

Next Month
DEI Special Issue

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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Taylor Swift

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Dear Healthcare Marketer,

The Family issue is always one of my favorites. Over the years, we've covered all the different stages of life. One thing is for sure – family relationships change, but the love continues.

Many of you have watched my children grow through the pages of The Exchange, especially through my letter each month. I am so glad and thankful I've been able to share our lives with you. It is sort of like a diary of our family...and a testimony to the tremendous support and expressions of care you all have offered through the years.

From the trips to China that culminated in adopting my two daughters Katie and Maddie to the recent loss of my dad – you've been there. We've shared our family moments together navigating the stages of childrearing (including the adolescent years!); tips and mishaps of family trips across the world, on land and at sea; the joy of celebrating our kids' gifts on various sports fields, center stage, on the page and canvas; and the many milestones of family life – baptisms, bar mitzvahs, weddings, and celebrations of life.

Many of us have walked the journey of the sandwich generation, juggling the needs of kids and aging parents all at once – a touching, sometimes stressful period that requires a good dose of humor and some serious self-care.

For me, the next few years will prove interesting, since my dad, the leader of the family, has passed. I find myself the elder with no generation above me, and I don't know if I really like that. I feel old, a little scared, and vulnerable to tell you the truth. Case in point, the other night at about 1 a.m., while we were all sleeping, I heard wild, loud banging at my front door. A drunk man had been separated from friends and was trying to break into my home. He actually broke the glass on my storm door. It shattered into a million pieces, which my kind neighbor cleaned up for me. I called 911 immediately and roused my girls. The man left, but not before Maddie got a good look so she could describe him to the police. They caught him, thank God!

I couldn't help thinking...Thank you, Dad, for insisting on replacing my wood front door with a more secure steel one. And we couldn't help howling as I mused with friends that, even with his stair lift and limited mobility, Dad would have rallied to protect us. He wasn't afraid of anyone or anything! At the same time, I rallied for him and feel like I've fallen apart a bit after his passing – with my sleep apnea machine and reliance on a cane for my arthritic knee.

I was at a 50th celebration with one of our colleagues recently and many of us are facing the next chapter, downsizing, relocating...what's next? My daughters will be leaving the nest sometime soon as Maddie is in her last year of college and Katie has a life of her own. It's been a little unsettling for me thinking about letting them fly. I am very proud of the girls and know we will always be a team and remain very close. But...what will Nancy do? Sell the house at the top of the market, stay put, be a snowbird renting here and in Florida? The canvas is blank and, especially since I'm a single mom, it's just me making the decisions. I have always known what I wanted. And I did it. I never let grass grow under my feet. I hope to continue this.

Regardless of what stage we're in, we can all learn and grow from one another. In this issue, **Amanda Preto** shares a unique approach to teaching her kids how to handle money. You'll take a deep breath of relief with **Emilie Penny** as she explores the reality of juggling family and work. **Jaime Brewster** tells of her touching journey through moving her parents from their home to a continuing care community. And **Natalie Natoli** discusses the circus that is family life.

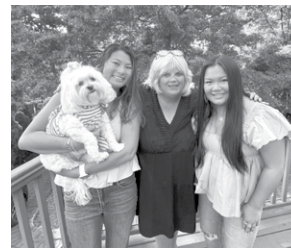
Nothing brings together family like a great vacation! So, if you're looking for fun for everyone, **Angela Labrozzi's** got you covered with her wonderful trip to Rocking Horse Ranch. **Chuck Hyde** takes us along on his family adventure to Italy and Greece – perfetto! **Colleen Fackler** has found her people – and shares her tips on how to travel well with multiple families. **Julianne Valle** starts every family trip with a checklist that ensures everyone is happy and comes away with a treasured moment. **Nicole Woodland - De Van** shares the excitement when family members recently took in a Taylor Swift concert. And thanks to **Ashley Brunner** for sharing her love of family and more in this month's *Personal Exchange*.

What season of life are you in? I'd love to know!

Congratulations to **Julianne Valle** of Pfizer – she won our \$100 DoorDash Gift Card!

Happy Fall,

Nancy



In Memoriam JAMES R. MCFARLAND, JR.



James Rowland McFarland, Jr., beloved husband, father, grandfather, and accomplished artist, passed away peacefully at home in Livingston, NY, on August 3, 2023, at age 88.

James embarked on a fulfilling life, signified by a successful career and passion for the arts. He served in the National Guard before turning to a distinguished 30+ year career in pharmaceutical advertising. His talents drove his success as an art and creative director at Sudler & Hennessey in New York City, where he met and worked with his future partners, John Lally and Ron Pantello. Together they co-founded the renowned pharmaceutical ad agency Lally, McFarland & Pantello. In 2002, James was inducted into the Medical Advertising Hall of Fame for his remarkable contributions.

James leaves behind a legacy of love, creativity, and community participation. He is survived by his loving wife Lyn Rossiter McFarland, his constant companion for more than 40 years; two devoted sons, James Michael McFarland (wife Ivette) and Peter Johnson McFarland; and grandson, Kyle James McFarland.

James will be deeply missed.

In lieu of flowers, the family kindly requests donations be made to Meals on Wheels or Heifer International in memory of James' commitment to helping others. If you'd like to read more about James McFarland, you can visit www.batesanderson.com/obituaries/James-Mcfarland-9/#!/Obituary.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Abbott has announced the appointment of **Ricardo Perico** as Managing Director, East Asia. He can be reached at Ricardo.perico@abbott.com.

Abbvie has announced the promotion of **Steven Underweiser** to Associate Director, HCP Media. He can be reached at Steven.Underweiser@abbvie.com.

AbelsonTaylor has announced the appointment of **Terence Prudhomme** as Media Director. He can be reached at terence.prudhomme@abelsontaylor.com.

AMC Media Group has announced the appointment of **Ethan Armstrong** as Senior Director of Sales. He can be reached at eamstrong@amcmediagroup.com.

