J&J's Women's Leadership Initiative Sponsors Mentoring Event

The HBA’s CONNECTIONS Mentoring Program is An Overwhelming Success

Margaret Gardner
Managing Director, Global Medical Communications LLC

Elegance, enthusiasm, openness and honesty were the hallmarks of the HBA’s second CONNECTIONS Mentoring Program held on August 19, 2002. A sold-out crowd gathered in the cafeteria of Johnson & Johnson World Headquarters to participate in the program which met with unprecedented enthusiasm. Participants shared in the traditional HBA “Meet and Greet” at the start of the program to see old friends and establish new contacts. After the informal networking period, attendees were treated to a panel discussion with four very successful industry executives: Liz Barrett, Vice President, Critical Care/Surgery Franchise, Ortho Biotech Products LP (Raritan, NJ) and Chairperson, Johnson & Johnson Women’s Leadership Initiative; Christine Poon, Worldwide Chairman, Johnson & Johnson Pharmaceutical Group (New Brunswick, NJ); Colleen Ryan, Vice President, Strategic Marketing, Becton Dickinson (Franklin Lakes, NJ); and Mary Cobb, HBA 2002 President and CEO/President of PACE, Inc., a Lowe Healthcare Company (Parsippany, NJ). During the panel discussion, the women were asked to comment on their experiences with mentors. Following are some of those comments.

HBA Chapters Update

The Atlanta Chapter of the HBA

After a summer hiatus, the Atlanta Chapter of the HBA kicked-off another season on September 17th with a seminar on a subject that concerns every woman today: “Women and Investing.” Thom Allen of Raymond James Financial Services (Conyers, GA) was the guest speaker. Allen has ten years of experience providing financial advice to individual investors and businesses. Discussion ranged from where the market is headed to factors that influence financial planning. Thom helped everyone consider the link between investment strategy and the career stage. The event was very well-attended and proved to be an excellent start to the fall seminar season. Look for news on upcoming Atlanta Chapter events in the next issue of the HBA Bulletin.

The Boston Chapter of the HBA

● Volunteers are needed for Newspaper, Treasurer, Membership and Corporate Membership committees. Contact Chapter President, Karla Gonye, at karla.gonye@spcorp.com
● The first annual dinner program was held on Tuesday September 17th at the Sheraton Hotel in Braintree, MA. HBA President, Mary Cobb, gave a presentation on the HBA’s mission and painted a picture of what the future holds for the Association. Video interviews with the HBA’s founders were also shown during the evening to celebrate the HBA’s roots and to show how far the Association has progressed. Rich Wilcinski, President and Consultant for SMR Associates (Westford, MA) gave a presentation on “Maximizing Your Impact As a Communicator.” He utilized the Myers-Briggs analysis to emphasize the point that good communication benefits everyone.
**MEETING HIGHLIGHTS**

**PFIZER HOSTS THE HBA’S SOLD-OUT FALL SEMINAR**

**Negotiating Skills for Women**

Gail R. Salian  
President, Salian Communications Inc.

Negotiating is a skill we need in almost every aspect of life—up, down and across the corporate ladder, with vendors and clients, with spouses and children. And HBA members were quick to realize that the September 12th meeting at Pfizer was sold out a week ahead, and at least 100 people had to be turned away.

Those who attended were provided with some excellent and practical tips by featured speakers: **Wynne Miller**, MCC, Executive and Career Coach, The Miller Group (Newton Centre, MA); **Ken Hyatt**, Managing Partner of CMPartners (Weston, CT) and a Fellow at the nonprofit Conflict Management Group; **Paula Chauncey**, CFA, Managing Partner at étre llc. (Boston, MA); **Elizabeth Kitsis, MD**, Vice President, Pain and Neurology Group, Pfizer Inc. (New York, NY) and **Lesa Lardieri**, National Director, Regional Medical Research Specialist Group, Pfizer Inc.

“Your negotiating style should be natural and comfortable to you once you figure it out,” said Miller. “It is a learned skill that can be mastered.”

“ ‘The most important thing is to cover the basics—goal setting, preparation, conduct and review,’ ” added Hyatt.

