

Next Month:  
Fall Fun!

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 31, No. 8  
SEPTEMBER 2022

## Family Fun

### Mother and Daughter Trip to Paris

Anne Beck

### My Dad Phil Altamore

Susan Altamore Carusi

### America the Beautiful

### A 50 State Tour

Nicole Woodland - De Van

### Celebrating a Happy Six Years

Colleen Fackler

### A Thank You Note to Harry

Juliana Nacinovich

### Our Sun-Sational Beach Vacation

Dora P. Shankman

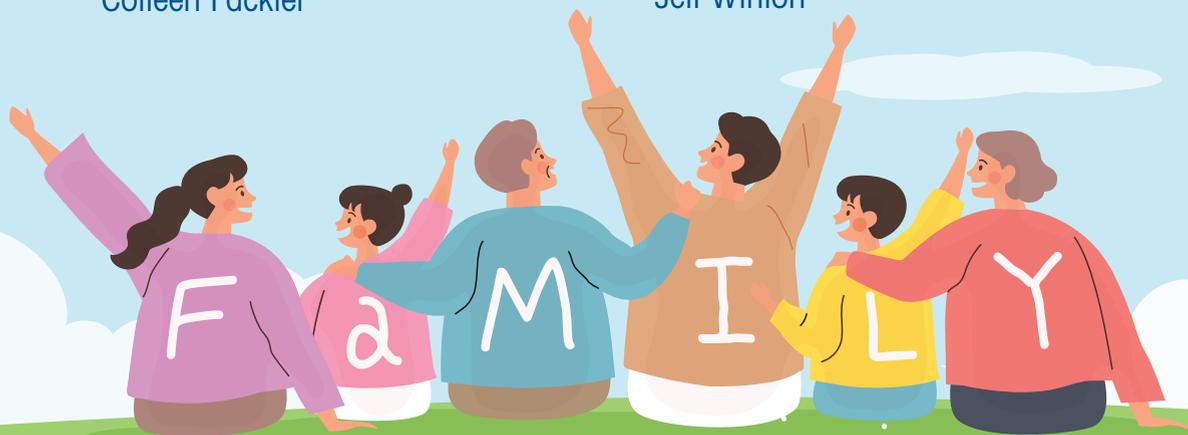
Heather Shankman

### Hippie Trails

Meg Wanick

### Like Father, Like Son

Jeff Winton



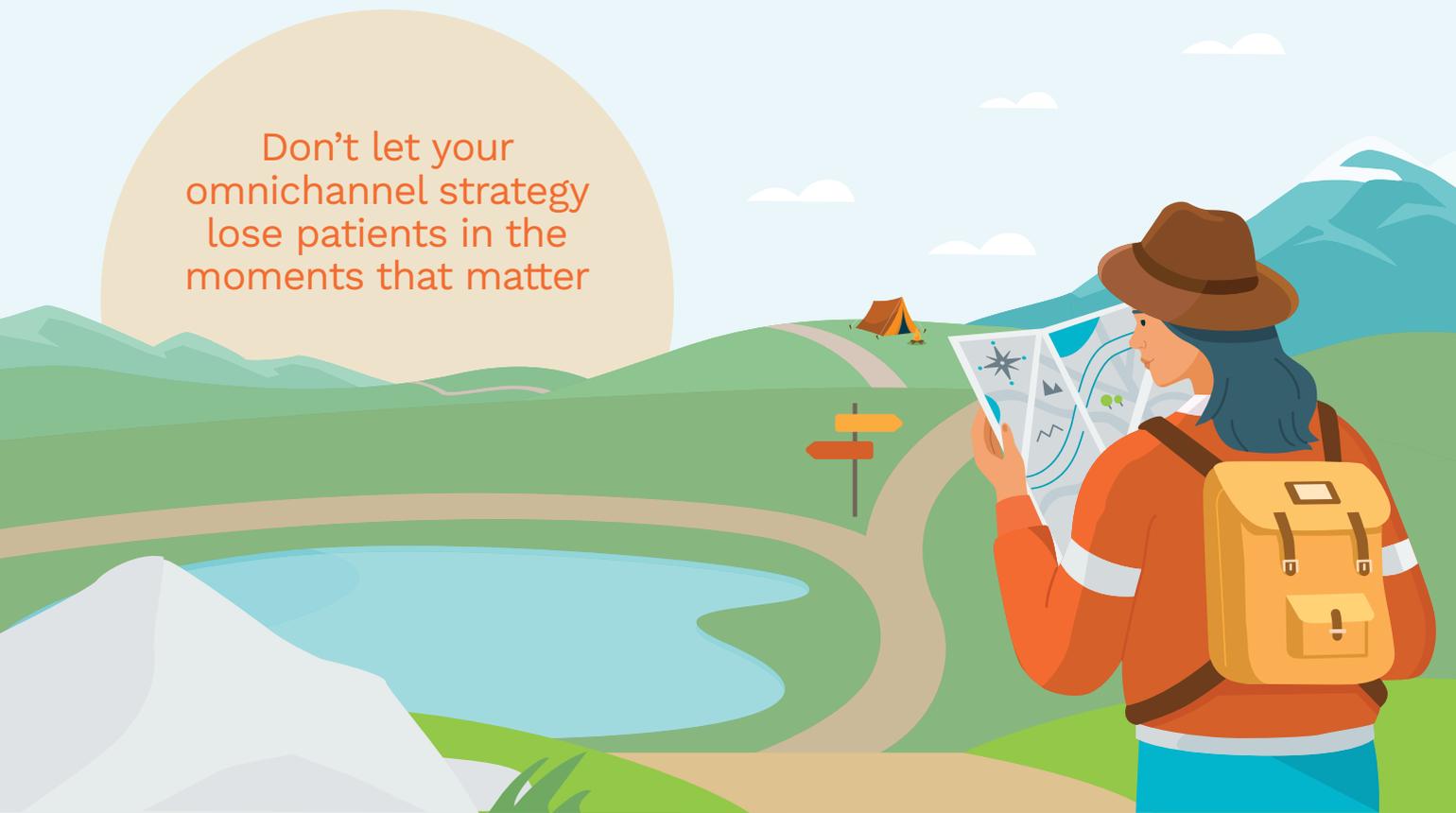
## EVENTS IN THE CITIES

CHICAGO • NEW YORK

For Event Details See Our Digital Edition  
at [hmexchange.com](http://hmexchange.com)

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## Dear Healthcare Marketer,

I hope this letter finds you and your family well and enjoying the final days of summer! Well, COVID finally caught up with me after 2 1/2 years. It was a quick and relatively painless bout, which I thank God and Pfizer's Paxlovid for. As I write this, my dad, who is 95 years old and lives with me, is still in the clear. Hopefully, I have some antibodies now that will last for awhile. And I have to say, my girls were amazing with cooking, errands, and taking care of Dad, me, and the two dogs. So grateful!

Before getting sick, Maddie and I had just returned from a nice trip to Aruba we managed to schedule before she went back to college. Boy, do I love Aruba! It was my third time and it didn't disappoint. The sunshine, the breeze, the food, and drinkable water. Plus, it's safe (except for Natalee Holloway). The beaches are beautiful with white soft sand and sparkling turquoise water. There are so many excellent restaurants too. I'm a member of a Facebook group, All Things Aruba, that's helpful for planning dining, activities, etc. The trip was low stress – just what I needed! I was sad Katie couldn't join us but, as we all know, work gets in the way sometimes. That's something our kids have to learn – just like we did. The good news? There is more family celebrating ahead. It's Katie's turn next. We are planning a trip together to Universal for my brother's 65th birthday. Sometimes divide and conquer is how it rolls in this household. As my mom's 90-year-old best friend says, "We must go while the skates are sharp."

Clearly, some of you agree! This, our annual Family Issue, has wonderful stories of seizing the moment to make memories with our loved ones. **Anne Beck** shares her tale of taking a fabulous mother and daughter adventure to Paris. **Nicole Woodland – De Van** and her family have agreed to try to visit all 50 states before her kids graduate from high school. Her story takes us to this year's destinations. **Dora P. Shankman** encourages us to enjoy our time NOW, as she did when her daughter **Heather Shankman** surprised her with a week-long birthday trip. **Meg Wanick** tells of her love of the Rocky Mountains, resplendent with towering Aspens, where she goes with her family as often as possible.