American Academy of Dermatology has announced the promotions of **Jacki Premak** to Associate Director, Advertising, and **Carrie Parratt** to Advertising Operations Manager. Together they have been appointed to manage convention center banner sales for AAD events. They can be reached at jpremak@aad.org and cparratt@aad.org, respectively.

BroadcastMed has announced the promotion of **Lee Schweizer** to Chief Digital Officer. He can be reached at Lee.Schweizer@broadcastmed.com.

Butler/Till has announced the promotion of **Joelle Freeman** to Director of Strategy and Partnerships.

Calcium+Company has announced the appointment of **Lene Godat** as Senior Vice President, Strategy Lead.

CMI Media Group has announced the following appointments: **Sabrina Schumm** as Senior Analyst, Data Analytics; **Madeline Kelly** as Media Planner; **Corey Feldman** as Director, Paid Social; **Hannah Grauze** as Senior Analyst, Business Insights; **Ana Garcia** and **Irina Khafizova** as Analysts, Business Insights; **Lucas Wong** as Associate Analyst, Data Analytics; **Matthew Mehr** and **Austin Voigt** as Directors, Media; **Nicholas Foppiano** as Associate Analyst, Programmatic; **Nicholas Strauss** and **Vanessa Rodriguez Segovia** as Associate Analysts, Paid Social; **Shea Sanderson** and **Stephen Antwi** as Associate Analysts, Business Insights; **Adriana Nunez** as Associate Director, Media; and **Gabriel Calemno** as Vice President, Programmatic.

ConcentricLife has announced the appointment of **Billy Weaver** as Vice President, Associate Creative Director. Promoted at the company was **Nicole Pisack** to Group Account Supervisor.

DiD Agency has announced the promotion of **Gigi Bellettiere** to Senior Account Supervisor. She can be reached at Gigibellettiere@gmail.com.

Digitas Health has announced the promotions of **Carrie Hixson** to Senior Vice President, Group Account Director, and **Jon Goldberg** to Director, Data and Analytics.

Evolve MicroMass has announced the appointments of **Cavya Sharma** as Senior Strategist; **Kareena Detwiler** as Senior Art Director; **Liz Rauh** as Senior Project Manager; and **Taylor Wagener** as Freelance Senior Project Manager.

Evolution Health Group has announced the appointment of **Todd Courcy** as Executive Vice President, Client Integration.

Fishawack Health has announced the appointments of **Erica Gusler** as Vice President, Media, and **Sarah S. Selgas** as Senior Vice President, Client Service. **Sarah** can be reached at sselgas@closerlook.com.

Greater Than One has announced the promotion of **Allison Raplee** to Director of Media. She can be reached at araplee@greaterthanone.com.

HealixGlobal has announced the appointment of **Jamie Chasin** as Group Director, Digital Partnerships.

Juice Pharma Worldwide has announced the appointment of **Jay Carter** as Executive Vice President, Business Development. He can be reached at jcarter@juicepharma.com.

Klick Health has announced the appointment of **Shauna Stilman** as Director, Media Strategy and Planning. She can be reached at Sstilman@katalystadvantage.com.

NEJM Group has announced the promotions of **Meg Ainley** to Director, Media Sales and Business Development – Global Sales Solutions, and **Corrie Bridgeman** to Senior Sales Director. They can be reached at mainley@nejm.org and cbridgeman@nejm.org, respectively.

Novo Nordisk has announced the appointment of **Charles J. Hecht** as Associate Director, Omnichannel Media.

Omnicom Health Group has announced the promotion of **Mary Pace** to Vice President, Talent Acquisition. She can be reached at mpace@omnicomhealthgroup.com.

Otsuka Pharmaceutical Companies have announced the appointment of **Jane Urban** as Vice President, Customer Engagement Operations. She can be reached at Jane.Urban@Otsuka-US.com.

Pfizer has announced the appointment of **Stephanie Boden Wenstrup** as Marketing Effectiveness Lead for vaccines.

Publicis Health Media has announced the promotions of **Chatigny Imburgia** to Vice President, Lead Media Technology, and **Kelsey Bassett** to Paid Social Senior Associate. They can be reached at chatigny.imburgia@publicishealthmedia.com and kelseybassett3@gmail.com, respectively. Joining the company was **Ashlynn Finnegan** as Senior Associate, Partner Direct. She can be reached at Ashlynn.finnegan@publicishealthmedia.com.

Relevate Health has announced the promotion of **Debbie Stauble** to Marketing Manager. She can be reached at debbie.stauble@relevatehealth.com.

Sanofi has announced the appointment of **Kristen Vayda-Dreitlein** as Omnichannel Brand Lead, Type 1 Diabetes. She can be reached at Kristen.Vayda-Dreitlein@sanofi.com.

Skipta has announced the appointment of **Terrance Brown** as Director, Ad Ops.

Syneos Health has announced the appointment of **Hillary Bochniak** as Chief Human Resources Officer.

TBWA/WorldHealth has announced the promotion of **Gabriella Tangredi** to Vice President, Group Account Director. She can be reached at gabby.tangredi@tbwaworldhealth.com.

The Bloc has announced the appointments of **Alissa Lifshitz** as Senior Vice President, Managing Director, and **Kellan Tortora** as Vice President, Creative Director. **Alissa** can be reached at alifshitz@thebloc.com.

Veeva Systems has announced the appointment of **Michael O'Brien** as Sales Account Partner – Crossix. He can be reached at Michael.obrien@veeva.com.

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OUR FAMILY TRIP TO GREECE AND ITALY

BY CHUCK HYDE

Recently, my family and I took the longest vacation of our lives – two weeks to Italy and Greece. It truly was one of those “trips of lifetime.” We saw and experienced so much that I’m still processing the trip. Some of that “processing” time may be due to my age, as I find my own hard drive (my brain) needs to be defragmented. After seeing and experiencing so much history, food, and red wine, I found my brain had to forget what happened the day before, just to have space for the new information each day. My wife told me it was information overload; my kids told me that’s a common symptom of too much red wine. Choose your own perspective after reading.

