Kesha song, *Good Old Days*, I can relate. I wish someone had told me "these would be the good old days" too.



Last year I started a new tradition...I guess you could call it retail therapy. When I wake up in the middle of the night with my mind racing, I go to my iPad. Then, I immediately log into Amazon or Groupon to get the latest deals for friends and family. It's gotten to the point that I have no idea what packages are arriving, and I don't know what all the charges are on my Amex bill. I need to get this under control! Even with the challenges of the past year, I don't take for granted how fortunate I am. I have two beautiful, healthy girls, my dad is still alive and kicking at 91 years old, and I have so many friends and so much support in this industry.

Speaking of support, I am so honored to be part of the **AMM Bowling For Breast Cancer** team. This year's sold-out event took place on October 23 in New York City. Not only was it a blast, but it was a powerful reminder of how wonderful and caring the people in our industry are. What an awesome opportunity to all come together to support such an important cause.

In addition to the photo spread from AMM's bowling event, this issue features seasonal stories – **Anne Connolly Pollak** reminisces about her back-in-the-day Barbie mishap and **Kathy Magnuson** reflects on what happens when not everyone in the family is on the same page, celebration-wise. Plus we've got lots of mouth-watering recipes just perfect for the holidays.

One of the treats I remember from my childhood that was always on hand for the season was my mom's Chex Mix. I still make it every year (as I hunt down the not-so-secret ingredient of Worcestershire sauce!). I am a better baker than cook, so I also enjoy making holiday cookies for friends and family. Looks like I'll have a few new recipes to try with almost 107-year-old Oma's Rugelach from **Gina Bennicasa** and Grandma Riccio's Knots and Struffoli from **Mari Ippolito**. Yum! Plus we've got a couple of delectable recipes that just might grace your holiday brunch table. **Terry Krongold** is serving up Bundt Cake laced with nutmeg, cinnamon, pumpkin, and cranberries. Yes, please! And **Corrie Bridgeman** shares the perfect savory Baked Brunch Eggs that you can add your choice of veggies and meats to. We enjoy a family brunch on Christmas, complete with French toast casserole, my grandmother's egg strata, and ham to round out the meal. Wow, my mouth is watering just thinking about it! Yours will be too, when you read the recipes included in this issue.

Don't forget to enter our annual **Baby Photo Contest**. See if you can match the baby to the adult in our industry...you could WIN a \$50 Amazon Gift Card. And be sure and get to know **Santos Torres, Jr.**, a little better in this month's *Personal Exchange*.

The busy holiday season is in full swing. Hoping yours is bright with family and friends. We'll meet back here in the New Year with an issue that's sure to inspire you to make 2019 your best year yet.

*Happy Holidays and a Healthy New Year,*

*Nancy*



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### *In Memoriam*

**SUSAN ANNE MURPHY**

Industry veteran **Susan Anne Murphy** lost her life to Acute Myeloid Leukemia (AML) on October 15, 2018. She was retired and living in Colorado when she fell ill. Susan is survived by a large and loving family and her closest friends. If you have fond memories of Susan and would like to express your thoughts or sympathy to her family, email **Mary Skoyles** at [mskoyles@mmsi-online.com](mailto:mskoyles@mmsi-online.com). Mary was trained in media by Susan and remained one of her closest friends through the years.



# ANNOUNCEMENTS

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

onward&upward

promotions  
additions

new&noteworthy

awards, mergers  
approvals

**2e Creative** has announced the promotion of **Matthew Turner** to Medical and Regulatory Director. He can be reached at 314-436-2323.

**Astellas Pharma** has announced the promotion of **Tony Bondi** to Assistant Director, Oncology Marketing. He can be reached at 800-888-7704.

**CMI/Compas** has announced the appointment of **Brian Elrod** as Associate Director, Media; **Emily Cowperthwaite** as Analyst, Business Insights; and **Justine Hulcher** as Specialist, Digital Ad Operations. They can be reached at 646-840-0717. **Mark Sinkiewicz** has been appointed as Senior Digital Ad Operations Specialist and **Patricia Fiordimondo** as Help Desk Technician. They can be reached at 856-667-8577. **Connor Riley**, **Lauren Freid**, and **Kyle Lewis** have been appointed as Associate Analyst, Search Engine Marketing; **Laura Squires** as Senior Analyst, Business Insights; **Sabrina Pimentel** as Associate Analyst, Search Engine Marketing; and **Zachary Grubb** as Analyst, Search Engine Marketing. They can be reached at 484-322-0880. **Zachary Werner** and **Haley Quinn** have been appointed as Associate Media Planner; **Shannon Taylor** and **Samantha Kargari** have been appointed as Media Planner; **Daniel Piersa** as Senior Media Planner; **Thomas Boland** as Associate Director, Search Engine Optimization; **Emily Garde** as Associate, Media Operations; **Amy Vojir** as Associate Analyst, Data Analytics; **Emily Doris** as Associate Analyst, Social Media; **Brandon Lawrence** as Analyst, Search Engine Optimization; **Emily Brisgone** and **Abraham Parvin** as Associate Analyst, Search Engine Marketing; **David Sullivan** as Supervisor, Search Engine Optimization; and **Laura McNeill** as Senior Analyst, Social Media. They can be reached at 215-588-5944.