Closer to home, **Jeff Winton** shares a moving reflection of life growing up on a small dairy farm and the values, beliefs, ethics, and character his father left behind. **Colleen Fackler** celebrates the mutual bond her six-year-old son and nanny developed in his early couple of years that continues today. **Juli-ana Nacinovich** gives thanks to Harry Potter for infusing her childhood with magic and wonder that she cherishes even now. And **Susan Altamore Carusi** remembers her dad **Phil Altamore**, an industry veteran of 47 years, who recently passed on, but leaves a legacy of love, charm, and appreciation of life. We will miss **Phil's** contributions. His last story for *The Exchange* just ran in our Pet Issue this past April. Finally, be sure and check out our **Events in the Cities** online at [www.HMEExchange.com](http://www.HMEExchange.com) for fun things to do in New York and Chicago.

The stories in this issue are powerful reminders of how much influence our loved ones have on us... and we on them. And how true joy so often comes from moments in life that become forever treasures – from the reading of books that transport us, to the very-real journeys of a lifetime. Let's remember to cherish them all!

A couple more things before I go...Please check out the Harborside employment opportunities in the box on our Announcements page 4. Maybe you or someone you know is looking for a new job? And if your company is hiring, let's talk about how we can help you connect to a pool of qualified leads. Also, we'd love you to participate in our upcoming Thanksgiving and winter holiday issues. See the blurb below to find out more...you might even win our \$100 Amazon Gift Card! Congratulations to our lucky winner **Anne Beck** this month. She wins her choice of a SnackCrate each month for a year or a Cornhole Game Set for backyard fun. Which do you think she'll pick?

I hope you've had a great summer. Now onto September, which always feels a bit like a fresh start.

Happy September,

*Nancy*



Family is everything!



## Win \$100\* for Your Holiday Shopping! Participate in our upcoming issues...

A page or two, a paragraph, a few sentences – we welcome your Thanksgiving and winter holiday pictures or stories!

- Best Recipes – Appetizers, Soups, Entrées, Desserts
- Memorable Moments
- Time-honored or New Traditions
- Charities You and/or Your Family Participate In
- Best, Silliest, Funniest Gifts
- Favorite Pictures
- Family and Holiday Getaways, Excursions, Gatherings
- Festivals, Fairs, Craft Shows, Winery Tours

\*Send in your submission and you could win a \$100 Amazon Gift Card in a random drawing.

Contact Nancy at [NALeonard@HMEExchange.com](mailto:NALeonard@HMEExchange.com) or 973-420-1192 for more information or to send in your submission.



# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**Area 23** has announced the promotion of **Karina Kizner** to Senior Vice President, Management Director. She can be reached at [karina.kizner@area23hc.com](mailto:karina.kizner@area23hc.com).

**Baxter International, Inc.**, has announced the promotion of **Melissa Skweres** to Director, Global Marketing Communications.

**Biolumina** has announced the appointment of **Kim Barke, PhD, MFA**, as Executive Vice President, Executive Creative Director.

**Bristol Myers Squibb** has announced the appointment of **Annette Zoe Powers** as Vice President, Worldwide Value and Access, and the promotion of **Alex Vandevere** to Director, U.S. Cell Therapy, Franchise Marketing. They can be reached at [Annette.powers@bms.com](mailto:Annette.powers@bms.com) and [alex.vandevere@bms.com](mailto:alex.vandevere@bms.com), respectively.

**CDM New York** has announced the appointment of **Tevin Tinto** as Associate Art Director.

**CMi Media Group** has announced the appointments of **Sydney McGinnis** as Supervisor, Media; **Kathryn Yesvetsz** as Director, Media; **Khari Motayne** as Vice President, Media; **William Koziel** and **Kristina Adornetto** as Associate Media Planners; **Anupama Nehra** as Director, Business Insights; and **Christina Corbisiero** as Associate Analyst, Paid Social.

**Compas** has announced the appointment of **Rashanna Elahi** as Specialist, Ad Tech Services.

**CSL Behring** has announced the appointment of **Alexandra Celmayster** as Business Analyst.

**FCB Health** has announced the appointment of **Judy Hsu** as Senior Vice President, Creative Director.

**Fishawack Health** has announced the appointment of **Nicole Marazia** as Group Account Supervisor and the promotion of **Justin Perry** to Senior Account Director. They can be reached at [nicole.marazia@gmail.com](mailto:nicole.marazia@gmail.com) and [justin.perry@fishawack.com](mailto:justin.perry@fishawack.com).

**Greater Than One** has announced the appointment of **Mindy Telmer** as Executive Vice President, Executive Creative Director. She can be reached at [mtelmer@greaterthanone.com](mailto:mtelmer@greaterthanone.com).

**Havas Life New York/Chicago** has announced the appointment of **Laura Wisniewski** as Vice President, Account Group Supervisor. She can be reached at [laura.wisniewski@havas.com](mailto:laura.wisniewski@havas.com).

**Havas Media Group** has announced the promotion of **Daniel Lopez** to Connections Planning Supervisor. He can be reached at [Daniel.lopez@havasmedia.com](mailto:Daniel.lopez@havasmedia.com).

**HumanCare, an IPG Company**, has announced the appointment of **Adam Wilkens** as Vice President, Account Director. He can be reached at [adam.wilkens@humancarehc.com](mailto:adam.wilkens@humancarehc.com).

**Jack Health, a Jack Morton Agency**, has announced the promotion of **Nigel Downer** to Senior Vice President, Head of Growth and Partnerships. He can be reached at [nigel\\_downer@jackmorton.com](mailto:nigel_downer@jackmorton.com).

**Ketchum** has announced the appointment of **Jim Joseph** as Global Chief Marketing and Integration Officer. He can be reached at [JimJJoseph@yahoo.com](mailto:JimJJoseph@yahoo.com).

**Neon, an IPG Health Company**, has announced the appointment of **Adam Rohan** as Account Supervisor. He can be reached at [Adam.a.rohan@gmail.com](mailto:Adam.a.rohan@gmail.com).

**Novartis** has announced the appointment of **Jesse Bayer** as Vice President, Customer Experience.

**Novo Nordisk** has announced the appointment of **Karen Best** as Associate Director, Omnichannel Media.

**Ogilvy Health** has announced the appointment of **Tyler Montague** as Executive Vice President, Client Leader. He can be reached at [Tyler.montague@ogilvy.com](mailto:Tyler.montague@ogilvy.com).

**PSL Group | Numedis** has announced the appointment of **Sonja Foster-Storch** as Executive Vice President, Strategic Partnerships. She can be reached at [Sonja.fosterstorch@numedis.com](mailto:Sonja.fosterstorch@numedis.com).

**Publicis Health** has announced the appointment of **Sarah Tomalavage** as Senior Vice President, Global Integration.

**Quidel** has announced the promotion of **Christina Strassburg** to Director, Marketing Communications. She can be reached at [Christina.strassburg@quidel.com](mailto:Christina.strassburg@quidel.com).

**Relevate Health** has announced the promotion of **Lisa Owendoff** to Vice President, Account Management Strategy. She can be reached at [Lisa.owendoff@relevatehealth.com](mailto:Lisa.owendoff@relevatehealth.com).

**SLACK Incorporated, a Wyanoke Group Company**, has announced the promotion of **Tony Schiavo** to Vice President, Acquisitions, SLACK Books.

**SSCG Media Group** has announced the promotion of **Mandy Graziani** to Vice President, Director of Multichannel Media. She can be reached at [mgraziani@sscgmedia.com](mailto:mgraziani@sscgmedia.com).

**Trevena, Inc.**, has announced the appointment of **Josh Way** as Senior Director, Corporate Accounts.

**VMLY&R Health** has announced the appointment of **Patrick Beers** as Executive Director, Payer/Managed Markets.

**WebMD** has announced the appointment of **Jake Holman** as Sales Planner.

## NEW & NOTEWORTHY

awards • mergers • approvals

**Azurity Pharmaceuticals, Inc.**, has received US FDA approval of ZONISADE™ (zonisamide oral suspension), 100 mg/5 mL as adjunctive therapy for the treatment of partial seizures in adults and pediatric patients aged 16 years and older with epilepsy. ZONISADE™ is the first and only zonisamide formulation for oral liquid administration to be approved.

The 2022 **Healthcare Businesswomen's Association** Annual Conference will be held November 1-3 in Philadelphia, PA. Explore complex issues, activate your strengths, develop new skills, and make bold moves – no matter where you are in your career journey. For more information, visit [www.hbanet.org](http://www.hbanet.org).