FAMILY HARMONY

Five of my family members were able to make the trip – my wife Maureen, my son Alex, and my daughter Ellen and her spouse, Brenn. Our oldest son Mitch and his wife Mallorie were unable to make the trip as the home they were building was finished early and they had a move-in date during our trip. Amazingly, and in one of the miracles you expect after visiting the Vatican, we did not have any family conflict during the trip. One of the signs of a great vacation is when you are so distracted you don’t even have time to fight.

TOURING ROME

We started our trip in Rome. Alex had never been to Italy so we did all the “touristy” things you can do – a tour of the Colosseum (must-do) and Roman Forum, a tour of the Vatican (very cool until I got shushed in the Sistine Chapel), and more.

Not surprisingly, we really enjoyed the Italian food. We

went on a “food tour” near the Vatican, where we tried different Italian specialties; unique aged balsamic vinegars and pesto sauces, “Street Pizza” from Banco (one of the top 10 pizzas in the world according to some streaming food show), freshly made pasta, and finally gelato (where we learned how to tell good gelato from bad). Great tour, great guide, and plenty of “Casa Rosa” (the house red wine).



My wife and me at the Colosseum in Rome.



Overlooking Myrto Beach, Kefalonia, Greece.

CRUISING AROUND ITALY AND GREECE

After three days in Rome, we boarded a small cruise ship, the Marina. It’s part of the Oceana Cruise line so it was smaller than a typical cruise ship with about 1,000 people. Now 1,000 people is still a large ship, but the food and service were excellent. The average age of the people on the cruise was mid-60’s, so my kids were a bit disappointed to find themselves some of the youngest people on the ship. Given that my wife and I paid for the trip, they didn’t complain too much.

Some people like cruises, some don’t. My wife and I have been on three cruises in our 20 years of marriage. We see cruises akin to an appetizer platter. You see lots of stuff in a short time, but then know what places you want to come back to and visit. On this cruise we visited Pompeii, Isle of Capri, Sicily, Malta, Crete, Kefalonia, Santorini, and Athens. All were

beautiful (see the pics), but my wife and I enjoyed Sicily and Kefalonia the most, largely as they were very scenic and yet uncrowded.

EXCEPTIONAL GREECE

After our cruise ended, we were picked up by our guide, Theodore, for a private three-day tour of mainland Greece. Theodore was AWESOME in every way. He knows Greek history, where to eat, where to visit, and, of course, what roadside food truck to get souvlaki from (and wow was it good). Honestly, I don’t have room to explain all the things we saw – the site of the original Olympic games in ancient Olympia, Delphi (pronounced Dell-Fee in Greek), situated in a stunning mountain setting, the Palace of Knossos (Crete), beautiful vineyards, and the Parthenon. Theodore was a wonderful guide. His tour company is called “Exceptional Tours Greece” and he lives up to that promise. We learned quite a bit not only about Greek history, but also about the culture, food, and traditions.

There is so much more to say, but only so much room to write. If you want to learn more, email me at Chyde@grailbio.com.



Chuck Hyde is Senior Director, National Accounts, Grail, 1525 O’Brien Drive, Menlo Park, CA 94025. He can be reached at Chyde@grailbio.com, 616-638-6038 (c), or 616-847-8543 (o).

Making Memories ON FAMILY TRIPS

BY JULIANNE VALLE

Whenever my family and I travel, we have a list of the types of local shops and businesses we want to be sure to check out during our trips: coffee shops, ice cream shops, record stores, bookstores, spirits shops, art galleries, candy stores. You can tell by that list that there is something for everyone, including adults and children. We try to research ahead of time to come up with a list of places that are small businesses and unique in some way. We map them out along with all the other sightseeing and activities we have planned so we can find a way to hit them all.



Signing the Peace Wall in Belfast – May 2023.

TRYING NEW THINGS

While we enjoy trying and experiencing new things from all these different types of shops, the record stores and bookstores have become a favorite enduring tradition. We can purchase records and books to bring back home that will last a lifetime. It can be a bit trickier to bring things home from some of the other categories, but if it's a road trip, we do try to stock up on coffee, candy, and spirits, too. These won't last a lifetime, but at least they do bring a bit of a sense of vacation and being somewhere else back home with us. We visit these stores together. Everyone gets to pick something out as long as it's not too difficult to get it back home. We're creative enough to find a way in almost every case.

RECORDS AND BOOKS

When we get back home, we write a note on each of the records and books to notate where it was purchased, including the city and store name, and when. For the records, we spend some time listening to each of them together and discuss our choices. With the books, everyone gets to do some reading independently. However, my daughter and I have started the tradition of picking out a

special, longer book that we'll read together. Some of our favorites from past trips include:

- *Charlotte's Web* by E.B. White, purchased from One Grand Books in Narrowsburg, NY, in October of 2020
- *Harriet The Spy* by Louise Fitzhugh, also purchased from One Grand Books in Narrowsburg, NY, in October of 2021
- *The 13-Storey Treehouse* by Andy Griffiths, purchased from No Alibis in Belfast, Ireland/UK, in May of 2023



As far as albums go, some favorites that come to mind are:

- *Blood, Sweat & Tears*, by Blood, Sweat & Tears – purchased in Belfast at Voodoo Soup Records in 2023
- *Aladdin Sane*, by David Bowie – purchased in Belfast at Voodoo Soup Records in 2023
- *Big Hits (High Tide and Green Grass)*, by The Rolling Stones – purchased in Honesdale, PA, at The Cat's Pajamas in 2022
- *Don't Shoot Me I'm Only the Piano Player*, by Elton John – purchased in Narrowsburg, NY, at One Grand Books in 2020



A STEP BACK THROUGH TRIP TREASURES

Already, over the years it has been fun to take a walk down memory lane and flip through books and records, while reminiscing about past family vacations. My hope is we'll continue this tradition throughout our lives, and that it is something my children will look back fondly upon once they are grown up. I'll gladly let them take their books with them when they move out, but they are going to have a hard time getting those records away from me! They will have to come back and visit so we can listen to them together.