*Goal setting should include clarifying your own goals and those of the person you’re negotiating with. If you can identify common goals, it will be easier to negotiate a way to achieve them that is mutually satisfactory.*

*Preparation gives you time to think through the flow of discussion. As part of your preparation, try to anticipate the other side’s concerns so you can address them.*

*Your conduct during the negotiation can make or break the discussion. Be conscious of your tone of voice, body language, and the time you spend listening vs. talking. Don’t express knee-jerk reactions.*

**Classic Positional Bargaining vs. Joint Problem Solving**

Hyatt noted that the classic approach to negotiation is “you vs. me”—a contest of wills. A better solution is joint problem solving.

Hyatt’s preparation checklist (see box at right) for the joint problem solving approach to negotiation follows below. It outlines the process, and should be used ahead of time to plan, and be kept at hand during the negotiation.

**SPECIAL THANKS TO…**

Pfizer Inc for sponsoring this event and for providing facilities for this program. And thanks to program organizers Dr. Elizabeth Mutisya, Medical Director, Neurontin Team, Pfizer Inc, and Hope Krakoff, Director, Perot Systems Corporation (Boston, MA) and to HBA’s Co-Directors of Programs, Stephanie Phillips, PhD, and Jill Quist.
Role Playing
As those attending the meeting saw, role-playing is an excellent way to understand this process. Twenty small breakout groups engaged in mock negotiations using cases that had been developed in advance. This valuable exercise helped seminar attendees to hone their negotiating skills under the watchful eye of experts who were on hand to periodically point out good and bad techniques. By the end of this session, it became even more clear that spending time planning and thoroughly anticipating the other side’s concerns ahead of time is key to a successful outcome.

TIME TO MAKE A DIFFERENCE

The HBA is a volunteer group, and its success is due to countless hours of time spent by members to plan and execute programs, publications and other services.

At the September 12th meeting, HBA President Mary Cobb, CEO and President of Pace, Inc. (Parsippany, NJ), honored Sharon Callahan, President, The Summit Group (New York, NY), as the recipient of the first “Time to Make a Difference” award for the years of dedication she has shown to the organization, in particular, for her work on the HBA’s overwhelmingly successful 2002 “Woman of the Year” event.

PREPARATION CHECKLIST

Communication
✓ Purpose and product of meetings
✓ People who need to be involved, and where the meeting should be conducted
✓ Process, opening, agenda, roles, and even specific words to use

Relationship
✓ Steps to improve or sustain it

Interests (concerns, aims)
✓ Ours, theirs and others involved

Options
✓ Identify as many as possible to maximize potential gains

Legitimacy
✓ Benchmarks and objective standards—what is fair and appropriate

At the end, the negotiation will be positive or negative. Plan ahead:
✓ If it is positive, you need to commit to agreements. Think about what you aspire to, are content with, and can live with.
✓ If it is negative, you need to plan for alternatives. At what point can you walk away? What’s the best alternative to a negotiated agreement?
The incumbent reports to the Vice President of Sales and is to direct, work with, monitor, and review the activities of the Regional Directors. The incumbent provides input into the development of sales strategies and the implementation of these strategies through the field sales force, acts as a liaison between field personnel and Home Office groups including, but not limited to, Credit, Customer Service, Product Management, Sales Support.

The incumbent achieves all approved sales targets, implements approved procedures and policies governing the organization and functioning of the field force, and works within approved expense budgets for the field force.