**The Janssen Pharmaceutical Companies of Johnson & Johnson** have received US FDA approval of STELARA® (ustekinumab) for the treatment of pediatric patients six years of age and older with active psoriatic arthritis (PsA). Two of the four indications for STELARA now include pediatric patients.

## Harborside Is Hiring!

Harborside is excited to announce that we have a position available for a highly motivated & knowledgeable account manager to represent the premier oncology publications and websites in the market, including *The ASCO Post*, and *JCO – Journal of Clinical Oncology*. This is a tremendous opportunity for a talented, energetic, and experienced professional to join the Harborside team.

Read more about this exciting opportunity and apply for the role of Account Manager, ASCO Advertising Sales at [hbside.bamboohr.com/jobs/view.php?id=66](https://hbside.bamboohr.com/jobs/view.php?id=66).

Current opportunities at Harborside include **Account Manager, ASCO Advertising Sales, Senior Developer in IT, Membership Coordinator**, and several other rewarding positions.

Visit [hbside.bamboohr.com/jobs](https://hbside.bamboohr.com/jobs) to see current job opportunities.

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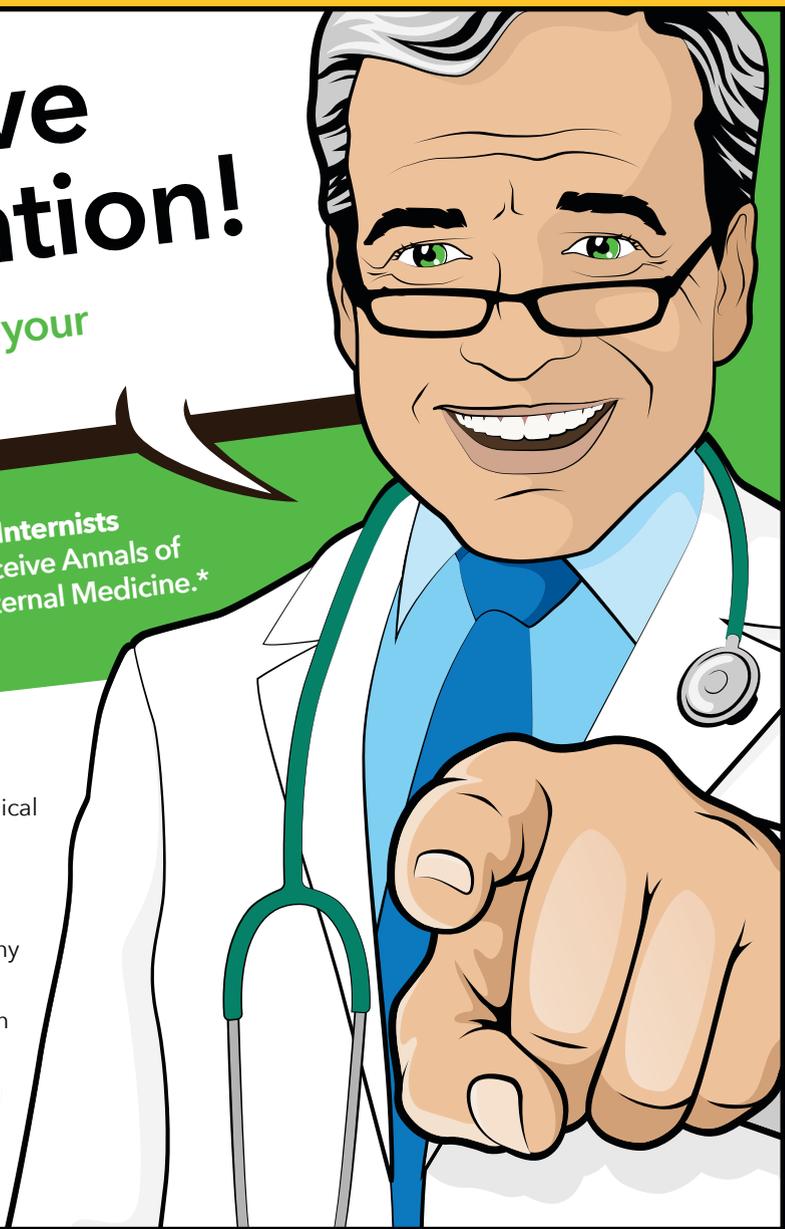
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\*Source: Kantar Media, May 2022 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 204, 402, and 403



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# MOTHER AND DAUGHTER TRIP TO

# Paris

BY ANNE BECK



be coined as “revenge travel” for all those who were grounded during the pandemic. For Claire, it was more of an awakening to the world she had been missing not because of COVID-19, but due to our family-life challenges.

During one of our FaceTime conversations, Claire made a comment that really struck us. It was very simple. She said, “You and Dad had a life before Julia. I didn’t.” It was painful to hear. She has had so many activities dictated by someone else’s time schedule. We rarely planned activities where all of us couldn’t participate. Then, when her sister had enough, we needed to leave. We did some soul-searching and decided this was the perfect time for her to experience what many take for granted, choosing a place to visit that requires a long plane ride! Thus, a mom/daughter trip was planned. Don’t feel too badly for my husband, Joe. He agreed to this with the caveat that there would be a dad/daughter excursion next year. As for Julia, we are still headed to the shore and Vermont. It’s a win for all!

## WHERE TO?

Next was the destination selection process. Claire was filled with ideas. I had only two requirements. It needed to be a place I had not been. And, I wasn’t going to dig into my 401 (k) to pay for it. Paris was the winner.

The planning began by reaching out to the travel buffs at SSCG for recommendations. In addition to their media prowess, this team knows how to travel! The tips poured in. We selected the Hôtel de l’Université in the St. Germaine section of the city. Our itinerary

was planned with the help of

the travel blog [www.myadventuresacrosstheworld.com](http://www.myadventuresacrosstheworld.com) written by Claudia Tavani. Claudia breaks down your visit by the number of days you will be traveling and then plans each day in a way that explores separate sections of the city for maximum, efficient coverage. I know this seems intuitive, but having it all laid out with links to tours was such a time-saver for us.

A little Paris travel tip: We planned our trip for May. The

(Continued on page 7)

I want to start by saying, I love to travel, and I know many of you probably feel the same way. However, for my family, this has not been easy to do. For the past 20 years, we have been limited by the abilities of our daughter Julia with autism. Don’t get me wrong, she loves to travel too, but she has many restrictions based on her sensory needs and no interest in the magnificent Mona Lisa.

My younger daughter, Claire, has been patient and understanding (mostly). Having a sibling with special needs is challenging on a good day, so expectations for vacations were to spend time together and hope for lots of special attention from Mom and Dad. Thankfully, we were able to provide this every year at the Jersey Shore and in Vermont at the Beck’s family home. Both trips we knew Julia would enjoy and we would be able to relax.

Then a worldwide pandemic hit, bringing more limitations. Claire’s senior year in high school was cut short. Throughout her freshman year of college, she was confined to her “dorm family unit” (aka – a group of people she just met) for 24/7.

## THE LURE OF TRAVEL

All these additional restrictions gave her some time to watch travel videos (probably on TikTok) and plan trips she hoped to take in the future. Little did we know, this would



Anne and Claire at the Arc de Triomphe.

## Paris (Continued from page 6)



Claire feeling at home in the Palace of Versailles.

weather was perfect! And that time of year is considered the best time of year to visit – it's before the heat and all the tourists.

### OFF AND RUNNING

The plane tickets were purchased, and the itinerary was set. However, with COVID surges and the unrest in the world, we were holding our breath until the plane door closed behind us – and it did! We couldn't have been more excited. We arrived early in the day and headed to our first stop, the Catacombs. Next was lunch in a traditional café eating croque monsieurs with macarons for dessert and then the Musée d'Orsay.

Over the next several days, we saw many of the main attractions Paris has to offer, the Eiffel Tower, the Louvre, Notre Dame, Versailles, and more. We highly recommend the guided tours. Without these, we would have missed so much information that truly provided a deeper appreciation of the experiences. Walking throughout the city, we were continually awestruck by the gorgeous architecture. And since France is hosting the 2024 Olympics, all the buildings are getting a nice cleaning and restoration. So so pretty!