Julianne Valle is Director, Pfizer, 66 Hudson Boulevard E, New York, NY 10001. She can be reached at Julianne.Valle@pfizer.com or 631-572-0077.

No Mom “Does It All”

BY EMILIE PENNY

Recently, I was out to dinner with two friends who have yet to have children. Though I hadn't seen either one in quite some time, we quickly made up for lost time and the conversation soon became very candid. Their top question: How do you do it?

Both of my friends were beginning to feel overwhelmed by the prospect of being working mothers, and they didn't even have children yet. At the time, I was pregnant with my second child and already had a toddler at home, so I was the trailblazer of the group.

At first, I didn't feel authorized to give advice, because I felt like I hadn't figured it all out. But I told them what I had learned over the past year-and-a-half of being a mother – you can't “do it all,” and nobody does.

PICTURE-PERFECT PRESSURE

With social media comes the intense pressure to “do it all.”

Advance in your career. Be a perfect mother who never misses a moment and cooks a delicious and healthy dinner every night. Maintain perfect friendships and a marriage that feels like you are still newlyweds. The list goes on. Since you're only seeing highlight reels, it can be easy to feel like you are the only one trying to juggle multiple balls at once.

IDENTIFYING PRIORITIES

The stresses of everyday life can take a toll and life can feel out of balance. But if I've learned anything, it's that you will need to ask for help sometimes, and more times than not, it will feel uncomfortable.

In a world full of distractions and unexpected road bumps, it is necessary to delegate tasks, both professional and personal, and to prioritize what needs to get done most importantly in each aspect of your life. There will be things that you have to let go of. Things that won't get done and things that will. The most important thing is to define your priorities and stick to them.

Since becoming a mother two-and-a-half years ago, I've had to make many concessions in every area of my life. I've prioritized making a healthy dinner nearly every night and have outsourced other responsibilities as much as possible.

SHIFTING PRIORITIES

I've found that being highly organized and blocking my time helps when I have a million things to do in a day. I still use a paper planner and take handwritten notes. It helps me to absorb information more thoroughly and enables me to find things quicker.

I think the days of keeping work and personal life completely separate are gone. There will be times when you must prioritize work over family, and other times when

you'll have to prioritize family over work. Though I try to keep my work calendar limited to professional engagements, there are many times when it really helps to block off personal time on my Outlook calendar, too.

FINDING WAYS TO SIMPLIFY

Since having my second child in January, life has become even busier, and I've had to find new ways to maintain balance. I try to employ technology as much as possible and have found that automation saves time and hassle. I order nearly all essentials through autoship so I don't have to think about buying these items, and I hardly ever run out.

I've also recently made the switch to grocery deliveries, not because I hate food shopping, but because it gives me back valuable time on weekends. With two young children, even rudimentary tasks have become complicated when there are new things to consider

such as if grocery shopping will interfere with nap time or if I can fit the car seat into the shopping cart.

SELF-CARE REALLY IS ESSENTIAL

Lastly, I try not to lose sight of self-care and find that when my life is busiest, sometimes I need to put things aside and focus on myself. It's true that if you don't take care of yourself, you won't be able to take care of anyone else. So I try to set aside time at least once a month to do something for me. Whether it's going shopping, catching up with friends, visiting a spa, or even spending time at

home alone, I find it's necessary to have some time away from both family and work.

While life isn't likely to slow down anytime soon, there are things that can be done to make it feel more manageable and enjoyable. Sometimes, we all need to take a

step back and look at what's important. This summer, my goal is to spend as much time with my family as possible while making new memories. There will be time for everything else in the weeks and months to come. To me, this is balance.



The Penny family in January 2023.



The Penny kids, Arlo and Isla, playing on a Saturday morning. Arlo is enthralled with his new sister!



Emilie Penny is Associate Director, Media, CMI Media Group. She can be reached at epenny@cmimediagroup.com.

WHAT LOVE LOOKS LIKE

BY JAIME BREWSTER

"God d#*n it," my father swore as he threw one of his 32 empty three-ring binders on the floor. "I was in business for 40 years and people need these!" Deep breath. "Dad, you retired in 1996, and the business world is now digital. No one uses them anymore." He stomped away, and later I found five of them squirreled away in a not-so-obvious packing box.

This was in late 2021, when we were moving my parents to Holland Village, PA (a Continuing Care Retirement Community or CCRC), from West Chicago, IL, to be closer to me and my husband. Once we agreed this was the best option, the horror of the clean-out started to dawn on me and my siblings. It wasn't just the sheer size, it was my parents' mentality. It was particularly hard for Dad because he remembered the Great Depression. Fear of being destitute turned him into a hoarder. And Mom was equally as guilty. She had 72 frames stashed in bins...instead of replacing the photos, she just bought new frames and retired the old ones. She had five sets of dishes, and her shoe closet looked like Imelda Marcos'.

NO DENYING DECLINE

Up until the pandemic, my parents were fine, working out three days a week, meeting friends for coffee, and staying active in their community. But their age caught up with them and we could see the increasing short-term memory loss and mobility issues. One look at Mom's checkbook and her attempt to keep it balanced was enough to convince me she was in decline. She felt it...and she was scared, because she was the engine running their household. Dad was not capable of it, especially when it came to paying bills.

A BIG MOVE TO A SMALLER HOME

My parents' were downsizing to a 684-square-foot apartment from a 2400-square-foot condo. They had kept every birthday card, all our Halloween costumes, my circa 1981 tape deck, broken umbrellas, 18 shoehorns, 16 tape measures, and all of this was "the best, Jaime." It was hard to convince Dad that everyone owns the same Black and Decker tape measure...but his went to "11," apparently. Nineteen trips to Goodwill, six to Best Buy (recycling old tech because of the lithium), two Bagsters (they hold up to 3,300 lbs. each), and a haul-out by the Junkluggers got it done. We had them moved and their condo sold by the holidays.