**Eli Lilly and Company** has announced the appointment of **Lee Altenburg** to Advisor, Commercial Analytics. She can be reached at 765-832-4400.

**Elite SEM** has announced the promotion of **Bianca Blando** to Paid Social Specialist. She can be reached at 215-809-1700.

**Evoke Group** has announced the appointment of **Beth Beck** as Group Managing Director. She can be reached at 646-561-4001.

**FCB Chicago** has announced the appointment of **Cherie Davies** as Senior Vice President, Group Creative Director. She can be reached at 312-425-5000.

**Havas** has announced the promotion of **Brianna Quinn** to Buyer, Digital Investments. She can be reached at 212-886-2000.

**Havas Tonic** has announced the appointment of **Rita Pirozhkov** as Account Executive. She can be reached at 212-886-4100.

**HealixGlobal** has announced the appointment of **Hemali Lakhani** as Vice President. She can be reached at 917-952-7472.

**IPG Mediabrands** has announced the promotion of **Axelle Basso Bondini** to Senior Media Planner. She can be reached at 212-883-4751.

**Ogilvy CommonHealth Worldwide** has announced the promotion of **Jessica Remo** to Account Group Supervisor. She can be reached at 973-352-2384. **Martha Maranzani (Walz)** has been promoted to Senior Vice President, Digital Engagement Strategy. She can be reached at 973-352-1000.

**Publicis Health Media** has announced the promotions of **Jaimie Allen** and **Sheyda Karvar** to Media Supervisor. They can be reached at 215-399-3428.

**Rx EDGE Media Network** has announced the appointment of **Nathan Lucht** as President and CEO. He can be reached at 847-879-6036.

**SLACK Incorporated** has announced the appointment of **Matthew Holland** as Chief Commercial Officer of [Healio.com](http://Healio.com) and **SLACK Incorporated**. He can be reached at 856-848-1000.

**SSCG Media Group** has announced the promotion of **Anne Beck** to Supervisor, Multichannel Media, and **Mandy Graziani** to Vice President, Group Supervisor of Multichannel Media. They can be reached at 212-907-4314.

**Wiley** has announced the appointment of **Maritza Aviles-Matos** as Team Lead – Demand Generation. She can be reached at 201-748-6000.

**AllMedx.com**, a new medical search site, has announced a revolutionary way for physicians and other healthcare professionals to search for clinical information at Point of Care. Designed by and for doctors, the unique search platform provides clinically relevant results from authoritative medical sources, using an exclusive machine logic algorithm designed to filter out irrelevant and unreliable links. For more information, visit [allmedx.com](http://allmedx.com).

**Merck & Co.** has announced the FDA approval of Keytruda (pembrolizumab) in combination with carboplatin and either paclitaxel or Celgene's Abiraterone (nab-paclitaxel) for the first-line treatment of patients with metastatic squamous non-small-cell lung cancer (NSCLC). For more information, visit [www.merck.com](http://www.merck.com).

**Novartis** has announced the FDA approval of the biosimilar Hyrimoz, which is approved for treating several diseases, including rheumatoid arthritis. For more information, visit [www.novartis.com](http://www.novartis.com).

**Sanofi** has announced the FDA approval of Dupixent (dupilumab) as an add-on maintenance therapy in patients with moderate-to-severe asthma, aged 12 years and older, with an eosinophilic phenotype or with oral corticosteroid-dependent asthma. For more information, visit [www.sanofi.com](http://www.sanofi.com).

**SLACK Incorporated**, the publisher of [Healio](http://Healio.com), has announced the launch of a new publication, *Healio Primary Care Today*. The publication, which will debut at the American College of Physicians Annual Meeting in April 2019, will focus on translating news about specialty-specific diagnostic and treatment modalities solely for the primary care physician. For more information, visit [www.healio.com](http://www.healio.com).




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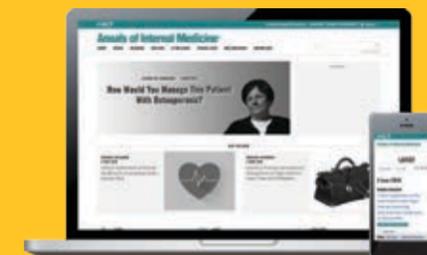
 of Internists receive *Annals of Internal Medicine*.\*

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**ACP Internist** and [ACPInternist.org](http://ACPInternist.org) provide news and information for internists about the practice of medicine as well as the policies, products, and activities of ACP.

\*Source: Kantar Media, June 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.



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**Kenneth D. Watkins III** at 973-785-4839 or [kwatkins@watkinsrepgroup.com](mailto:kwatkins@watkinsrepgroup.com)



# Baby Photo Contest

Can you match the baby with the adult? Select the number on the baby snowman that matches up with the adult photo. If you get stuck, look for clues under "Contests/Polls" on our website.