### NO GREATER BEAUTY!

However, the most beautiful of all the sites was the smile on my daughter's face while she was experiencing this amazing city at her pace – rapid! Our time together was such a treasure we will always remember. I was impressed by her courage; her willingness to try new foods, use the little French she knows, and really immerse herself in the experience. There were a few mishaps and disagreements, but mostly belly laughs. And macarons – many, many macarons!



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# Celebrating a Happy Six Years

BY COLLEEN FACKLER

**A**s a nervous new mom in 2016, I hired college student Laura to be my son Declan's nanny. I was returning from maternity leave to work from home, and he was just three months old.

She cared for him each day thereafter until he was two, when she began a more full-time school schedule and he started attending a child-care facility instead.

Laura and Declan's bond is undeniable. We truly came to see Laura as part of the family. To this day, she continues to babysit for us. She's

been to every birthday party of his, and we've even made



Two-year-old Declan asking Laura to be his Valentine, February 2019.

a tradition out of her taking Declan around to trick-or-treat each Halloween.

Declan just turned six in July. In May, Declan had the honor of making sure Laura's wedding rings made it down the aisle safely. I had to explain to him ahead of time repeatedly that he was not the one who would be marrying Laura, but his job that day, nonetheless, was still extremely important.

In this crazy pandemic era, how relieving it is to know that you can find and rely on someone special who can



Declan as a "ring security officer" at Laura's wedding, March 2022.

become nearly indispensable to your family. And how beautiful it was to learn of the impact Declan has had on Laura's life as well.



*Colleen Fackler is Associate Director, Investment & Partnerships, Publicis Health Media, 100 Penn Square East, 11th Floor, Philadelphia, PA 19107. She can be reached at 267-295-7088 or [colleen.fackler@publicisn2.com](mailto:colleen.fackler@publicisn2.com).*

# AMERICA THE BEAUTIFUL

## A 50 STATE TOUR

BY NICOLE WOODLAND - DE VAN

**A**fter last summer's road trip from New Jersey to South Dakota, the kids loved it so much that they got the brainy idea to try to visit all 50 states by the time they graduate from high school (which will be in 2026 and 2029). "Challenge Accepted," I said!

So, the strategizing, planning, and researching began. What would be the next set of states we'd tackle? First, I took to Pinterest to research various route options, things to see and do, and places to stay. I also joined the National Park Obsessed Facebook Group to find out what other tips and tricks previous travelers could offer. Once I had a good sense of which places we wanted to see, I used the Road Trippers app to map out the best route, which enabled me to see how long it would take, how many hours between each stop, and any unique roadside attractions to make a quick pit stop at.

### CHOOSING WHERE TO GO

After what seemed like weeks of researching and planning, we landed on the Southwest states because the weather would be

ideal for that time of year. We could check off five states – Nevada, Utah, Colorado, New Mexico, and Arizona – in the 10 days we had allotted for Spring Break.

This trip, we opted to fly from Philadelphia to Las Vegas as our starting point for the road trip. After a long day of

working, school, and flying, we took a quick nap in Vegas at the Paris Hotel (Jada swore she was actually in Paris), before we headed out on the road toward Utah the next morning.

### HEADING TO UTAH

Our first (real stop) was Utah, where we planned to spend three days visiting four national parks – Zion National Park, Bryce National Park, Arches National Park, and Canyonlands National Park.

There's so much to see in Utah, we could have easily spent an entire week just in one corner of the state and still not have seen everything there was to enjoy. Among the highlights...Horseback riding in Bryce Canyon (well not actually a highlight – more like a terrifying, but breathtaking experience) where we took a two-hour ride down into the canyon on horseback! I'd recommend just walking the various trails, seeing all of the amazing overlooks, and hiking the Mossy Cave Trail to see the waterfall, especially if you have a fear of heights or are traveling with small children.

Other highlights from Utah included our first ever ATV

(all-terrain vehicle) ride tour with the Moab Tour Company and the Mesa Arch at Canyonlands National Park. While in Utah, we stayed in the town of Moab and visited the renowned Moab Food Truck Park for local eats and goodies. Our favorite restaurant, though, was the Sunset Grille, which was the former home of Charlie Steen, who discovered uranium in Utah. The restaurant overlooked the beautiful silver mountain range in the distance.

### COLORADO HERE WE COME

Day five brought us on the four-hour drive to Colorado. Our first stop was Mesa Verde National Park to get a peek into the lives of the Ancestral Pueblo people and

*(Continued on page 9)*



Zion National Park.



A family-friendly dining experience; Moab Food Truck Park.



A quiet moment with my loves, overlooking Canyonlands National Park.

their cliff-dwelling homes. Then we headed into the town of Durango, CO, to visit the Durango Hot Springs Spa and Resort. The resort features geothermal mountain hot springs arranged in a series of pools and hot tubs – 26 unique thermal mineral water features. After the long days of hiking and stress of horseback riding, a few hours of just relaxing in the hot springs was just what we all needed. Another interesting activity to check out in Durango is a ride on The Silverton Steam Train, which takes you on a breathtaking ride through the Rocky Mountains. Time did not permit us to do this tour, but the train looked so cool. It was something we said we'd definitely check out if we were ever back in the area.

#### ARIZONA AHEAD

Now that we were all rested and relaxed, it was time to continue our way back west. The Four Corners Monument, part of the Navajo Nation Parks and Recreation Department, was a great way to break up the five-hour drive from Colorado to Arizona. Four Corners is the only place in the U.S. where you can simultaneously stand in four states

at one time – Colorado, Utah, New Mexico, and Arizona! This allowed us to check New Mexico off our list of states (we'll have to go back another time and spend more time there specifically). We had also planned to check out the popular slot canyon, Antelope Canyon in Arizona, but all of the tours were booked up ☹️, so we just headed on to our hotel to enjoy the pool.

Next up was the holy grail of national parks, Grand Canyon National Park! We chose to take a break from all the hiking and opted to see the various sights of this massive national park via the Pink Jeep Tour. We spent all day driving through the park with a guided tour of many of the incredible overlooks, stopping along the way to take pictures and learn about the history of the canyon.

#### LAST STOP – NEVADA

As we continued west, we made a quick stop to walk across the Mike O'Callaghan – Pat Tillman Memorial Bridge to see the Hoover Dam from above and take a picture with the Nevada state line sign. We've been trying to take a picture with every state line sign to capture all of the states we've visited. Then it was back to the Vegas strip to do a little shopping and see the Fountains of Bellagio show. We ended the night taking in a show of the America's Got Talent All-Stars at the Luxor Hotel Theater! The kids really enjoyed seeing all of the amazing acts up close and even got an opportunity to meet some of the artists after the show.



So happy to not be on a cliff, horseback riding at Bryce National Park.

All told, we visited six national parks (thank goodness for the National Park Pass), crossed five state borders, hiked too many miles to count, clocked over 28 hours in the car, and logged more than 1,800 miles on the road. It was an incredible trip, full of some of the most spectacular views of our beautiful country. I think we all agreed Utah was our favorite state thus far, and the ATV tour and hot springs were our favorite excursions of the trip, but ironically Canyonlands Mesa Arch was our favorite hike and sight to experience. Until our next adventure!



**Nicole Woodland - De Van** is President, *Compas*, 3 Executive Campus, Suite 430, Cherry Hill, NJ 08002. She can be reached at 856-479-9915 or [nwoodland@compas-inc.com](mailto:nwoodland@compas-inc.com).

# OUR **Sun-Sational** BEACH VACATION

BY DORA P. SHANKMAN WITH HEATHER SHANKMAN



Life is an adventure,  
no fear!



An amazing birthday celebration!

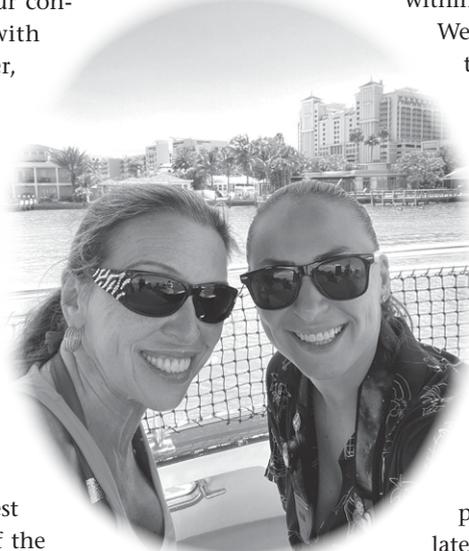
**H**ow many times do we say we will plan a trip with a loved one, but ONLY when the time is right?