**PRINCIPAL RESPONSIBILITIES:**

1. Meet national sales objectives for all products.
2. Directly supervise all activities of Regional Directors.
3. Provide guidance and direction to the Regional Directors regarding the implementation of national sales strategies, sales call rates (number expected per month, week, day), sales call frequency, target audience coverage, and execution of given Plans of Action.
4. Review, approve, and monitor the hiring, promotion, deployment and termination of all sales personnel by field sales management.
5. Provide input, edit, analyze and interpret the data for Field Managers to determine, analytically, the strengths, weaknesses, and points of concern within their Regions and Districts and the means to take appropriate corrective action.
6. Make recommendations to Vice President of Sales for any changes related to Field Sales: organizational structures, territory alignments, promotions, demotions, terminations, assignments, etc.
7. Provide input to development of concepts for Field Sales Bonus Plan, contests, Special Programs.
8. Provide field input for specific marketing programs and for long range planning.
9. Provide input to assure that Training Programs are meeting strategic and tactical requirements.
10. Serve as the main source of field force feedback by maintaining a routine reporting system by Field Managers.
11. Work in the field on a routine basis with various personnel to monitor activities, program implementation and to assess capabilities of key individuals.
12. Work with the Vice President of Sales to develop and administer National Sales Meetings and provide direction and input regarding Regional and District sales meetings.
13. Closely monitor and direct the Expense Control Program for all field personnel.
14. Conduct staff meetings every 4–6 weeks to provide information and recognition which effectively supports and motivates staff to achieve Departmental and Company objectives.
15. Review performance appraisals to monitor the quality of the work evaluation and oversee development plans to completion.
16. Support the Company’s Equal Employment Opportunity Policy as it applies to all the terms and conditions of employment, and assist in the day to day implementation of the company’s current Affirmative Action Plan, including but not limited to assisting with meeting “utilization” placement rate goals, reviewing and addressing allegations of discrimination, and maintaining a positive work environment that “manages the difference.”
17. Perform other assignments as directed by the Vice President of Sales.

**QUALIFICATIONS:**

1. Bachelor’s or Master’s degree in Business or Science.
2. Minimum of five (5) years experience in pharmaceutical sales management.
3. Prior sales management experience at least at the District Management level.
4. Ability to conduct efficient and effective staff meetings.

**CONTACT:** Eric Nunes, PHR, mCorporate Recruiter, Organon Pharmaceutical; T: 973-324-6941; e.nunes@organoninc.com

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**WELCOME NEW MEMBERS**

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- **Pamela Bennett**
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- **Eisai Medical Research, Inc.**
- **Martha Blaney**
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- **Joanna Breitstein**
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- **Centocor**
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- **Kidney & Urology Foundation of America**
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- **Metrax**
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- **Sudler & Hennessey/IntraMed**
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- **New York University School of Medicine**
- **Lois Conklin**
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- **Rheinhs Medical Management**
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- **VSO**
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- **ComForce**
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**CLASSIFIED ADVERTISING**
How to Handle Difficult Audiences

Diane DiResta
President, DiResta Communications, Inc.

You're prepared, polished, and ready to go. You step up to the podium and “bang, bang, bang”—you get shot down by a hostile audience. How do you keep your cool, and take back control?

When I started out as a consultant, I remember landing my first large account. My assignment was to design and deliver writing and presentation skills seminars for 30 MBA trainees. Finally, the big day came when I was ready to deliver the training. There was just one slight glitch. Management scheduled the first major technical exam the day after my training seminar. Naturally, the MBAs thought they would have the day before to study and prepare for the exam.

To make things worse, they told me that I would be providing only a one hour coaching session. In reality we were scheduled for a full day. The trainees stormed into the manager's office and threatened to boycott the exam. At four o'clock that day, their manager called me and said, “Diane, I wouldn't want to be in your shoes to-day. I ran to the human resource manager who hired me and tried to convince her to reschedule the class. She wouldn't budge.

I didn't sleep that night while I racked my brain trying to think of a solution. If I called in sick, I would lose the account. But I didn't want to walk into a lion's den. It was this conundrum that spurred me on to develop my 3D strategy for managing difficult behavior.

Practice the 3D Strategy: Depersonalize, Detach, and Defuse

Whatever you’re managing a team, running a meeting, or giving a formal presentation, it’s not enough to know your material. You must be able to manage the process. Group dynamics are ever changing and dealing with groups can be sticky. That’s why a good leader or facilitator is able to change perspective and use a number of strategies.

● **Step one is to depersonalize.** People come with their own emotional baggage. One woman walked out of a motivational speech because the speaker was wearing an Elvis costume and she did not like Elvis. Her departure had nothing to do with the speaker’s talent or competence. The lesson? If you are met with a hostile audience or an audience with a few disinterested members: Don’t take it personally.

● **Step two is to detach.** That means that you don’t engage the ego. Once you go head-to-head with that heckler, you set up a competitive dynamic. Don’t let your emotions get out of control. Ask questions to gain understanding. Do not get defensive.

● **Step three is to defuse.** Dissipate the negative energy. One of the best defusers is humor. If you get tense, the negative energy will increase. Take a light, playful approach. You can’t laugh and be angry at the same time.