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\*ties will be broken by a random drawing. Enter by January 9, 2019. Good luck!

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# Rugelach That Stands the Test of Time

BY GINA BENNICASA

**M**y Oma was not someone who was known for her cooking ability, BUT she was known for her Rugelach, which she's been making for as long as I can remember. Oma has a big sweet tooth and Rugelach was one of her favorite things. She made them for EVERY occasion – they were delicious.

Oma will be 107 on January 13, 2019!

## Oma's Rugelach

### INGREDIENTS

#### THE DOUGH

- 8 oz cream cheese
- 8 oz butter
- 2 cups flour
- 2 tsp vanilla

#### THE FILLING

- Almond slivers
- Dark chocolate chips (the small ones)
- Cinnamon sugar



Oma and Gina.

### DIRECTIONS

1. Mix cream cheese, butter, flour, and vanilla until it is well blended.
2. Cut dough into four quarters and freeze overnight.
3. Defrost dough until it is workable. Roll it out (flour if you need to). Cut into triangles.
4. Put the filling in and from the wide edge, roll up each triangle.
5. Preheat oven to 350°. Bake for 20-30 minutes until they are brown.



*Gina Bennicasa is Associate Publisher, Family Practice News and Internal Medicine News, Frontline Medical Communications, 7 Century Drive, Parsippany, NJ 07054. She can be reached at [gbennicasa@mdedge.com](mailto:gbennicasa@mdedge.com), 973-290-8221 (o), or 917-414-5038 (c).*

# BRUNCH IS SERVED

BY CORRIE BRIDGEMAN

**M**y mom has been making this baked egg dish for years. It's a great make-ahead for the holidays or anytime you have overnight guests. You can throw in whatever veggies you have on hand and mix up the protein too.

## Brunch Baked Eggs

### INGREDIENTS

- 4-6 cups shredded Monterey Jack cheese
- 12 oz sliced mushrooms
- ½ medium onion, chopped
- ¼ cup sweet red pepper, sliced thin
- ¼ cup butter, melted
- 8 oz julienned ham or cooked Italian sausage
- 8 eggs beaten
- 1¾ cup milk
- ½ cup flour
- 2 tbsp fresh chopped tarragon
- 1 tbsp fresh chopped parsley



### DIRECTIONS

1. Sprinkle 2-3 cups cheese in the bottom of a greased 9" x 13" dish.
2. Sauté mushrooms, onions, and red pepper in butter. Drain off all liquid.
3. Top the cheese with vegetables, then the meat, then the rest of the cheese. Cover and chill overnight.
4. Combine eggs, milk, flour, tarragon, and parsley. Pour over casserole.
5. Bake at 350° degrees for 45 minutes or until set.
6. Let stand 10 minutes before cutting to serve.

Makes 12 or more servings.



*Corrie Bridgeman is NEJM Regional Sales Director, 860 Winter Street, Waltham MA 02451. She can be reached at [cbridgeman@nejm.org](mailto:cbridgeman@nejm.org) or 781-775-1287.*

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# Barbie™ DREAMS

BY ANNE CONNOLLY POLLAK



No, I am not referencing Nicki Minaj. HEALTHCARE MARKETER'S EXCHANGE is a professional and family-friendly publication!

I am referring to Barbie, the pretty, almost-always blonde, and most definitely always bodacious doll that has been on every little girl's holiday gift wish list for decades. And, even though I was a confirmed tomboy who played basketball and roller hockey with the boys, I too loved Barbie. How could I not? My Barbie lived an awesome life! Along with her friends Ken, Midge, and Skipper, she had it all – not only a career, trendy clothes, handbags, and shoes, but also a Townhouse, Dune Buggy, Hot Rod Convertible, and Camper!

## A POOL PARTY GONE BAD

The Christmas when I was six, I was thrilled to find a new addition for my Barbie collection under our family Christmas tree – a Barbie Pool Party. It was awesome! It had a pool that could be filled with water and a slide, deck, and diving board with springs that actually worked. I was so excited and couldn't wait to play with it!

However, there was one small problem. As we all know, Barbie does not wear flats and her feet are perennially poised to wear high heels, which made it impossible for me to balance her on the diving board and catapult her into the pool. I needed to find something that was flat on the bottom so I could do this.

I looked around for something to accomplish this feat and found it right there under our Christmas tree. The figures in the Nativity scene all had feet with flat bottoms. Why not? So, I happily sent Jesus, Mary, Joseph, the three Wise Men, and all the animals into the drink. Over and over and over again. It was fun! Until I noticed something strange. Because the figurines were made of clay and had gotten so saturated from the repeated dunks in the pool, they had started to disintegrate into shapeless lumps of mud.

I had totally trashed the Holy Family!!!