We tell ourselves we are too busy with work and other responsibilities. If we do not take the time now, when will we be able to get back those moments?

So, my friends and colleagues, it's okay to take the time and enjoy the benefits of all our continuous hard work! Let's enjoy time with our loved one(s), since, as we get older, we realize time waits for no one and life is too short. We need to focus on what truly matters. Taking, or should I say, making the time, makes us better individuals and refreshes our minds.

## A MOTHER/DAUGHTER RELAXATION CELEBRATION

My daughter Heather surprised me with an amazing gift this past May – a mother/daughter, week-long trip together to Clearwater Beach, Florida, where we celebrated a milestone birthday for me. I am fortunate to be so close with my daughter and have her as my best friend, too. We both enjoy the beauty of the beach, ocean, and sunsets...not to mention we are big fans of Piña Colodas!



Enjoying the healing dolphins, and don't believe you won't get splashed!!

This was a very unique trip for us both, though, since we are usually the ones to have a full day scheduled to visit all the attractions, and get as much in as we could. Instead, we barely made any plans and enjoyed each other's company, the beautiful resort, pool, beach, and had the ability to truly unwind from the daily grind. Our biggest decision was what to have for lunch and if we should see the sunset on the beach or from the deck of a restaurant or bar. It is amazing how quickly we acclimated to our new routine!

Heather did plan an amazing dolphin-sightseeing boat ride for us, which was incredible to see since we love dolphins and swam with them previously in Hawaii. This “calm” boat ride we expected got pretty choppy and within 15 minutes we were completely soaked.

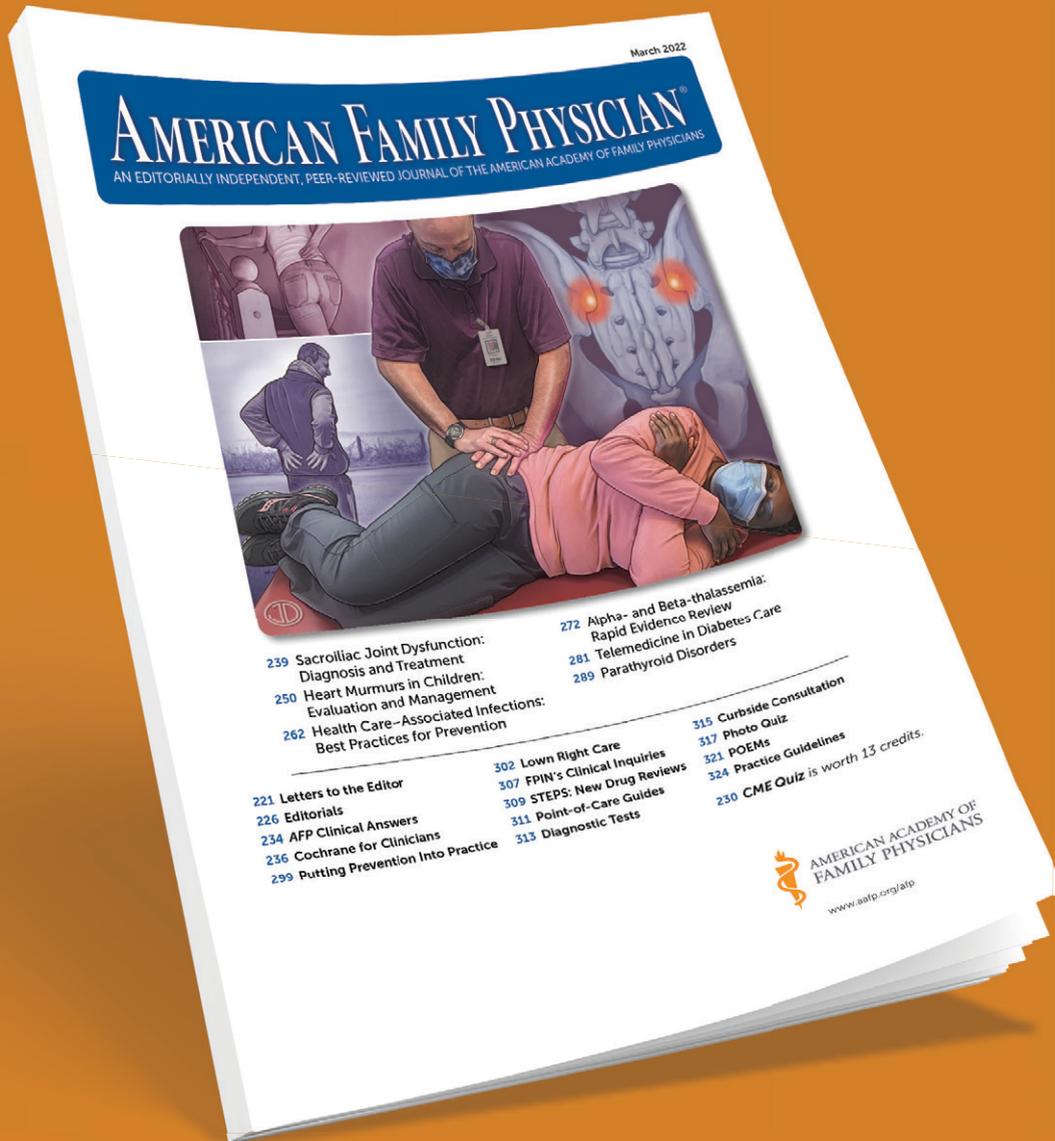
We shared so many belly-aching laughs and truly were enjoying our fun in the sun together. We even saw a dolphin jump out of the water right in front of us!

In the evenings, we played board games, had drinks at the brewery by the beach, watched the sunsets, and enjoyed live music. It was exactly the relaxing and stress-free trip we both needed.

## MORE GETAWAYS TO COME

This trip reinforced not just the value of time but the significance of spending “quality” time together. I genuinely enjoyed laughing and completely “winging it.” If we wanted chocolate chip cookie dough ice cream at 11 p.m at night or Tequila at 11:30 a.m., we could do that...and so we did! Heather even went

*(Continued on page 13)*



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<sup>1</sup>The Essential Journal Study for Primary Care, The Matalia Group, 2019

# HIPPIE TRAILS

BY MEG WANICK



The iconic beauty of Maroon Bells.

I believe I was meant to be born to hippie parents named Echo and Leaf, and I was to carry on their hippie lineage. Because inside of me beats the heart of a true hippie. Thankfully, I've been a successful healthcare marketer since the late '90s, which has allowed me to indulge my wandering nature and see it come alive in my children. True to my instincts, I find myself a nature girl and keep coming back to the Rocky Mountains whenever time allows.

"It's just a bunch of trees, Mom," they used to say. "Not so," I would reply, "they will educate you at some point. You will soon understand the power of the quaking Aspen." You see, Aspen trees quake. They are in constant motion, trembling and generating the most calming, soft "jingling" sound that puts one at ease.

## THE MAGIC OF ASPEN

With ten years of trekking to Aspen, Colorado, my kids finally understand. Aspen is a place of wonder. While known for its incredible skiing, summertime leaves you breathless (literally – so, bring a can of oxygen). For this reason, it has always been a place that puts me back together, gives me clarity and perspective, and recharges my soul.

Aspen is the confluence of hippie meets haute, where people go to indulge in mind and body. The shopping offers couture and thrift, the restaurants offer Wagyu beef and burritos, and activities range

Aspen trees surround you as you begin the American Lake Trail hike.

from hiking a "fourteener" (a mountain with elevation of at least 14,000 feet) to sitting idle in a park. The scenery leaves you in awe and the smells evoke powerful memories, like timestamps that stick with you forever.

Aspen has a particular smell I imagine is made up of all the best parts of the earth: the bluest lakes, tallest mountains, and greenest forests all combined into something that forces you to take a step back and live in the moment. It feels like letting go and coming home at the same time. The air is different – it feels crisper and cleaner – and the powerful smell of cedar and spruce on the Rio Grande Trail is so distinct it orients me even with my eyes closed.