TYING UP MANY LOOSE ENDS

During this time, I cancelled credit cards ("But they're free, Jaime." "Not after the first year, Dad."), cancelled club memberships, CVS ExtraCare, Amazon (and yes, Dad had discovered Amazon), all of it. Hampering this effort was Dad's three personal email addresses, which he never

updated for any online service. When I clicked on "Forgot Password?" to retrieve them, they all went into la-la land. Therefore, we had to spend hours calling these accounts directly to get them cancelled and/or digitally corrected.

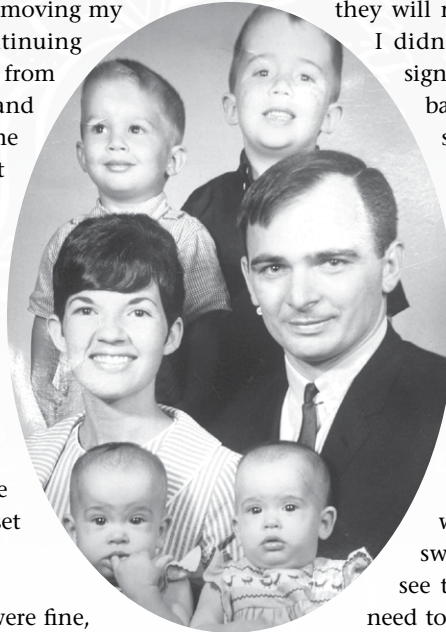
Speaking of, given their discomfort with technology, I signed them up for identity theft protection and made sure their renters' insurance included that coverage. Because they will never buy another domicile or car again, I didn't care about their credit history. (Dad signed up for some malware crook company based in Canada, and he received an email saying, "Oops," when they tried to put through the fee after I cancelled his credit card. Fine. Come after the addled old man and see how far you get.) We had their teeth cleaned and physical checkups. We sold their car, and we finally buttoned everything up legally, so we're all prepared for the future, come what may.

WELL SETTLED IN

Today, they love Holland Village! They have lots of activities. They are working out again. They love the food, the swimming pool, and their apartment. We see them a couple of times a week because I need to keep my eyes on things (I'm figuring out a medical bill this week). We often join them for their Sunday brunches, weekly cocktail parties, the petting zoo, Cinco De Mayo Walking Tacos and Margarita Party, etc.

Despite our challenges, my parents were reasonably cooperative, but that's so often not the case. Children/siblings can be problematic too, especially when it comes to inheritance. As difficult as this was for me, for my parents to give up both their physical and financial independence was a heck of an ask. And they did

it because we asked them. They gave up their home and lifestyle for new ones and we took a leap of faith together...because this is what love looks like.



The Trapp Family, circa 1967.



At Holland Village Cocktail Party – 2022.



Jaime Brewster is National Sales Director, Kantar Media Healthcare Research, 3 World Trade Center, 35th Floor, New York, NY 10007. She can be reached at jaime.brewster@kantar.com or 917-716-3963.



Levi's Stadium.

TAYLOR SWIFT

Kicking off our West Coast road trip with a bang! Had to cross the country but we made it to our first-ever Taylor Swift concert. Had the absolute best time with Jada at #Theerastour. Sharing the experience with our cousin just made it all the better. They sang, danced, and traded bracelets. Amazing concert!



Mom and daughter enjoying some amazing quality time and concert together.



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Mom and daughter bracelet power! We made over 50 bracelets leading up to the concert so we'd be prepared to trade them.



Cousins waiting for Taylor to come out.



The ladies getting ready to enter the concert.



Cousins singing and trading bracelets on the way to the show.

We Don't Give Our Kids an Allowance

BY AMANDA PRETO

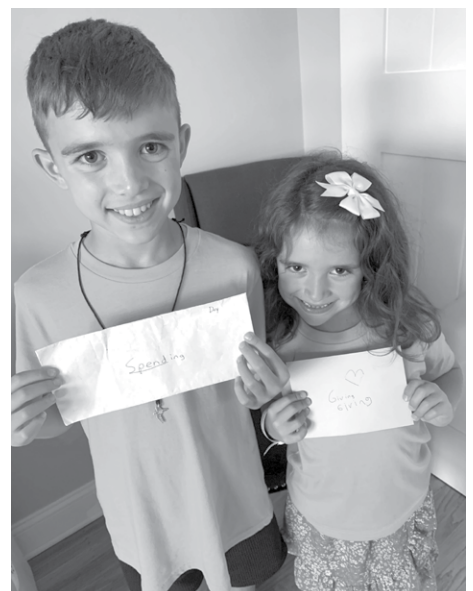
During the pandemic, doing household chores became not only a way to teach our kids responsibility, but also a way to pass the time. My husband has a financial background and we read a great book called *Smart Money Smart Kids*. Based on this, we decided we would not give our kids an allowance, but instead their payout for doing chores would be commission-based.

Here's how it works: Each week there are five tasks to be completed, and the tasks are completed 100% to earn the full \$5 commission. Sunday is pay day! Assuming they each earn their full \$5, we then divide the commission into three categories: \$2 goes to Savings, \$2 goes to Spending, and \$1 goes to Donations. The result is always positive – the kids are learning about responsibility and giving back, while earning a little pocket money. And the playroom gets cleaned up by someone who is not me.

It's a win for all!



Amanda Preto (she/her) is Vice President, Marketing, CMI Media Group. She can be reached at 856-667-8577 (c), 856-382-2138 (direct), and apreto@cmimediagroup.com.



Pay Day!

Friends

AND

Family

Adventures

BY COLLEEN FACKLER

As a Jersey girl, born and raised, now living in Sarasota, Florida, for the past eight years, I'm so lucky to have found a core group of "mom friends." I can not only rely on them for dinner and drinks when momma needs an outing, but our kids and significant others get along as well.