## WHERE DID JESUS GO?

Frantic, I tried to hide the evidence of my misdeed by shoving the wet gloppy mess under the sofa, hoping no one would notice. I thought I had gotten away with it, until my mom, noticing the suspicious quiet, came into the

living room where I was playing and saw that the Nativity scene was vacated. Where, she demanded, was Jesus? Quaking with fear and bracing myself for the worst, I had to come clean and admit to Mom what I did. (It didn't help that my goody two-shoes brother tattled on me – thanks, James!) Funny thing is, I really wasn't seriously punished for what I did. The next year we got a new Nativity scene for the Christmas tree, with a stern reminder (directed at me) to leave Jesus and his family alone! Which I did.

## WISE MOM

It's been many years since my Barbie dreams. The Barbie pool is long gone and is just a memory, though I must admit I did keep a few of my Barbies. I still have the replacement Nativity scene and am happy to report that it is dry, intact, and has survived two moves! Every Christmas, I lovingly place it under my tree and think of my mom and the real gift she gave me that year – one that I would not come to appreciate nor even know I received until I too became a mother. It's the gift of understanding that kids are going to be kids. They are going to play and sometimes that means they make messes and trash and break things doing so. As maddening as this may be (trust me, I've been a

woman on the edge – many, many times), moments with your children, especially holiday moments, are way too precious to squander by sweating the small things. Stuff, is after all, just that – stuff. Even if it is the Holy Family.

I think Grand Master Oogway, the wise, elderly tortoise from the movie *Kung Fu Panda*, said it best – "...Today is a gift. That is why it is called the present."

Happy Holidays everyone!

Note: *Anne Pollak is looking forward to the upcoming holidays, and no longer holds a grudge against her brother for tattling. He, however, is still a goody two-shoes!*

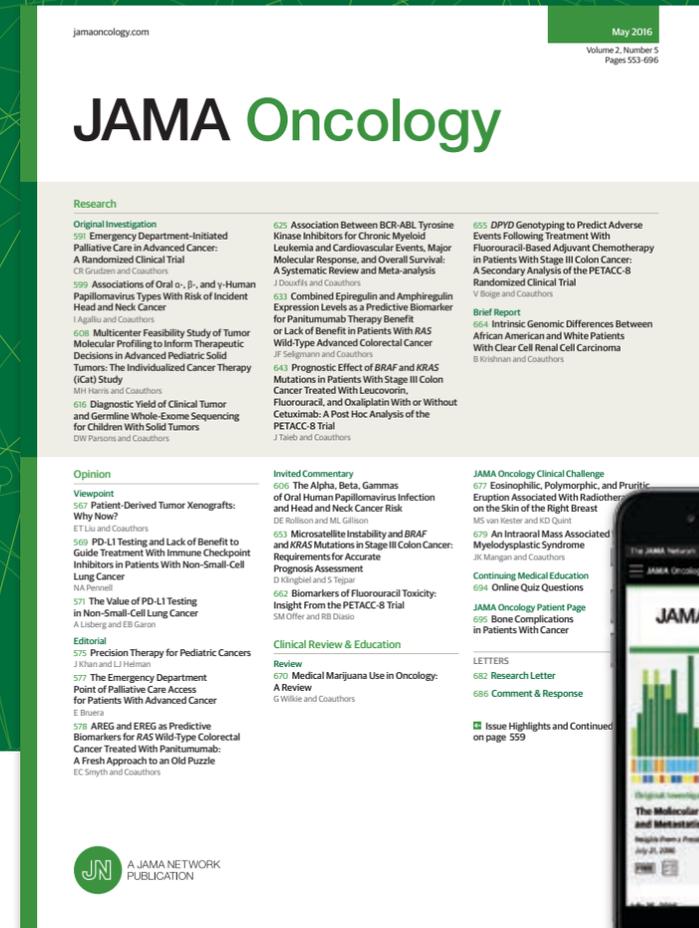


*Anne Connolly Pollak is a Freelance Media Specialist. She may be reached at 201-951-6375 or [adpollak@optimum.net](mailto:adpollak@optimum.net). Check her out on LinkedIn and Facebook too!*



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# All-in-One Holiday Bundt Cake

BY TERRY KRONGOLD

When Nancy Leonard, Publisher of THE EXCHANGE, asked me to contribute a recipe for the holiday issue, this recipe immediately came to mind. After a lifetime of baking, I probably have thousands of recipes, both online and on my bookshelves, and many of them fall into the “holiday” category. But to me, a cake for the winter holidays should invoke warmth and joy, and this cake does just that.

From the wonderful baker, Dorie Greenspan, and found in her 2006 *Baking: From My Home to Yours*, this recipe has all the requisite criteria: the warming scents of nutmeg and cinnamon; the fall flavors of pumpkin and cranberry; the crunch of apples and pecans.

It doesn't need it, but you can jazz it up for your holiday dessert table simply by adding a dollop of maple whipped cream or a maple syrup drizzle (see below). I think it's wonderful on its own as an afternoon snack, or lightly toasted with a smear of good salted butter. Any way you slice it, you can't go wrong with this cake. It's one of my favorites and always has a place on my holiday baking list.