## WHAT TO DO? – OUR FAMILY'S "TOP FOUR"

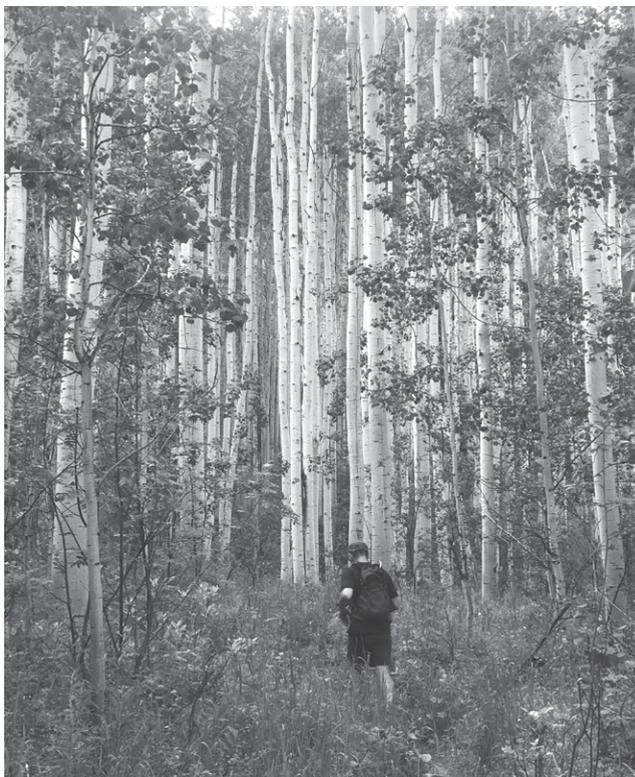
There is a certain urge to live life to the fullest when you are in Aspen. You want to walk slower, look up more (which

I don't recommend while hiking), and take time to lie down in random patches of bright green grass. You will want to plan for a mix of everything – hiking, biking, eating, listening, walking, and noticing.

### Best Bike Ride + Lunch

Biking to Woody Creek is a must-do on the Rio Grande Trail. Don't let the 16-mile round trip or the steep cliff leading down to the Roaring Fork River deter you. The trail is mostly paved and easy to navigate for even the most novice cyclist. Woody Creek is an infamous cash-only establishment that is known for its margaritas and usually leaves bikers giggling as they

*(Continued on page 13)*



## Hippie Trails (Continued from page 12)

struggle back home. Try this with two kids in a bike trailer behind you and you'll understand the meaning of struggle. Or, just call the Mountain Taxi as they're equipped with bike racks.

### Take in the Music Scene

If you happen to be there on a Sunday afternoon, grab some wine and a picnic and take in the concert at the Benedict Music Tent. Musicians come from all over the world to study and perform. Don't bother with indoor tickets. The best experience is one sitting on the lawn for free with hundreds of people listening and talking in whispers as their kids play gleefully in the stream.



Wildflowers are everywhere in a rainbow of colors.

### Aspen Farmers Market – Saturday Mornings

Only in Aspen would you find a farmers market so complete that it offers your basic fruits and vegetables, but also Persian rugs, local artwork, and a chance to pet llamas. One year, I came home from the market with cherries, earrings, and a golden retriever puppy named Jax. Yes, Jax is now 12 and living his best life.

### American Lake Trail

Like any mountain town, hikes are abundant. My family's competitive nature gets the better of us and we like to take the most challenging ones right out of the gate. The town inspires us to race each other up massive verticals within 30 minutes on the Ute Trail or challenges us to tackle Anaerobic Nightmare in nearby Snowmass Village (yes, that's the name).

Competitive nature aside, by far our favorite hike is a day excursion on the seven-mile American Lake Trail, which starts in a massive glade of Aspen trees, meanders into soft pines and evergreens, through vast meadows (and bears), and ends at a crystal-clear lake. Your reward? The lake, of course. But also lunch at the Pine Creek Cookhouse a few miles up the road where you never would ever have imagined mac and cheese and a big Cabernet pairing so well.

John Denver sums it up best in *Rocky Mountain High*:

*Now he walks in quiet solitude, the forests and the streams  
Seeking grace in every step he takes  
His sight has turned inside himself to try and understand  
The serenity of a clear blue mountain lake*



**Meg Wanick** is Senior Account Director, SFC Group. She can be reached at 415-265-1785 or [Meg@SFCGroup1.com](mailto:Meg@SFCGroup1.com).

## Beach Vacation (Continued from page 10)



Simple pleasures are the most memorable!! Heather won!

parasailing on our final day and was thrilled to soar over the ocean.

The trip went way too fast – it's already time to start planning our next trip together. We decided to make it a tradition once a year to take a getaway together. I am already looking forward to our next adventure.

As I get older, I understand so clearly why time is such a gift. We all know life can change in a moment, so we need to live for now and make these moments count! We all talk about knowing how important it is to make time for ourselves and our loved ones. I get it, there are bills to pay and things to do, but now more than ever, we have to try and prioritize what really matters in life.



A tropical moment together – please stop the clock!



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# MY DAD PHIL ALTAMORE

## HIS LEGACY WILL LIVE ON

BY SUSAN ALTAMORE CARUSI

No one is perfect, but that doesn't mean they can't be a great husband, a wonderful dad, a loving friend, a beloved son. My dad Phil would have been the first one to tell you he was imperfect – but that would have been accompanied by a smile, a rueful laugh, and a nudge that “Hey, I am a member of Mensa so I'm not stupid” – a matter of particular pride. He had no tolerance for stupidity, which meant he was continually amazed by the world he lived in, always finding something new to startle him about the human condition, good and bad.

My dad possessed a lot of charm, finding something to talk about with everyone, especially if they traveled, read, or enjoyed good food and Broadway. He inspired me to read, and created in me as well a lifelong love of musical theater, which I tried my best to pass along to my own brood. He wasn't always a patient man but bore his physical travails of recent years in good humor. He particularly delighted that he was every doctor's favorite patient because he did whatever they said without complaint.

To say my dad loved his wife Peggy is an understatement: she was his sun, moon, stars, and quite simply, as he said frequently, the best thing that ever happened to him. His cats were a close second, tied or perhaps slightly behind his children though the cats certainly gave him less cause for angst over the years than we did. I always knew my dad

loved me, that I mattered. We didn't need to speak all the time because he was busy living his life and it was his joy that I was busy living mine.

It was my privilege to give my dad one of my kidneys 22 years ago, a gift that I think any child would do, should do for their parent. The joy and adventures that he was able to experience after that were all the reward I could ever ask for. Over the past 10-plus years, he encountered more health challenges and reluctantly had to face

not being able to

travel anymore and being much more frail. Yet, almost to the end, my dad continued to email to dozens of people things he found of interest and send essays that he composed on practically a daily basis, chatting about things that were on his always inquiring mind.

He was a loyal friend, some friends dating back to high school. For all that knew him – raise a glass, celebrate life, enjoy the gift of today. Phil Altamore, Dad,

today you left this world but your influence, your love, will always be with me and the rest of our family. Thank you for being my dad and I love you, always.

### Phillip Bruce Altamore

January 14, 1938 – July 7, 2022

Phil was born in Milwaukee, Wisconsin, the beloved only child of Pat and Gladys Altamore. A graduate of Don Bosco High School ('56), Phil played poker for four years at Marquette University, graduating in 1960. In 1967, Phil's life changed dramatically when he moved to New Jersey with his then wife Frances and their children. A love affair with New York City and all of its many offerings began which never ended. On February 1, 1975, Phil married Margaret (Peggy) Fennell Fullop, the greatest love of his life and the best thing that ever happened to him. Phil is survived by Peggy, his faithful cats Tawny and Dido, his children Susan Carusi (Bruce), Joan Myers (Noel), Ann Lack (Steve), Steven (Gina), Mark (Agatha), and Kathryn, his stepchildren John Fullop (Petra), Theresa Mulroney, and Marie (Michael) Grandinetti, and many, many grandchildren and great grandchildren. Always generous, Phil bequeathed his body to Rutgers Medical School so that others could benefit from his life.



Phil and his six children.



**Susan Altamore Carusi** can be reached at [susancarusi@me.com](mailto:susancarusi@me.com). **Phil Altamore** retired after 47 years in the healthcare marketing industry many years ago, most recently working at the American Medical Association.

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BY JEFF WINTON

**H**ow often do you take a step back to consider the influences that helped shape your beliefs, ethics, and character?

Having grown up on a small family dairy farm in the Chautauqua region of Upstate New York, I had a limited worldview until my freshman year at Cornell University. That experience opened my eyes to a diversity of ideas and endless opportunities that were new to this farm boy. However, the lessons I learned from my dad, Archie Winton, had the most impact on the person I have become.

