



Partners in Pharmacy Care

The Official Newsletter of the NYSCHP and Corporate Sponsors

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Winter 2002

The NYSCHP is proud to announce the first Platinum Corporate Sponsor: Pharmacia Corp.

New York State Council of Health-system Pharmacists

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Killington, Vermont was the backdrop for the presentation of the Platinum Corporate Sponsor check by Pharmacia representatives: Jesus Raimundi, Sidney Schneps, Darren Culshaw, Mark Stolberg, Erin O'Reilly, and Anthony Longo to Council President Ted Friedman and board members: Frank Sosnowski, President-elect; Jan Keltz, Director of Industry Affairs; and Mark Sinnett, Director of Educational Services; and the Executive Director, Debra Feinberg.

Pharmacia is the first company to join the prestigious ranks of Platinum Corporate Sponsors. They are entitled to the following benefits in addition to the regular benefits of Corporate Sponsorship:

- One extra exhibit booth at the 41st Annual Assembly—The Sagamore Resort for a

grand total of 2 booths.

- Two additional registrations to the 41st Annual Assembly at the Sagamore for a total of 4
- One additional free membership to the Council for a grand total of 3.
- Special Platinum name tags at the Annual Assembly and Midyear Clinical Meetings.
- Special Platinum member recognition on the NYSCHP website, www.NYSCHP.org.
- Special Platinum recognition in each issue of *The New York Health-system Pharmacist*.

- Platinum Corporate Sponsor pins for all representatives who attend NYSCHP events.



Presentation of Platinum Corporate Sponsorship Check, Inn of the Six Mountains, Killington, Vermont

NYSCHP is proud to have Pharmacia as a Platinum "Partner in Pharmacy Care!"

If you are your company would like to upgrade to Platinum Level please contact Jan Keltz, Director of Industry Affairs: 516-663-8358 or Debra Feinberg, Executive Director: 518-456-8819.

41st Annual Assembly

"United We Care: Current Challenges for Pharmacists."

The New York State Council of Health-system Pharmacists invites you and your company to exhibit at the 41st Annual Assembly, May 3-5, 2002 at the Sagamore Resort in Bolton Landing, New York. As a corporate sponsor your company is entitled to one booth with two representatives. If you have not filled out paperwork from the Exhibitor Prospectus to register for your booth,

please do so at your earliest convenience. Over 500 attendees are expected this year at the Sagamore. This is an excellent opportunity for your company to sponsor educational events, host a hospital-suite or participate in the annual golf tournament or annual Industry vs. Pharmacy softball game.

Plus, you won't want to miss the installation of the

NYSCHP president-elect, Frank Sosnowski on May 3 at Friday night's Awards and Installation banquet. Then, celebrate with all attendees and recently installed NYSCHP board members Saturday, May 4 at the Caribbean Night banquet. Don't forget to pack island attire!

Come, network and have a good time at the Sagamore!

Be sure to pick up your Corporate Sponsor Pin at the Annual Assembly Registration desk: May 3-5, 2002!

Annual Assembly Educational Programs

The NYSCHP is proud to present the educational programs for the 41st Annual Assembly, May 3-5, 2002.

The titles and speakers of the programs are:



The Sagamore Resort and Spa located in Bolton Landing, New York ➤

➤Geriatric Psychiatry in the Elderly: Joanne Meyer.

➤PDA's: Dan Flores.

➤The Future is Now: Utilizing Bar Code Technology to Improve Patient Care and Hospital Operations: Barbara Giacomelli.

➤Improving Patient Safety: How Far Have We Come?: Kasey Thompson.

➤Keynote Address on Bioterrorism to be presented by Victor Cohen with a follow-up discussion by Robert DiGregorio.

Pain Management: Jeff Fudin.

➤Pediatric Asthma: Leslie Hendels.

➤Volume Expansion-Colloids vs. Crystalloids: Curt Haas.

➤Metabolism/Kinetics in the Elderly: Robert Wahler.

➤Physical Assessment: Deb Kelley

➤Pain and Sedation: Nancy Huntington.

➤Obesity and Diabetes: Anthony Brisano.

➤Law and Legislative Update to be presented by Richard Zeitoun and Barbara Fifield-Guzman.

➤Behavioral ADHD: Cathy Poon.

➤HIPPA Regulations: To Be Announced.

➤Drug Therapy with the Elderly: Judith Beizer.