## INGREDIENTS

- 2 cups all-purpose flour
- 2 tsp baking powder
- ½ tsp baking soda
- 2 tsp ground cinnamon
- ¼ tsp freshly grated nutmeg (it really makes a difference, so use fresh if you can)
- Pinch of salt
- 1½ tsp grated fresh ginger (or 1 tsp ground ginger)
- 1¼ sticks (10 tbsp) unsalted butter, at room temp
- 1 cup sugar
- ½ cup (packed) light brown sugar
- 2 large eggs, room temp
- 1 tsp pure vanilla extract
- 1¼ cup canned unsweetened pumpkin puree
- 1 large apple, peeled, cored, and finely chopped
- 1 cup cranberries, halved or coarsely chopped
- 1 cup pecans, coarsely chopped
- Confectioners sugar for dusting



Photo courtesy of Dorie Greenspan, *Baking: From My Home to Yours*

## DIRECTIONS

1. Center a rack in the oven and preheat the oven to 350°.
2. Butter a 9" – 10" (12 cup) Bundt pan. (If you've got a silicone Bundt pan, there's no need to butter it.) Don't place the pan on a baking sheet – you want the oven's heat to circulate freely through the Bundt's inner tube.
3. Whisk together the flour, baking powder, baking soda, cinnamon, nutmeg, salt, and ground ginger, if you're using it (not the grated ginger).
4. Working with a stand mixer, preferably fitted with a paddle attachment, or with a hand mixer in a large bowl, beat the butter and both sugars together at medium speed until light and fluffy.
5. Add the eggs one at a time, and beat for 1 minute after each addition.
6. Beat in the vanilla.
7. Reduce the mixer speed to low and add the pumpkin, chopped apple, and grated ginger, if you're using it – don't be concerned if the mixture looks curdled.
8. Still on low speed, add the dry ingredients, mixing only until they are incorporated.
9. With a rubber spatula, stir in the cranberries and pecans.
10. Scrape the batter into the pan and smooth the top with the rubber spatula.
11. Bake for 60-70 minutes, or until a thin knife inserted into the center of the cake comes out clean. Transfer the cake to a rack and cool for 10 minutes before unmolding, then cool to room temp on the rack.
12. Just before bringing the cake to the table, dust with confectioners sugar.

## OPTIONAL MAPLE SYRUP ICING

Sift 6 tbsp confectioners sugar into a bowl. Stir in 2 tbsp maple syrup. Add more maple syrup little by little, until you have an icing that runs nicely off the tip of a spoon – you might need another 1/2 tbsp syrup to get the right consistency. Put the cooled cake on a sheet of wax paper and drizzle the icing from the tip of the spoon over it. Let the icing set for a few minutes before serving.



**Terry Krongold** retired from Novartis Pharmaceuticals in 2016. She is a freelance food/travel writer and the publisher of *The Cook's Tour*. She can be reached at [terry@cookstour.net](mailto:terry@cookstour.net) or 973-687-5251. Visit her blog at [www.cookstour.net](http://www.cookstour.net).

# Cherished Baking Memories

BY MARI IPPOLITO

Baking with my amazing beloved Grandma, Tess Riccio, is one of my most treasured memories. Her Knots are legendary in our family, and her Struffoli, much like everything she created, was delicious.

## Grandma Riccio's Knots

Grandma Riccio's joke was since her Knots are “not” cookies, they have no calories, so eat as many as you'd like!

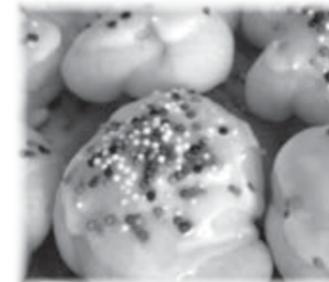
## INGREDIENTS

### COOKIES

- 3 eggs
- 1 tsp vanilla
- 2 tbsp milk
- 1 stick margarine, melted
- 2 cups SIFTED flour
- ½ cup sugar
- 3 tsp baking powder

### ICING

- Confectioners sugar, water, and colored nonpareils



## DIRECTIONS

### COOKIES

1. Beat eggs separately.
2. Add vanilla, milk, and margarine to eggs.
3. Add the egg mixture to dry ingredients. Keep adding SIFTED\* flour a little at a time to the dough mixture until it's no longer sticky and can be rolled in your hands. (You will use quite a bit of additional flour.)
4. Roll 4" sections of dough into tube shapes about ¼" thick. Make beehive shapes and place cookies on a greased or nonstick cookie tray.
5. Bake at 325° for 12 minutes or until bottoms are very light brown.
6. Cool completely and ice.

\*Sifting is of paramount importance. Unsifted flour will result in hard, dry cookies.

### ICING

1. Add a bit of water to confectioners sugar until it's a thick, smooth paste.
2. Ice and top with colored nonpareils.

When stored in an airtight container, Grandma Riccio's Knots remain soft for up to seven days.