Managing Resistance

To get a handle on a difficult audience, begin to recognize the signs of resistance. Are attendees side-talking, reading the paper, challenging you, having difficulty understanding directions, or sitting with closed body language? If you have ever felt like you were working too hard to get a response, chances are you were dealing with resistance. Once you recognize resistance, figure out where it is coming from.

Reasons for resistance fall into three categories:

- How to
- Chance to
- Want to

Is the reason for resistance that they don't know how to participate? If so, then provide clearer instructions for how you expect them to participate.

Is it that they don't have a chance to be productively involved? For example, let’s say you asked participants to turn to a partner to discuss the point you just made and some people don’t respond. Maybe they couldn’t find a partner. Help them partner-up. By way of another example, think of a team in which all but two members are actively participating in a brainstorming exercise. It could be that the two quiet members are introverts in a group of extroverts. They may not be able to jump in and be heard. When this is the case, provide an opportunity.

The last reason for resistance is a lack of motivation. You ask for a volunteer and nobody moves. Perhaps they don't see the benefit. Maybe they have too much on their plates and can't take on any more assignments. Perhaps they don't want to intrude on their colleague's territory. Your job is to help them see the value of participating.
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To break resistance, use a pattern intermittent. In other words, do something different. Shake them up. Pick up the pace. Tell a story. Get your audience involved. Children at play are not resistant. Are you doing anything that is contributing to their resistance? Are you too rigid? Are you following a script that just isn’t working? Is your presentation boring? Are you being speaker-centered instead of focusing on the listener’s needs and interests? Are you reacting to a difficult person instead of responding to the situation?

Set it Up

Many problems can be avoided by establishing expectations from the beginning. When people are unclear about their goals, roles, and how they’re being evaluated, difficult behavior can result. Once expectations are clear, provide ongoing feedback and really listen to what people are saying. If a person does not feel heard or respected, he or she will manifest resistant behavior.

Cast of Characters

Who is the personality that can really push your buttons? Is it the know-it-all or the whining complainer who finds fault with everything? To stay cool and in control, begin by recognizing which type of person will set you off. By pinpointing such individuals, you will strengthen your ability to handle them.

Here are a few difficult personalities and how to handle them:

**Eager Beaver**—This person is always the first to participate and is eager to help, making it difficult for others to respond. Don’t dampen this individual’s enthusiasm. Acknowledge his/her contributions and suggest that others participate.

**Expert**—Challenges your authority; argues with others. This may truly be a person with expertise who wants recognition. Acknowledge comments without getting defensive. (Remember, depersonalize, detach, defuse.) Ask the group for other opinions. One of the best strategies is to play to his or her expertise. Invite and recognize the expert’s comments. Soon you will have an ally instead of an enemy.

**Rambler**—This is a storyteller. You ask for the time, you get the history of watch making. To manage the rambler, cut in, summarize the comments, and ask for other opinions. Don’t let this individual drone on.

**Poor Loser**—These people will not admit to a mistake. They don’t have the ego strength to acknowledge an error. Do not back them into a corner. Instead, agree to disagree. Let them save face.

**Dominator**—Wants to control. He/she can intimidate the group by monopolizing the conversation or activity. Don’t let dominators take over. Use humor. For example, when asking for a response, you can jokingly say something such as: “Someone other than Jerry!” If that doesn’t work, call a break thing such as: “Someone other than Jerry!” If that doesn’t work, call a break and speak to that person privately.

**Side Conversations**—Two or more people engage in regular conversations during your presentation. If it is a large auditorium, ignore it. In smaller groups, this behavior can be distracting. Make eye contact with the talkers and stop speaking until they look up. You can confront them directly and ask them to hold their conversation until later. Or try the walk technique. Walk toward them, stand in front of them and keep talking. They will get the message.

**Negative**—Very resistant and negative about you, the subject matter, and doesn’t want to be there. Begin to acknowledge his/her concerns. Ask the group to problem solve or offer to discuss the concerns later.

**Complainer/Whiner**—Finds fault with everything. Likes to whine but has no solutions. He or she is not necessarily negative about the subject matter, but likes to complain. This is the “Yes, but . . .” person. Don’t get caught in their game. Instead, ask the audience for alternatives. Stay focused and move on.