In fact, all that my friend Sam's fiancé had to do was walk into the room with an Eagles hat on, and my husband, Patrick, was infatuated.

Having a couple of close, fun friends down here with equally adventurous families has provided us with a few opportunities now to travel as a pack. We've found some killer Airbnbs along the way that suit all of our collective budgets. They're worth the subsequent driving that takes however many hours necessary to get there.

We ventured to Orlando once upon a time. And we already have future plans for more winter-based trips and all-inclusive island resorts, but this recap is dedicated to this year's spring break adventure.

SETTLING ON THE GREAT SMOKY MOUNTAINS

Having never been to the Smoky Mountains – as was the case for most of us – we settled on this location for that dreaded spring break week when we all have to figure out how to entertain our kids outside of school.

We all took finding the perfect house so seriously that Patrick actually prepared a slide deck of options and presented it to the rest of the group over dinner. Worth noting...none of his options were ultimately selected.



Floridian Facklers in 16° weather – Cullen was not happy.

EIGHT BATHROOMS!

Thanks to Eagles-loving Justin, we honed in on a very special house that could easily accommodate a multitude of families. Following our 10-hour drive (which was probably more like 20 hours with kids, or at least it certainly seemed that way), we ventured into the incredible house featuring eight bedrooms with eight

Declan, 6, and Cullen James, 3, making use of the arcade games downstairs.



individual bathrooms. This meant NO ONE had to awkwardly tiptoe by anyone else in just a towel post-shower, and no potty-training kids were a nuisance to anyone else (I'm talking about you, Cullen, my little three-year-old!).

Perhaps the home's best feature was the set of car-racing arcade games provided in the lower level of the home. They were completely free and often-used for the length of our stay. An entire theater – also downstairs and full of reclining chairs – allowed the kids to decompress between outdoor activities.

DINNER IS SERVED

The moment we arrived, we completed a grocery drop-off order. There was no way in heck I was driving down the steep road at the top of which we were staying if it wasn't truly necessary. We split the groceries

among four families. Each family was responsible for cooking dinner for all 16 guests one night out of the entire week. From baked spaghetti to taco night to baked chicken and chicken potpie, we all got to experience each other's family dinner favorites. Those who were "off duty" for cooking relished in games like charades with the kids.

FIVE DAYS OF FUN

For five days, we explored the Great Smoky Mountains, half the time as a group, half the time as individual families in an effort to satisfy all of our various interests. We visited downtown Gatlinburg, drove up snowy mountains, toured multiple museums. I even found a touching moment watching my Floridian boys collect sticks among leaves in our woodsy backyard. This is an experience we've been robbed of in exchange for yearlong opportunities to visit the Gulf of Mexico on weeknights.

PUZZLING

Some of us stayed up into the wee hours of the morning one night just to solve a puzzle of sprinkled donuts. Honestly, when is the last time you watched a group of people



Floridian kids playing in the woods.

Friends and Family *(Continued from page 10)*

from so many different walks of life – elbow-deep in the trenches of parenthood and every other challenge this life has to offer – come together and prioritize the alignment of rainbow sprinkles above sleep?

MY BEST TIPS FOR TRAVELING AS A PACK OF FAMILIES

Be willing. I could have let my anxiety get the best of me (the thought that my kids will simply fall off the mountains came to mind a few times), but I pocketed those intrusive thoughts and hoped for the best, which paid off in the form of memories I'll take with me for life.



The kids immersed in a game of charades.

group is encouragement to go just outside of your comfort zone. I don't know that I would have the nerve or desire to drive to the top of the mountain where the temps hit 16°, but my friends did. Once up there, my Floridian boys saw and played with real snow for the very first time. Again, memories for life.

Be flexible. One of our families accidentally brought the stomach bug along for our trip. It went through each of us, with daily “oh noooo” trips back to the house for opportunities to rest. Know that, in a pack of 16 where half the group is under the age of eight, “plans” are a thing of the past. Adapt accordingly.



Cullen James enjoying the Airbnb's backyard offerings.

And, when planning, if you'd rather hit an all-inclusive in the islands but the rest of the group is swaying towards the Rockies, go with the majority and remember there's always another spring break around the corner just waiting for you to figure out what to do with your kids once more.



Colleen Fackler is Associate Director, Business Affairs, Publicis Health Media, 100 Penn Square East, 11th Floor, Philadelphia, PA 19107. She can be reached at colleen.fackler@publicisn2.com or 267-295-7088.

Becoming a Professional Juggler

BY NATALIE NATOLI

Over the last five years, I have learned to become a professional juggler. No, not the kind you will see at the circus or at a carnival, but the woman who is attempting to be a caring mother of three, a good employee, and wife, and friend, and sister, and daughter.



Natoli family at the Phillies game.

As I've learned to navigate these new roles I've stepped into, I've also learned this is what life is all about – constantly changing and growing. I try to embrace the tougher days knowing this time of my life is fleeting...and enjoy the great days where I can see the amount of joy and love each of my children has written all over their face solely because we are together.



Natalie Natoli is Director, Supplier Partner Relations, Compas. She can be reached at nnatoli@compas-inc.com, 856-667-8577 (o), or 856-479-9913 (c).

Take a Break at Rocking Horse Ranch

BY ANGELA LABROZZI

This past winter, our family of four was badly in need of a vacation. So, I decided to book a last-minute trip to a nearby resort, Rocking Horse Ranch. We had never been but family had always recommended it, and it did not disappoint!