## Grandma Riccio's Struffoli

## INGREDIENTS

- 3 large eggs
- 1 tbsp softened butter
- ½ cup plus 1 tsp sugar
- ¼ tsp baking powder
- 2 cups all-purpose flour
- 1 cup honey
- Vegetable oil for frying
- Nonpareils



## DIRECTIONS

1. Whisk together eggs, butter, and 1 tsp of sugar until mixture becomes frothy.
2. Stir in the baking powder, then add flour.
3. When it's all well combined, work the mixture into a soft dough with your hands.
4. Divide the dough into 4 sections.
5. On a lightly floured surface, roll each of the 4 sections into a rope about the circumference of a penny and 12 inches long.
6. Cut into 1 inch pieces, toss with enough flour to lightly dust. **Important:** Shake off any excess flour or it will become gummy during the deep frying process.
7. Heat oil to 375° in a deep fryer.
8. Working in handfuls to avoid lowering the oil temperature, fry the Struffoli until golden brown. They'll puff up as they fry.
9. Remove from oil with a slotted spoon, letting any excess oil drip back into the fryer before putting Struffoli on paper towels to absorb excess oil.
10. Combine honey and ½ cup sugar in a large saucepan over low heat. Stir constantly until the sugar dissolves. Turn heat to very low, just to keep the mixture warm.
11. Add the drained Struffoli to the honey mixture a few at a time, and turn them with a wooden spoon until they are evenly coated.
12. Transfer to a large platter and mound into a pyramid shape with wet hands. Sprinkle with nonpareils and let stand for two hours.

Enjoy!



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# CHRISTMAS DIVIDED

BY KATHY MAGNUSON

There are those people who love Christmas. They start decorating in November, going all out on lights, trees, and ornaments. Christmas carols play from their speakers at every opportunity, and they approach the season with excitement and good cheer. Other people like the idea of the holiday (primarily the gifting), but don't care about or don't want to put the effort into decorating and celebrating. They feel stressed at the pressure to make Christmas special. What happens when they live in the same house? What traditions get established, and who decides the look and feel of the holiday?

## FAMILY VARIETY

I am one of those who love Christmas, although increasingly find I don't have the time to make it happen the way I would like. My immediate family, on the other hand, doesn't feel the excitement in the same way. One daughter likes the season (her birthday follows Christmas by three days), the other likes the music, wants a tree, but doesn't really want to help decorate. And my husband can take it or leave it – his family didn't celebrate in the same way mine did growing up.

## MEANINGFUL MOMENTS

I usually prevail. Knowing it's important to me, my husband helps put up our nine-foot tree, and helps me put the lights on. I bring out my accumulation of ornaments assembled over the years through gifts and purchases during travels. I continue my family tradition of giving each daughter a new ornament each year, in the hopes that at some point

they will appreciate having the memories for their own trees. Over the years, I have cut down on all house decorating because of time limitations, but do enough to keep the spirit going. And I ensure that as I put up the ornaments and other decorations, I remember the people who have given them to me, and the stories that are associated with those decorations. Christmas music plays in my car and on my personal device through the Christmas season.

The one tradition that my daughters have taken to heart is sharing the holiday with family. To them, it's not Christmas unless we go to my sister's house on Christmas Eve. We typically spend Christmas Day in our pjs, eating junk until dinner, and reading new books. Boxing Day and subsequent birthday celebrations happen with extended family.

## TIME FOR A CHANGE?

This year may be different. We have had both my mother and my father-in-law pass away in recent years, and it may be time to establish new traditions. Perhaps we'll go on a family trip, or restructure how we put together the holiday, in a way that works for all of us, ensuring we spend time together, celebrating what is good about the season.



*Kathy Magnuson is a Consultant for Brand Integration Strategy. She can be reached at 914-318-0462 or [kmagz@yahoo.com](mailto:kmagz@yahoo.com).*



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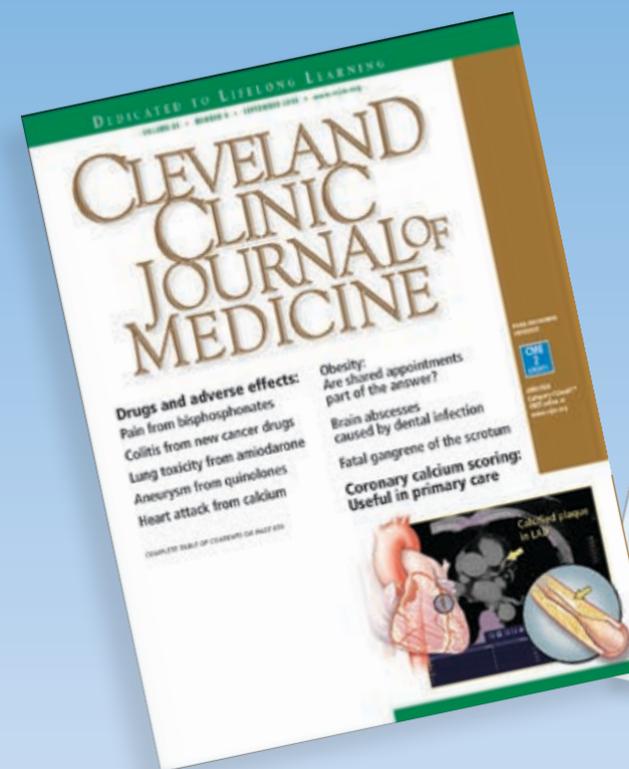
## What's New in 2019

- **Facebook Live** – Catch the latest news and updates on what's happening at THE EXCHANGE!
- **Redesign** – We've freshened up our website and inside the pages of THE EXCHANGE.
- **Monthly Prizes and a Chance to WIN a Wireless Apple AirPods** – We'll have monthly incentives for all who write and/or send us your email. Each time you participate you'll get another chance to win our Grand Prize – a Wireless Apple AirPods with 24-hour battery life and groundbreaking intelligence.
- **Social Media** – We're always updating so be sure and join us on Facebook, LinkedIn, Twitter, and Instagram.