#### A LITTLE BACKGROUND

My dad was born during the Great Depression. He was thrust into playing a key role in our family-owned farm from an early age when his father, my grandfather Floyd Winton, suffered from the devastating impact of polio. Although my dad had two sisters, in those days it was uncommon for women to go into farming. He eventually took over the operation and forfeited any dreams of college to keep the generations-old business afloat.

Dad grew up with limited resources, and his focus was always on making a better life for his family. In addition to starting work before sunrise, he would break after a few hours to go to his second job as a school bus driver. Then he would return to his farm duties until he had to drive the bus again at the end of the school day. Even then, his workday was far from over. He would grab a quick bite, change back into his farm clothes, and do whatever still needed to get done that day, often not getting to bed until midnight at certain times of the year. And then he would do it all again at 4:30 a.m. His one reprieve came on the weekends when there was no school bus to interrupt his farm chores.

#### WORKING SIDE BY SIDE

I was the oldest of four brothers, and started helping on the farm from the age of four. Of course, I wasn't much help initially, but I was excited to do my part. My first job was feeding and watering the baby calves. As the years passed,

my responsibilities grew. Working side-by-side with my dad was how we bonded. Keep in mind the farm was a 24/7 business. There were no vacations. No extended weekends off. No fishing trips. The only "day off" occurred when we showed our animals at the County and State Fairs.

Watching my dad in action was a revelation. In addition to his work ethic, he was a community leader, frequently speaking out to support the underdog and causes he considered to be important, even if unpopular. When Mother Nature was unkind and caused financial hardship to our farm and those of our neighbors, my father, never flinching, would be the cheerleader the community needed.

ly speaking out to support the underdog and causes he considered to be important, even if unpopular. When Mother Nature was unkind and caused financial hardship to our farm and those of our neighbors, my father, never flinching, would be the cheerleader the community needed.

#### HONORING DAD'S LEGACY

The only time I ever saw my dad cry was when he lost both his parents within days of each other. My dad died in his 60s the same way

my grandfather did – from cardiovascular disease. Although my dad was retired and spent winters in Florida with my mom, he was on the farm that day lending a hand before he had a fatal heart attack. Today, cardiovascular health is one of the therapeutic areas of focus for some of the clients of Jeff Winton and Associates, the communications agency my partner, Jim Modica, and I launched on February 2, 2020. My dad was born on February 2, so our agency's anniversary honors Archie Winton, whose sacrifices made my career possible.

Of the many gifts my dad bestowed on me, these three have become part of my DNA.

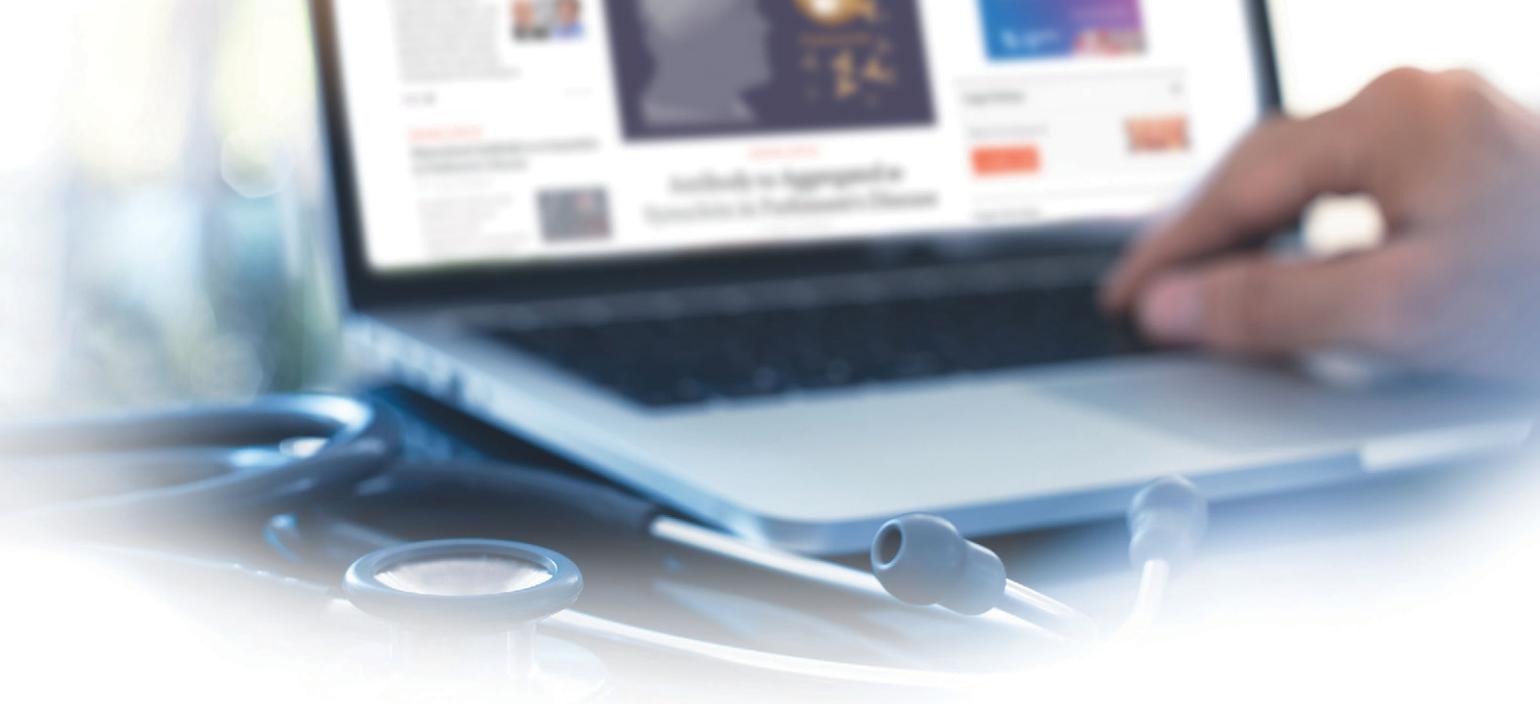
#### 1. A STRONG WORK ETHIC

To this day, I have never met anyone who worked harder or with a greater sense of purpose than my dad. His work ethic inspired me to excel in college and go the extra mile on every job I have ever held. I developed the ability to multitask, a skill that dad had conquered of necessity. The desire to do more than expected has always served me well. Interestingly, I once had a boss who said she preferred

*(Continued on page 18)*



My father, Archie Winton, driving his tractor with my grandfather, Floyd Winton, in the wagon.



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\* Kantar Media, *Medical/Surgical Media Measurement*, 2022

† The Matalia Group, *Reader-Trust 360 Report*, 2018; NEJM Trust and Value Survey, July 2022

‡ 2021 U.S. *Essential Journal Study Update*

## Father/Son *(Continued from page 16)*

to hire people who grew up on farms because of their unparalleled work ethic.

### 2. A PHILANTHROPIC COMMITMENT

Like my dad, I am a relentless advocate for the disenfranchised or for causes that I feel are important. I believe we each have a duty to help others whenever possible, whether through volunteering or contributing resources. I often wonder how my dad fit the time into his 24/7 schedule to be a force for good in the community. If he could find a way, most of us should be able to carve a niche for charitable work. Having seen the emotional and mental strain of farming firsthand, especially when my 28-year-old nephew died by suicide, I started a nonprofit organization last year called Rural Minds ([www.ruralminds.org](http://www.ruralminds.org)).

We aim to end the suffering, silence, and stigma around mental illness in rural America.

### 3. A LIFELONG LOVE OF ANIMALS

Working and living on a dairy farm, the animals were an important part of our family and our existence. My dad taught us to treat animals with respect and kindness, and



Jeff Winton feeding a calf.

that we should always feed them before we ate our meals. He was a lifelong lover of horses, and I always enjoyed watching him train and ride these majestic animals. Today, I own several horses and compete in equestrian events. Dogs were also a big part of my childhood, and I started showing our dogs when just a young boy. I still have many show dogs that have competed at the highest levels, including at the prestigious Westminster Kennel Club Dog Show and the National Dog Show.

There is no doubt I am the product of my father's values and how he lived his life. I consider it a privilege to carry on his legacy and, hopefully, make a positive impact that would make him proud.