HORSES, BUFFALOS, PIGS...OH MY

One of the main selling points are of course the horses. As part of your stay, you have the opportunity to ride a horse on a full trail ride. They have options for beginner, intermediate, and advanced riders. I stuck to the beginner and after an hour-long ride, I was glad I did! For the little ones under six, like my younger daughter, they have pony rides available all day. My older daughter



Going for a trail ride.

was very excited about the rides, which lasted about an hour through their beautiful trails. I imagine in spring and fall, the trail is spectacular in color! Horses were not the only animal to visit. Rocking Horse Ranch also had buffalo, pigs, sheep, and goats you can visit. Plus, every day they had a meet and greet with an adorable mini horse that kids can get up close and personal with!

SUPER FUN SNOW TUBING AND SKATING

But the fun didn't stop with animals. Since it was winter, we had the opportunity to go snow tubing and ice skating. We also decided to go because my kids had never been skiing. Rocking Horse has two beginner slopes that were literally right outside the hotel door with easy ski rentals included in your resort fee. This made it super easy and it was a great hill for even the most timid kid! They also had

instructors out on the slopes to help kids and parents. The snow tubing was also a big hit, which the kids did almost every day of the trip both during the day and at night. My husband and I even went down the hill and loved it!

INDOOR AND OUTDOOR WATER FUN AND MORE

When we were done outdoors, Rocking Horse Ranch offers a wonderful indoor pool complete with waterslides and access to hot springs outside. In spring and summer, they also have an outdoor pool with an even larger water-slide. The property sits on a pretty lake, so they also offer kayaks and paddle boats, as well as fishing, hiking trails, and miniature golf. We got lucky – the weather was relatively mild for winter. So my girls also got to enjoy the large outdoor playground and a few springtime activities that were made available, including a large jumping activity and a climbing wall. You can go back to this resort at different times of year and have a totally different experience.

OPTIONS GALORE

Every night we were entertained with super family-friendly performers, including magicians and comedians. Every afternoon, the resort offered fun games for kids. We played games like Jeopardy!, Minute to Win It, and a version of Hot Potato, which my younger daughter won after competing against over 30 people! After all this activity, you work up an appetite and the food did not disappoint. Breakfast and lunch are buffet style and dinner was very healthy with lots of options. I would be remiss if I didn't mention the delicious desserts, which included soft serve and the most amazing brownies! My kids are super picky eaters and there was even something for them to eat.

If you're looking for a fun time with lots of entertainment for kids, I definitely recommend Rocking Horse. From many parts of New Jersey and New York, it's about a two-hour drive.



Zoey and Kara hanging with a mini pony.

Our family skiing, Angela, Zoey, Kara and Pete.



Angela Labrozzi is Engagement Director, Pro-Health. She can be reached at Angela.Labrozzi@prohealthmed.com.

EVENTS IN THE CITIES

CHICAGO

October

36th Annual Lincoln Square Apple Fest

Lincoln Avenue between Lawrence and Sunnyside

September 30 and October 1 from 9 a.m. to 6 p.m.

Celebrate the fall harvest with apple pie, apple cider, artisan goods, and more. Apple Fest is a long-standing tradition in Lincoln Square, bringing community together to celebrate the beginning of autumn.

Lincoln Park Wine Fest

October 6-8

Jonquil Park, 1001 West Wrightwood Avenue

Fall's cool breezes will celebrate the glorious grape when, for the seventh 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.

Boo at the Zoo

October 7-22

Brookfield Zoo

Gather your ghoulfriends, little ghosts, and goblins for this fun-filled family event. Check out the creatures, creepy crawlers, and more in your costumes at the Halloween-themed event that's perfect for family photo ops. All ages are in for a fang-tastic time, and the kids will leave with a sweet treat.

Chicago Beer Festival

October 7 from 7-11 p.m.

Field Museum

The event will feature over 65 breweries, sampling their fall seasonal beers, with attendees having access to a select number of the museum's exhibits open to attendees. Early admission is \$65 and general admission is \$50. Early admission will include early entry at 7 p.m. and specialty beers poured during the first hour to attendees. Admission includes beer samplings with food sold separately. Tickets will not be sold at the door.

Chicago Marathon

October 8

www.chicagomarathon.com

Runners from all over the world come to Chicago to run a scenic 26.2 miles through the city's neighborhoods.

Open House Chicago

October 14-15

Come explore over 150 Open House Chicago sites across more than 20 different neighborhoods that have opened their doors for the weekend. Since 2011, this free public event gives you behind-the-scenes access to the greatest spaces and places in Chicago, including soaring skyscrapers, historic spaces, members-only clubs, private residences, and other areas not normally open to the public. It's the perfect opportunity to experience the cultural diversity and rich history through the unique architecture of Chicago's neighborhoods.

9th Annual Arts in the Dark Halloween Parade

October 21 from 6-8 p.m.

State Street moving south from Lake to Van Buren

This parade has been recognized as one of the top 6 Halloween events in the world! You will be dazzled by music, dance, spectacle puppets, creative floats, and more.

Northalsted Haunted Halloween Parade

October 31

Parade starts at Halsted and Belmont

In the Northalsted neighborhood, this spooky spectacle includes a costume contest, trick-or-treat for dogs, dance performances, and more. For over 25 years, folks have participated in this gorgeous event, culminating in our costume contest with thousands of dollars in prizes!

NEW YORK

October

Boo at the Zoo

September 30-October 29

Bronx Zoo

The annual family-friendly tradition is back. Come dressed in your Halloween Best. There will be special activities including spooky stories to tickle your spine. Listen to folktales from around the world featuring animals at the zoo. Tickets are required in advance.

Blaze: Hudson Valley

September 15-November 19

Van Cortlandt Manor, Croton-on-Hudson

Walk the immersive pumpkin trail on the grounds of the 18th century estate

where thousands of hand-carved jack o'lanterns, all carved by local artisans, light up the night. New this year is a pumpkin ferris wheel. Must purchase tickets in advance.

Headless Horseman Hayrides and Haunted Houses

October 7 & October 21, Children's Day 778 Broadway, Route 9W, Ulster Park, NY 12487

On Children's Day, the park tones down its scare level. You will enjoy a hayride and visit friendly characters along the way. In addition, you will experience our Magic Moon Maze, Haunted Gardens, Witch Hazel's Halloween House, Dino Zone, enjoy music, and other surprises making this the perfect outing for families with young children.