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# AMM's Bowling for Breast Cancer 2018



Because October is Breast Cancer Awareness Month, the AMM (Association of Medical Media) continued once again to garner support for the good work of [BreastCancer.org](http://BreastCancer.org). On October 23, 2018, more than 200 members and media professionals joined together to bowl a strike against breast cancer and raise awareness and money to benefit [BreastCancer.org](http://BreastCancer.org) at the 9th Annual AMM Bowling for Breast Cancer fundraiser. The sold-out 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 great cause. A portion of the proceeds from the event will be donated to [BreastCancer.org](http://BreastCancer.org).

AMM wants to extend their sincere gratitude to all who made this event such a success. Thanks to everyone who attended, our sponsors, those who donated to the raffle, and our awesome volunteers!

AMM's efforts were supported by the following: AAFP, AMA, AMC, [BreastCancer.org](http://BreastCancer.org), CHEST Physician, Elsevier, Frames Bowling Lounge, Frontline Medical Communications, Harborside, Haymarket Media, Inc., [Healio.com](http://Healio.com), Kantar, M3/MDLinx, NEJM, ONEcount, PMI, SSCG, UBM Medica, and Wolters Kluwer.

Look for more details about this event and future AMM events and fundraisers on the AMM website at [www.ammonline.org](http://www.ammonline.org).

Photos compliments of Nancy Souza, Heather Shankman, and Juliet Lee



# Santos Torres, Jr.



*"In God we trust—all others must bring data."*

Jeff Luhnaw,  
General Manager  
of the Houston  
Astros

**Birthplace:** Perth Amboy, NJ  
**Marital Status:** Married 22 years to Yamilet Torres  
**Children:** Samiel (19) and Serena (17)  
**Job Title:** Director of Marketing  
**Years in Industry:** 23 years  
**College:** Rider University, Lawrenceville, NJ  
**Personal Motto, Mantra, or Favorite Quote:**  
"Strength does not come from winning. Your struggles develop your strengths. When you go through hardships and decide not to surrender, that is strength." —Mahatma Gandhi

**Who is your mentor and how did he/she impact you?**

Mark Sandberg, Ph.D., Dean Emeritus, College of Business Administration, Rider University. I met Mark in college and still keep in touch with him. Mark's teachings helped me learn how to be self-aware through learning interpersonal skills that trained me to see behavior while I am interacting with family, friends, and colleagues. It means I consciously see while hearing what is said, then strategize my response and choice of words. This is an ongoing lesson that challenges me every day – in theory it makes sense, but in practice emotions get in the way. It has allowed me to be a better listener. At that time, Mark was the first person I knew that was teaching the principles of Emotional Intelligence.

**What was your first job?**

Working construction at a very young age with my father who would buy houses, gut and fix them, and then sell them. While it was not something I enjoyed when I was a kid, because I would rather be in Little League, it taught me the humility of hard work and skills I still use to maintain my own home.

**Who do you most admire for their humanitarian efforts?**

Mahatma Gandhi. What I find so incredible about his accomplishments is how he led a campaign for Indian independence from Britain using a nonviolent approach.

**How do you stay fit?**

I used to play a lot of pickup basketball games up until my 40s in order to stay fit. I had numerous leg injuries and I could not play anymore. Since I dislike working out in a gym, I turned to Salsa On 2, commonly known as a New York style of Salsa dancing. It is danced to beats 1-2-3, 5-6-7. It is recognized for its more suave feel and complex turn patterns. Salsa or Mambo allows me to stay in shape and maintain a balance between learning something new and having fun. Another benefit to dancing is that it allows me to share something more intimate with my wife other than our children.

**How did you get started in the industry?**

I started as an MBA Intern at Johnson & Johnson in Market Research.

**What three adjectives best describe you?**

This was a question that intrigued me so I asked my family. The consensus was "determined, loving, and inquisitive."

**What would you like to learn to do?**

Restore 1950s' and 1960s' Classic Cars and Trucks. I guess this goes back to working with my hands as a child with my father – the pride and humility of taking something apart and putting it back together just like it was new.

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

My dream is to start my own company and give to charities that support orphanages. Giving to children who are orphans comes from my wife's work as a social worker who provides services to children that are abused or orphaned.