** Hecklers**—Try to ignore them. If the heckler gets no response from you, he/she may give up. A clever retort will only challenge the heckler to come back at you again. Walk over to this person and put your hand on his/her shoulder as you keep talking to the group. Don’t show any hostility or use any put-downs. Another technique is to ask the person to identify himself—most hecklers prefer anonymity.

When dealing with difficult audiences, remember that the disruptive behavior is a symptom of an unmet need. Your best strategy is a sense of humor and an understanding of what’s driving the behavior. The next time you encounter a difficult audience, take a 3D view—depersonalize, detach, and defuse.

Excerpt from Knockout Presentations (Chandler House Press).

Diane DiResta, President of DiResta Communications, Inc, works with organizations who want to communicate with greater impact. For a free newsletter, visit http://www.diresta.com or call (718) 273-8627.
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Ortho Biotech Products, LP  
Barbara Webster  
Liberty Mutual  
Adel Wildermuth  
Berlex Labs  
Karen Williams  
Genentech, Inc.  
Tianyou Wu PhD  
NCIRE  
Pamela A. Yanikich  
Genentech, Inc.  
Kevin Angkusttirii Yap  
VaxGen, Inc.  
Lisa Zindel  
Sanarus Medical, Inc.  
MARK YOUR CALENDARS!

The New York Women’s Agenda’s (NYWA) 11th Annual Star Breakfast will pay tribute to New Yorkers who represent the spirit of their city and provide leadership in business and in the community. The breakfast will take place on Tuesday, December 3rd, from 7:30-9:30 am in the Grand Ballroom of the New York Hilton Hotel & Towers (Avenue of the Americas at 53rd Street).

This year’s “Stars” include:

- Amalia Betanzos, President & CEO, Wildcat Service Corporation
- Frances Degan Horowitz, President, City University of NY
- Ann Mincey, Vice President, Global Communications, Redken
- Gerri Warren-Merrick, Vice President, Community Relations, AOL/Time Warner

“Rising Star”:

- Ruth Lande Shuman, President & Founder, PublColor

Honorable “Mentions”:

- Jim Turley, Chairman & CEO, Ernst & Young

For additional information, contact NYWA at: 212-297-2155 or visit www.nywa.org.
I Want to Incorporate—How do I Get Started?

This is the question that many entrepreneurs ask themselves. The following article, based on tips from morebusiness.com, a website by and for entrepreneurs, answers some key questions for those considering incorporation.

Consult the Experts: Before deciding to form a corporation, consult an attorney or an accountant to determine if this is the best decision for your business structure. In addition, these experts will help you to decide in which state to form your corporation. (You don't necessarily want or need to incorporate in your state of business. For example, Delaware and Nevada are often looked to as more corporation-friendly states.)

Choose Your Name Wisely: The name you choose for your new business must contain a valid corporate indicator for the state in which you are incorporating. Almost every state will accept one of the following: “Incorporated,” “Corporation,” “Company” or “Limited.” In addition, the name you select must not match or be too similar to the name of an existing company registered in your desired state. There are professional groups, such as Companies Incorporated (www.companiesinc.com), to help you perform name searches and other tasks involved in incorporating.

Select a Registered Agent: Most states require that corporations maintain a designated person or entity (a resident of the state of incorporation) to be responsible for receiving legal and tax documents on behalf of the corporation. This person/entity is known as the “Registered Agent.” If you are incorporating in a state other than the state in which you are doing business, it’s best to consult a lawyer or accountant to determine which will work best for your business entity.

WHAT ABOUT S CORPORATIONS?

Despite the popularity of LLC’s, the S corporation remains a common format for family-owned businesses, according to syndicated business columnist Janet Bigham Bernstel. S corporate status helps a small business limit liability and avoid the double taxation that C corporations face. In addition, S corporations may now establish employee stock option plans. The rules surrounding S corporation structure differ from those for C corporations, however, so it’s best to consult a lawyer or accountant to determine which will work best for your business entity.