NYC Wine & Food Festival

October 12-15

(Multiple Locations)

The Food Network New York City Wine & Food Festival presented by Capital One is a star-studded, four-day event showcasing the talents of the world's most renowned wine and spirits producers, chefs, culinary personalities, and America's most beloved television chefs while raising critical awareness to support New Yorkers affected by severe illness with God's Love We Deliver. The largest food and wine festival in New York City with more than 80 events, NYCWFF is widely recognized for its walk-around tasting events that celebrate America's favorite foods, intimate dinners with world-renowned chefs, late-night parties, hands-on classes, brunches, and more. Please visit nycwff.org/events/ for all the individual events to sign up for.

New York Comic Con 2023

October 12-15

Javits Center

NYCC is the East Coast's largest pop culture convention and the only one that takes place in the comic book, publishing, media, and licensing capital of the world – New York City. This is your event where you can feel unafraid to geek out. The headlining guests are Chris Evans (Avengers, Knives Out) and Ewan McGregor (Obi-Wan Kenobi), with a plethora of additional guests from comics, film, television, literature, and even wrestling.

Ashley Brunner

Birthplace: Red Bank, New Jersey
Marital Status: Soon to be married this year.
Children: Not yet!
Job Title: Vice President, Group Supervisor
Years in Industry: 10 years – all at SSCG!
College: Loyola University Maryland

*“Wherever you go,
there you are.”*



DO YOU HAVE ANY PETS?

Yes, we have one dog, our big boy Max!! He is a five-year-old Rottweiler and huge. Although he thinks he is a lapdog and still lays on top of us because he's still our baby!

HOW DID YOU GET STARTED IN THE INDUSTRY?

Over 10 years ago, while I was still in college, I was SSCG's summer intern! Kerrie Sovelove was my supervisor and I loved her and the people I got to work with. Everyone was so friendly and kind. We stayed in touch throughout my last year at school. A year later, when it was time for graduation, I interviewed and came back as a Media Coordinator. I even got to sit at my same desk. Over the years, my desk has changed a few times, but I haven't left SSCG!

WHAT IS YOUR FAVORITE RESTAURANT?

Our favorite restaurant is Anjelica's in Sea Bright, NJ. They have amazing, authentic Italian food right on the shore. You can usually catch us there for dinner, especially in the summer, eating oysters, chicken parm, or cacio e pepe!

HOW DO YOU STAY FIT?

Max is 120 pounds and loves his walks, so I usually get dragged around town by him! I also love to walk on the beach, ride my beach cruiser, and play pickleball with my mom and fiancé.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

My family has really made every birthday so special, but the birthday my fiancé, Nick, brought us to Greece is at the top! We traveled to Mykonos and Santorini and had the best food, drinks, and fresh seafood. He told the hotels that we stayed at that it was my birthday, so they had champagne and special treats for us at every stop!



Ashley, Nick, and Max.



WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

I can't live without my family and friends, including my lifelong friends made at SSCG.

WHAT IS THE LAST GOOD BOOK YOU READ?

My friends in our SSCG Book Club know that I love psychological thrillers. The darker the better! I'm currently hooked on "Hidden Pictures" by Jason Rekulak. I love listening to Audible books so I can hear the characters and multitask. I also love a good romance story and like a lighter read when reading on the beach.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

I am a big sucker for Bravo. I can binge-watch most Bravo shows. I also love psychological mystery series. I can fly through those on Netflix!

WHAT FAMOUS PERSON WOULD YOU HATE TO BE STUCK IN AN ELEVATOR WITH?

Tom Sandoval!

WHAT DO YOU KNOW FOR SURE?

I know for sure that I made the right career and life choice in making SSCG my home. You just can't beat the people, community, leadership, and dedication.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I would like to learn American Sign Language. I have been saying this for years and need to finally get going!

DO YOU HAVE ANY HOBBIES?

I love to help Nick at our smoothie and acai bowl shop, Melon-head! If you are ever in Sea Bright or Red Bank, NJ, come look us up for a delicious bowl, smoothie, juice, salad, or treat. We even have bowls for pups!

Ashley Brunner is Vice President, Group Supervisor, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 732-996-0981 or abrunner@sscgmedia.com.

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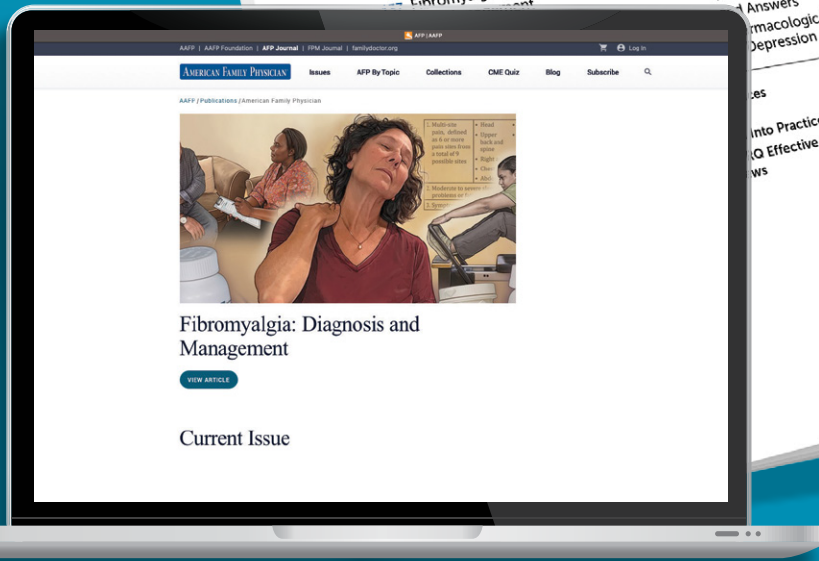
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