**If your life had a theme song, who would it be?**

I strongly identify with Eminem's *Lose Yourself*. The song talks about having one shot in a moment of time to seize an opportunity. The value of the moment has more to do with the journey it took for you to get there.

**Craziest thing you've ever done?**

I went scuba diving with my uncle without taking any lessons, after the death of my "Abuelita" (grandmother). It was at Crash Boat Beach in Aguadilla, Puerto Rico, and it was the most beautiful experience in my life. I appreciated the stillness and beauty the ocean can offer. It was a good way to mourn the loss of a loved one. The experience reminded me to cherish the moments that we have in life.

**What is one thing you can't live without?**

Sleep.

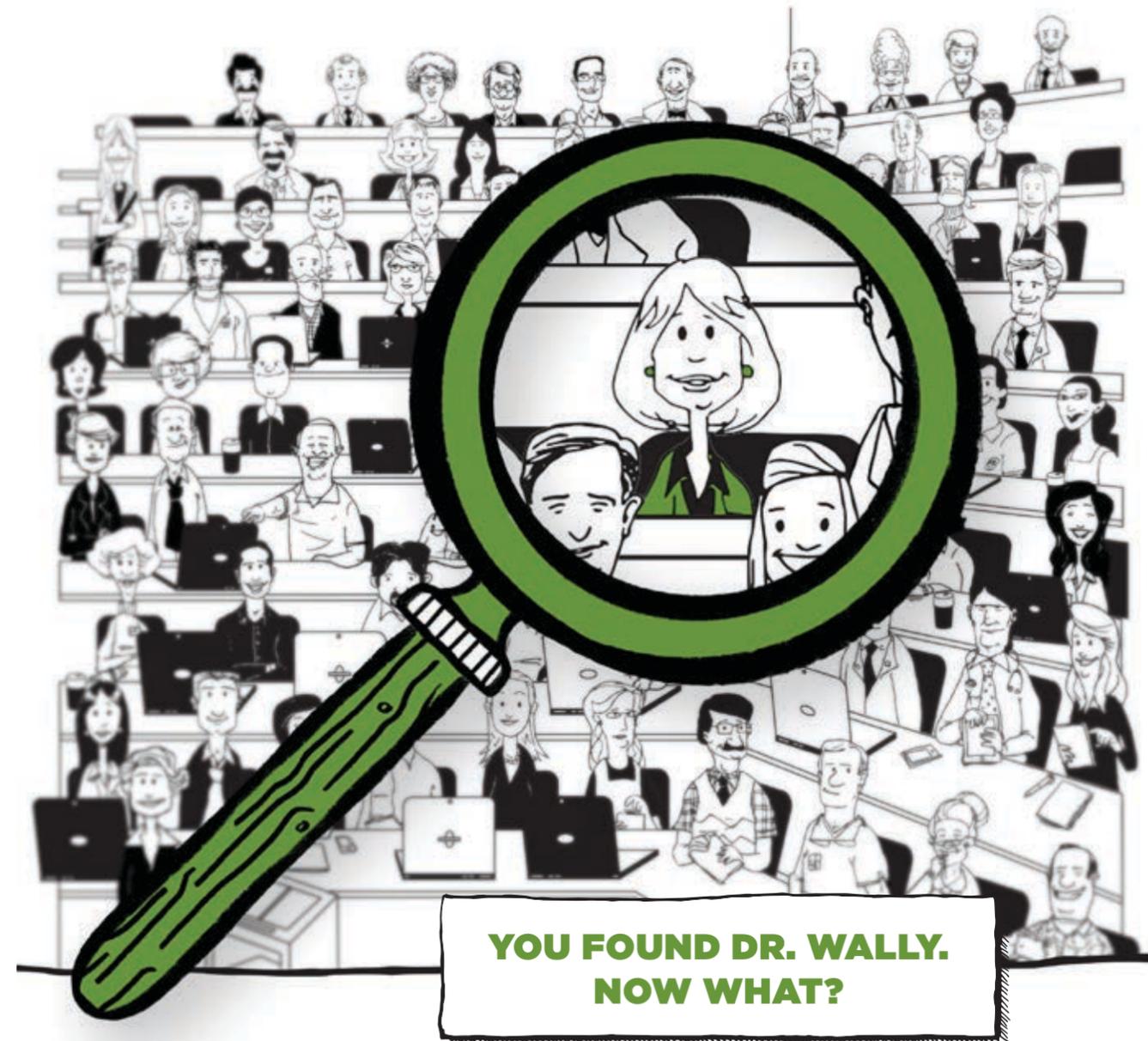
**What do you collect?**

I like to assemble and collect Lego® *Star Wars*.

**What is your favorite vacation spot?**

The countryside of Puerto Rico. You can appreciate with your senses the rawness of nature.

*Santos Torres, Jr., MBA, is Director of Marketing, Allergy/Anti-Infectives/Anti-Viral, US Pharmaceuticals, Bausch + Lomb, 400 Somerset, Corporate Boulevard, Mail Stop: 8D-415, Bridgewater, NJ 08807. He can be reached at Santos.Torres@bausch.com.*



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