➤Pharmacy Recruitment and Retention: It's Not the Same Ballgame Anymore: George Fredricks.

Educational programs will run throughout the weekend beginning on Friday afternoon at 1:00 PM and concluding Sunday morning at Noon.

There are still opportunities to sponsor one of these speakers or provide a general educational grant to be used for our educational programs at the Sagamore. Please contact the Council office at 518-456-8819 or the Director of Educational Services, Dr. Mark Sinnett at 718-920-2944.

A Winter Wonderland Continuing Education Weekend Thank You!

Killington, Vermont was the locale for the NYSCHP's Winter getaway January 17-20, 2002. Over 90 pharmacists, family, friends, and industry representatives joined the Council staff at the beautiful Inn of the Six Mountains located just below the base of the six mountains. Each morning, attendees gathered for a hearty breakfast before hitting the slopes or snowshoeing through the country. At the conclusion of the day, many gathered round the indoor and outdoor hot tubs, to

relax and restore aching tired joints and muscles. Once refreshed, attendees patronized area restaurants and Friday

night attended a dinner banquet at the Inn of the Six Mountains.

The NYSCHP would like to extend its appreciation to the corporate sponsors mentioned in blue for sponsoring this ever increasingly popular event. Together with your support, we are able to provide quality educational programs.

Please make plans to join us in Killington, Vermont next year at the Inn of the Six Mountains: January 2003.

THANK YOU:
Merck & Co.
Pfizer, Inc.
OrthoBiotech
Elan Pharmaceuticals
Wyeth-Ayerst
Pharmacia Corp.

Corporate Sponsor and Membership Benefits

Platinum Corporate Sponsor (\$10,000 per year) Benefits are listed on the front page.

A Corporate Sponsorship (\$6,500 per year) offers:

- One, single booth at the Annual Assembly.
- One, single tabletop exhibit at each location of the Midyear Clinical Meetings.
- Two free registrations to the Annual Assembly and specially discounted Assembly registrations for additional personnel.
- One free registration to the Midyear Clinical Meeting at each site.

- **Two free memberships to the Council.** Membership includes: six issues of *The New York Health-system Pharmacist*; all mailings to members; and membership in the chapter of your choice that allows you to attend chapter meetings.
- Recognition in each issue of *The New York Health-system Pharmacist*.
- One free full page advertisement and article in *The New York Health-system Pharmacist*.
- Recognition on the NYSCHP website as a Corporate Sponsor.

- Free Link from NYSCHP website to your Corporate Sponsor Homepage.
- Specially designed Corporate Sponsor lapel pins.
- Quarterly "Partners in Pharmacy Care" Corporate Sponsor newsletter.

If you or your company has not determined who the Corporate Sponsor Members will be for 2002, please contact Danni Little-Thomson at 518-456-8819 or via email: DanniLThomson@aol.com. You don't want to miss out on the benefits of being an active associate member with the Council and its chapters!

Annual Assembly Annual Golf and Softball Tournaments

Tee off Friday, May 3 at 7:30 AM on a Donald Ross championship golf course amidst the beauty and splendor of the Adirondack Mountains and Lake George. The 18-hole, par-70 course was designed by Donald Ross, a native Scotsman, in 1928. In



1985, it was completely restored to his exact architectural plans including his signature bunkers and natural hogback greens. Since its reopening in 1985, The Sagamore has won the Golf Magazine Silver Medal and received a Golf Digest ranking of 5th in New York and one of the top 500 courses in America. It has hosted the USGA Senior Open Qualifier,

the USGA Mid-Am Qualifier for the Northeast region and many sectional championship events and tournaments with the Northeast New York section of the PGA.

The fee to participate in the tournament is \$150 per person.

Please use the sign up sheet located in the Exhibitor Prospectus to reserve your spot. Please remember that you must wear a collared shirt and use soft spikes only on the greens.

There are various ways in which to sponsor this event such as golf holes and lunch. Please check your Exhibitor Prospectus for more details or contact Golf Chairs Bill

Larkin: 212-506-5450 and Anthony Ajello: 914-964-4847.

If softball is more your sport, please make plans to join the annual softball game between Industry and Pharmacy early Saturday morning, May 4. All participants receive a shirt and cap and have a great time. You will find sign up forms in the Exhibitor Prospectus. This event is also available for sponsorship. Please see Exhibitor Prospectus for more details or contact Softball coordinators Michael Better: 718-240-5434 and Henry Cohen: 718-604-5373.