HBA CONNECTIONS from page 1

Expert Advice

“A mentor is someone who provides guidance and coaching, and who helps another individual achieve her personal and career goals. A mentor operates in an objective, independent way.” “A ‘mentee’ is expected to take the advice of a mentor, and process it herself. The ‘mentee’ must accept responsibility for her own actions, and take her career into her own hands. The ‘mentee’ must ultimately make the choices that feel right.” “A mentor is not ‘a career maker.’ A mentor does not determine your career path, and a mentor can’t come up with all the solutions.” “Find a mentor who you are comfortable with, and importantly, someone who knows you well. (Several of our panelists use their mothers as mentors! Who better? She knows you, and has your best interests at heart).” “Mentoring relationships are formed naturally and are based on a chemistry that works between two people. You can’t recruit a mentor.”

“Mentoring can be extremely rewarding. It’s exhilarating to reach out and provide guidance to someone with potential—and see her succeed. You help your business move forward by encouraging new talent. You constantly learn from those you interact with.”

Addressing the group was HBA Co-Director of Communications Susan Youdovin, B&Y Communications.


“A mentoring relationship is different from having someone you go to for advice. You can develop a network of many individuals who provide guidance in specific situations. You should also develop people who can give you
you must select a registered agent. If you are incorporating in your state of business, then you/your company can serve as your registered agent. Again, there are professional services that can help with this—indeed, many will serve as a registered agent for a small annual fee.

**Capital Concerns:** Contrary to popular belief, you do not need a lot of money in the bank to incorporate. In most states, the only capital required to start your corporation or limited liability corporation (LLC) is a state filing fee. Of note, however, is that once you incorporate, it is very important that you open a separate bank account for your new entity. Do not mix personal and corporate cash—always operate your corporation as a separate entity distinct from yourself in every respect.

**Staff Requirements:** Most states require that there be at least one director for a corporation and two for an LLC, although the numbers do vary from state to state.

**Time Requirements:** Incorporating does not take that much time! In fact, this process can even be done on-line and finalized within a few days or weeks, depending on how fast the state releases the official documents.

**What are the Benefits?:** Lawsuit protection and income tax savings are the two most valuable benefits that can be gained via incorporating.

**About Your Tax ID Number:** Your Tax ID, or Employer Identification Number (EIN) is like a Social Security number for your corporation. Each company must have its own EIN—these numbers cannot be transferred or shared. This number will be assigned to your corporation once the filing is complete. Visit [www.morebusiness.com](http://www.morebusiness.com) for more information, or refer to the following books:

- How to Form Your Own Corporation Without a Lawyer for Under $75.00, by Ted Nicholas and Sean P. Melvin.
- Going Public: Everything You Need to Know to Successfully Turn a Private Enterprise into a Publicly Traded Company, by Frederick D. Lipman.

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**feedback, and serve as role models. These can be ‘1-off’ situations—different from a formal mentoring relationship.”**

**Breakout Groups Help Attendees Forge Lasting Connections**

Following the panel discussion, the group welcomed **Jill Quist**, HBA’s Co-Director of Programs and Vice President, Client Services, Right Management Consultants (Maplewood, NJ) and **Beverly Burton**, Consulting Vice President, also of Right Management Consultants. Quist and Burton led small group discussions designed to connect participants and to identify and share career goals. Each small group had a facilitator and participants were carefully matched by career experiences and interests.

Relationships established during these discussions will form the basis of future mentoring relationships between HBA members. **Sherrie Battaglia**, Director Business Development Innovex LP/Division of Quintiles (Parsippany, NJ) exhibited the spirit of the evening when she e-mailed each of her breakout group members after the meeting with the following message: “I am continuously impressed by the people I meet at HBA meetings. I was intrigued with the lively conversation around our table during the HBA CONNECTIONS event and will look to keep in touch with everyone as we all continue on our career paths and share our stories.” By laying the foundation for budding relationships like the ones experienced by Battaglia, the HBA CONNECTIONS program series is a unique benefit to HBA members and, indeed, to our industry as a whole.

Watch for news on future HBA CONNECTIONS programs in upcoming issues of the *HBA Bulletin* and on our web site at [www.hbanet.org](http://www.hbanet.org).
Kicking off a Fantastic Fall Season with the HBA

Mary E. Cobb
HBA President

With the advent of the fall season comes the continuation of an exciting year for the HBA. Everything is pointing in a positive direction with membership, overall attendance at HBA programs, the number of volunteers, and the overall level of interest all on the rise. Now, truly, is the time for the HBA.