*Jeff Winton is CEO and Co-Founder, Jeff Winton Associates. He can be reached at 908-872-2682 and [jeff@jeffwintonassociates.com](mailto:jeff@jeffwintonassociates.com).*

## A Thank You Note to Harry

BY JULIANA NACINOVICH

*"Mr. and Mrs. Dursley of Number 4 Privet Drive were proud to say that they were perfectly normal, thank you very much."<sup>1</sup>*

From the first line of the first Harry Potter book until the last line of the seventh book, readers witness the transformation of a young, scrawny boy without any friends into a strong, powerful wizard who fights and risks his life for the people he loves. J.K. Rowling, the author of the Harry Potter books, has sold over 400 million copies of her beloved tales of Harry Potter. The Harry Potter books are purely fiction. They have increased the popularity of reading among children. And, in the end, they teach a good lesson.

Why is Harry Potter probably the most awesome series of books in the universe? I waited 11 years, one month, two days, three hours, 19 minutes, and 16 seconds to figure that out. And guess what, I unfortunately never got my acceptance letter into Hogwarts. I thought maybe my owl had

been intercepted, but when no big, friendly half-giant came knocking down my door, I began to come to my senses.

For me, Harry Potter books were and still are an escape from my (sometimes monotonous) everyday life. They take me into a world where magic is possible, where people ride broomsticks, and where good will always triumph over evil.

I still view the Harry Potter world with the same child-like wonder I did when I first started reading them. I will forever cherish the time Harry and I have spent growing up together; enduring together the pangs of adolescence, first dances, and fights with friends. For that, and for so much more, I will be forever grateful. Thank you, Harry!

1. Rowling, J.K., *Harry Potter and the Sorcerer's Stone*. New York: Scholastic, 1999.



*Juliana Nacinovich is Client Service Specialist, Bryn Mawr Communications. She can be reached at [jnacinovich@bmctoday.com](mailto:jnacinovich@bmctoday.com).*

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For more info, visit [AMMOnline.org](https://AMMOnline.org)

# EVENTS IN THE CITIES

## CHICAGO

October

### Lincoln Park Wine Fest

Lincoln Avenue between Lawrence and Wilson

October 1-2

Fall's cool breezes will celebrate the glorious grape when, for the sixth year, the annual wine happening that is Lincoln Park Wine Fest transforms tranquil Jonquil Park into an open-air market featuring wine and food pavilions. The highlight is ticketed wine tastings where scores of varietals will be showcased.

### Prince: The Immersive Experience

540 North Michigan Avenue (on the Mag Mile)

Through October 9

Perfect for Prince fans and music lovers alike, Prince: The Immersive Experience, is an interactive, multisensory experience. Tour 10 immersive spaces and explore his life, revolution, and talent as you step inside the iconic *Purple Rain* album cover and an audiovisual dance party designed by Prince's lighting and production designer. Explore exclusive artifacts curated by The Prince Estate and play music producer with the original sessions from one of Prince's greatest hits in Studio A. Tickets must be purchased in advance.

### Chicago Botanic Garden: Night of 1,000 Jack-o'-Lanterns

October 12-16 and 19-23

More than 1,000 hand-carved pumpkins – some as large as 150 pounds – will light up the night at our Halloween event. In the crisp air of fall, Night of 1,000 Jack-o'-Lanterns features only real pumpkins. On a paved path, the evening takes on a festive air, with costumed entertainers and live carving demos, along with seasonal light fare and drinks for purchase.

### United Center

- 3 - Gorillaz
- 5 - Iron Maiden
- 6-8,9,13-14 - Harry Styles
- 12 - The Who
- 16 - Lizzo

### The Chicago Theatre

- 1 - Nick Swardson
- 3 - Nick Mason's Saucerful of Secrets
- 6 - Diana Krall
- 7-8 - The B-52's
- 9 - An Evening With Regina Spektor
- 12 - Joe Satriani
- 13-16 - Chris Rock
- 18 - Metric
- 20 - Ryan Adams
- 27 - Lady A

### Arts in the Dark Halloween Parade

October 29

The Parade moves along State Street southward from Lake to Van Buren St. A magical nighttime parade not just for kids but also, and mostly, for grown-ups! World-renowned institutions, as well as artists of all kinds, come together to celebrate one of Chicago's favorite days known as the "artist's holiday." This family-friendly parade of zombies, vampires, and skeletons begins at dusk. It also includes live music, colorful floats, amazing giant puppets, and lots of fun. The parade is organized by LUMA8 (8 creative leaders whose work can be seen everywhere in Chicago).

### Around Chicago:

#### Top 5 Corn Mazes

All Seasons Apple Orchard:

14510 IL-176, Woodstock, IL

Richardson Adventure Farm:

909 English Prairie Road, Spring Grove, IL

Siegels Cottonwood Farm:

17250 South Weber Road, Crest Hill, IL

Heap's Haunted Corn Maze:

4853 US Highway 52, Minooka, IL

Konow's Corn Maze:

16849 South Cedar Road, Homer Glen, IL

#### Top 5 Haunted Houses

Basement of the Dead:

42 West New York Street, Aurora, IL

Dungeon of Doom Haunted House:

600 29th Street, Zion, IL

Statesville Haunted Prison:

17250 Weber Road, Lockport, IL

13th Floor Haunted House:

5050 River Road, Schiller Park, IL

Disturbia Haunted House:

1213 Butterfield Road, Suite D, Downers Grove, IL

## NEW YORK

October

### Madison Square Garden

- 1 - The Killers
- 2 - Lizzo
- 6 - Kygo
- 8 - Wisin y Yandel
- 9 - Billy Joel
- 12,13 - Post Malone
- 15 - Anuel AA
- 19 - The Smashing Pumpkins
- 22 - Brandi Carlile

### Radio City Music Hall

- 3 - King Princess
- 6-8 - Chris Rock
- 9 - Fito Paez

### Beacon Theater

- 1,3,6-8 - Tedeschi Trucks Band
- 12 - Nick Mason's Saucerful of Secrets
- 13-14 - The B-52's
- 15 - Muse
- 18 - Demi Lovato

21-22 - Young the Giant

27 - Joe Satriani

30 - MercyMe

### Barclays Center, Brooklyn, NY

- 7 - Jack Harlow
- 8 - Katt Williams
- 12 - Gorillaz
- 20 - Mary J. Blige
- 22 - Christian Nodal

### New York Comic Con 2022

Javits Center

October 6-9

The New York comic book convention is the East Coast's largest pop culture convention. This is where you can feel unafraid to geek out. Where you're accepted and embraced for being yourself. Where you can experience the best in pop culture because no matter what fandom you're passionate about, they have it there for you. Be inspired by award-winning comic artists and Japanese anime creators. Get starstruck over your favorite TV and film idols. Treat yourself to exclusive fandom gear and unique artwork.

### 60th New York Film Festival

Lincoln Center

September 30 - October 16

### NYC Wine & Food Festival

(Multiple Locations)

October 13-16

The Food Network New York City Wine & Food Festival presented by Capital One (NYCWFF) is a star-studded, four-day event showcasing the talents of the world's most renowned chefs, wine and spirit producers, culinary personalities, lifestyle experts, and America's most beloved television chefs. NYCWFF is known for its walk-around tastings in celebration of America's favorite foods, intimate dinners with world-renowned chefs, late-night parties, hands-on classes, wine tastings, and more. The Festival raises critical awareness for God's Love We Deliver, whose mission is to nourish vulnerable New Yorkers affected by severe illness.

### New York City's 49th Annual Village Halloween Parade

October 31

The Parade runs STRAIGHT up 6th Ave. from Canal to West 15th Street. The streets are most crowded between Bleecker and 14th Street, so you might consider getting there early or try another place along the route...(Or better yet, put on a costume and join the Parade!) The Parade starts at 7:00 p.m. and ends around 11:00 p.m.

The infographic features a central circular logo for PDQ (Healthcare Information in a Flash) with the text 'Include Interactive DIRECT MAIL As Part Of Your Multi-Channel Marketing Plan' below it. A red dashed line circles the central text. Surrounding this are four rounded square boxes: 'TELL A STORY' (top-left, blue), 'STAND OUT' (bottom-left, red), 'BREAK THE MOLD' (top-right, red), and 'MAKE IT POP' (bottom-right, blue). Navigation arrows are present: a red arrow pointing up at the top center, a red arrow pointing down at the bottom center, a blue arrow pointing left on the left side, and a blue arrow pointing right on the right side. A red envelope icon is positioned below the central text.

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