Annual Assembly Sponsorship Opportunities

Promote your company at the 41st Annual Assembly and gain increased exposure for your products and services by becoming an Annual Assembly sponsor. Sponsors are recognized in all Assembly pre-publications, on-site publications, on-site signage, and the official website of the Council, www.nyschp.org.

There are opportunities to sponsor speakers for the educational program Friday, May 3—Sunday, May 5. Friday afternoon and Saturday morning and afternoon educational breaks that your company may sponsor for \$500 and this includes having a representa-

tive available to talk with attendees. Mentioned above is the Golf Tournament. Hole and cart sponsorship is available as well as sponsoring the luncheon following the tournament. In the exhibit hall, your company may choose to sponsor Saturday's luncheon. The sponsoring company will be recognized via signage in the lunch areas and in the program brochure. Also available for sponsorship is the Fun Run held on Sun-

Increase your company's visibility at the Annual Assembly! Become a sponsor!

day morning May 5. Sponsorship includes tee-shirts with your company name, bottled water for participants and after the run snacks. See the Exhibitor Prospectus for more details.

The Council is also accepting donations of lanyards for name badges, we need 500, and any golf accessories that your company may have. This is an excellent way to reach attendees at

The Sagamore and generate traffic at your exhibit booth!

Exhibit Booth Registration

As a benefit of Corporate Sponsorship, your company is entitled to one annual assembly exhibit booth with two representatives. Pharmacia as our Platinum Corporate Sponsor is entitled to two (2) booths at the annual assembly and four representatives.

In order to reserve your booth location on the exhibit floor, please turn in your Exhibit Contract as soon as possible and mark paid in full, we are Corporate Sponsors.

If your company would like additional rep-



**Reminder!
Exhibitor Contracts!**

resentation at the exhibit booths each additional representative is \$85.00.

Please make any personnel changes for the exhibit booth as soon as possible to the Council office, attention Danni.

Also, additional booth space is available and will be placed right beside your Corporate Sponsor booth. The price for a

second booth is \$930 and third or fourth booths are \$825. Each booth includes two representatives.

New this year to the Exhibit Contract is the possibility to place your booth beside co-marketing companies and other companies that compliment your products. Please indicate those requests on the contract and every effort will be made to accommodate your requests.

New York State Council of Health-system Pharmacists

435 New Karner Road
Albany NY 12205

Phone: 518-456-8819
Fax: 518-456-9319

Editorial Staff:

Director of Industry Affairs: Jan Keltz

Editor: Danni Little-Thomson, Executive Assistant

Psst.... Check out your company's link to your homepage on our website!

www.NYSCHP.org

Annual Assembly Preliminary Schedule of Events

Thursday, May 2, 2002

10:00-5:00PM House of Delegates
12:00PM HOD Luncheon
1:00-5:00PM Exhibitor Registration

Friday, May 3, 2002

7:00-8:00 AM Industry Symposium sponsored by Centocor
7:30 AM Shotgun start Golf Tournament
12:00PM Industry Symposium sponsored by Aventis
9:00AM-4:00PM Exhibitor Registration and Set-up
1:00 PM NYSCHP Continuing Education Begins
5:30-7:30 PM Exhibit and Poster Session
8:15-10:00 PM NSYCHP Installation and Awards Banquet

7:00AM-6:00PM Registration
7:00-8:00 AM Industry Symposium sponsored by Amgen
7:00-9:00AM Softball Game
9:15-10:50AM Keynote Address: Bioterrorism: Victor Cohen, PharmD.
11:00AM-6:20PM NYSCHP Continuing Education Program Continues
12:00-2:15PM Exhibit and Poster Session with Lunch
2:30-6:00PM Exhibit Dismantling
7:00-8:00PM Industry Appreciation Reception
8:00-10:00PM NYSCHP "Caribbean Night" Banquet

7:00-8:00AM NYSCHP "Fun-Run"
8:00-9:00AM Industry Symposium sponsored by Baxter
9:30AM-Noon NYSCHP Continuing Education Program concludes
Noon Conclusion of 41st NYSCHP Annual Assembly

Saturday, May 4, 2002

Sunday, May 5, 2002



Come celebrate the newly installed NYSCHP President Frank Sosnowski at "Caribbean Night"