This is happening, however, at a time when the pharmaceutical industry is under an unprecedented level of attack for the cost of medication, and general marketing practices. There is no better time for everyone in the industry to pull together and to dialogue with all major stakeholders about the good that is done by the industry. Together, we can find more effective ways to communicate about the value of pharmaceuticals, and educate about the many ways that the pharmaceutical industry helps to improve healthcare.

As leaders in the industry, HBA members have the opportunity and responsibility to help lead this cause. Regardless of your position or level within a company, each person can, in some large or small way, show the commitment and good done by the many people working for the pharmaceutical industry.

The HBA will play its part by continuing to provide a forum for discussion of relevant industry topics. Through networking and dialogue, we can find new ways to provide value for all stakeholders.

Executive Women Speak Out

At a recent breakfast hosted by BMS, executive-level HBA members had a lively discussion with representatives from the managed care industry. While there were some different perceptions among this audience, all agreed that their mutual primary concern is the good of the patient—and that more dialogue is necessary to reach common goals.

Reaching Members through Education

The HBA continued its highly-successful mentoring program—the CONNEC TIONS Program—in August with sponsorship assistance from Johnson & Johnson Women’s Leadership Initiative. Held at J&J Corporate Headquarters, over 150 women participated in a panel discussion and interactive sessions on issues relevant to their career and professional development.

Kicking off the fall season, a record number of women attended a program on Negotiating Skills at Pfizer Headquarters. This program received high ratings for the role playing demonstrations of good and bad negotiation skills, and for the highly-interactive sessions led by facilitators. This was followed in October by a program on Leveraging an Idea Across Media at GSK Headquarters in Philadelphia. The final seminar of the year is being scheduled for December 4, entitled “Balancing Opportunity and Risk.”

Please continue to participate and get involved in HBA programs and activities.

HBA CALENDAR

DECEMBER 4, 2002
EVENING SEMINAR
Balancing Opportunity and Risk
5:30 – 8:15 PM
Pharmacia Corporation
Peapack, NJ

FEBRUARY 2003
EVENING SEMINAR
5:30 – 8:15 PM
Topic, date and location to be announced

MARCH 2003
EVENING SEMINAR
5:30 – 8:15 PM
Topic, date and location to be announced

APRIL 2003
EVENING SEMINAR
5:30 – 8:15 PM
Topic, date and location to be announced

THURSDAY, MAY 1, 2003
Woman of the Year Luncheon
11:30 AM
Hilton New York, New York City

JUNE 5 & 6, 2003
HBA Leadership Conference
Ocean Place Conference Resort, Long Branch, NJ

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American Academy of Family Physicians
AstraZeneca Pharmaceuticals LP
Bayer Corporation
Acoscora
Brady Search Group, Inc.
Bristol-Myers Squibb Company
Chandler Choices Agency
Clive Davis & More, Inc.
Clinical CONNECTION
Communications Media Inc.
Compus, Inc.
Classic
Dimensional HealthCare, Inc.
Dollard Sweeney Jones
Downer’s Health Media
Eisai Inc.
Elavon Science, Inc.
Emory & Young
EMICON, Inc.
FBI HealthCare
Fleet Bank
Gibbons, Del Deo, Dolan, Griffinger & Vecchions, P.C.
GlassSmithKline
Grey Healthcare Group Inc.
Guidant Corporation
Health Resource Publishing
Healthcare Resources Group
Harita HealthCare & A Communications Company
Hill & Knowlton, Inc.
Hoffman-La Roche Inc.
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Innovative Medical Education
International Medical News Group
International Meetings & Science
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KPF
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M/C Communications
MedVu
Medvison, Inc.
Merck & Co., Inc.
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NCG Advertising, Inc.
Norton Interactive, Inc.
Novartis Pharmaceuticals Corporation
Opis, Inc.
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Ortho-McNeil Pharmaceutical
Pfizer Inc.
PharmaCare Corporation
PROGressive Communications, Inc.
Publications of the American Medical Association
PW Consulting
Reagan Campbell Ward
Reliant Pharmaceuticals, LLC
Sanofi-Synthelabo, Inc.
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SimStar Internet Solutions
SoftWatch, Inc.
Solvay Pharmaceuticals, Inc.
Stiefel & Haney & Rapaport
VOX Medica, Inc.
Wyleh

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