



# Elissa Hari-Curtis

908.268.5373 | ehcurtis@eharidesign.com | www.eharidesign.com

## Experience

- ART DIRECTION
- GRAPHIC DESIGN
- ILLUSTRATION
- WEB DESIGN
- PHOTOGRAPHY
- PACKAGE DESIGN
- ART THERAPY
- TEMPLATES
- ADVERTISING
- NEWSLETTERS
- ANIMATIONS
- GRAPHIC PRESENTATIONS
- BRANDING
- LOGO DESIGN
- MEDIA KITS
- TRADE SHOW GRAPHICS
- AD COORDINATION
- COVER ILLUSTRATIONS
- PUBLICATION DESIGN
- ADJUNCT
- ART THERAPY
- VISUAL DISPLAY ARTIST
- PHARMACEUTICAL
- PACKAGING ENGINEERING
- ADVERTISING
- MAGAZINE
- REAL ESTATE ARCHITECTURE
- MANUFACTURING
- BIOTECHNOLOGY
- FOOD INDUSTRIES
- INSURANCE
- FASHION
- NON-PROFIT
- EDUCATION
- RETAIL
- MARKETING
- TECHNOLOGY
- PROJECT MANAGEMENT

**Toys"R"Us**  
Accounts:  
BABIES"R"US, FAO

**Turchette Advertising**  
Accounts:  
FINANCIAL, MANUFACTURING

**Wedgewood Communications**  
Accounts:  
SCHERING PLOUGH,  
MERCK & CO., WATSON, CELGENE

**Montclair State University  
RVC College  
DeVry University**

**Delia Associates**  
Accounts:  
CCL CONTAINER,  
NORWICH PHARMA,  
MEYER & DEPEW, BWI,  
NORRIS MCLAUGHLIN & MARCUS,  
GARDEN ASSOCIATES,  
T.H.E.M, EUROMED,  
NAI JAMES E. HANSON,  
OSG PHARMA

**DVC Interactive**  
Accounts:  
AAA MIDATLANTIC, AT&T,  
SCHERING PLOUGH

**Poppe.Com | Bozel**  
Accounts:  
DEAN WITTER, IBM THINK  
MAGAZINE, POPPE TYSON  
INTERACTIVE

**Grey Advertising**  
Accounts:  
PROCTER & GAMBLE,  
WALTHAM, HUGO BOSS,  
RED LOBSTER, OLIVE GARDEN,  
COVERGIRL, SPRINT

**Mezzina/Brown Advertising**  
Accounts:  
BETTMANN ARCHIVE, DISNEY,  
NABISCO, ROMANCE CLASSICS, RJR  
REYNOLDS, M/B INTERACTIVE, IPEX,  
NEWSWEEK INTERACTIVE

**Sr. Creative Consultant | Dotcom Group** - April 2011 - present  
Wayne, New Jersey  
Website development, support branding newsletters, email creative, online marketing

**Freelance | Art Direction** - November 2010 - present  
Fairfield, New Jersey  
Assist and development new campaigns, websites, and branding creative

**Freelance | Consultant** - March 2010 - December 2010  
Greenbrook, New Jersey  
Support new and existing pharmaceutical campaigns with additional graphics, PowerPoint presentations, illustration, editing, collateral design

**Adjunct Professor** - 2008 - present  
New Jersey  
Publication design, Website design, Portfolio design

**Art Director** - August 2002 - March 2008  
Whitehouse, New Jersey  
Art direct, design strategic websites, multimedia presentations, branding and corporate identity. Manage design department, programming, and vendors. Design and populate email blast programs. Create prototype package design. Direct photo shoots, location and inhouse studio digital photography. Retouch and create online photo galleries. Design graphics for trade shows. Support client services and participate with new business and client meetings

**Art Director** - April 1997 - December 1997  
Morristown, New Jersey  
Design, and develop major websites, multimedia presentations, and new business concepts. Organize and manage production staff

**Art Director** - September 1996 - April 1997  
NYC, New York  
Design, develop and produce extensive websites, manage creative team, coordinate production staff, assign dedicated programming group and new business pitches

**Art Director** - October 1995 - September 1996  
NYC, New York  
Conceptualize and design strategic and creative websites, marketing research, investigate browser capabilities, work directly with production companies, design and create interactive movies and presentations, develop original art through a variety of programs, programming and HTML

**Art Director** - May 1993 - September 1995  
NYC, New York  
Direct mail division, conceptual design, client presentations, choosing and assisting illustrators/photographers, product development, photo shoots, digital mechanicals, retouching, manage printing and production, new business involving multi media, title development, and interactive CD-ROMs

## Skills

- |                      |                  |                     |
|----------------------|------------------|---------------------|
| Adobe Creative Suite | HTML   HTML5     | Digital photography |
| Photoshop            | Fireworks        | Photo retouching    |
| InDesign             | Strata StudioPro | Studio photography  |
| Adobe Illustrator    | Adobe Acrobat    | Event photography   |
| Quark Xpress         | PowerPoint       |                     |
| Flash                | MS Word          |                     |
| Dreamweaver          | Excel            |                     |

## Education

- M.F.A. Pratt Institute** May 1992  
Photography, Graphic Design, NY
- B.F.A. UMASS** May 1989  
Visual Design, Photography, MA.

# Uncommon Value

is when meeting  
a critical need  
seems common place.

Solids  
Semi-Solids  
Liquids  
Development

# Everyday Excellence

is not letting everyday  
obstacles **get** in the  
way of a **monumental launch.**

Solids  
Semi-Solids  
Liquids  
Development  
Clinicals  
Validation  
Commercial  
Stability  
Analytical  
Micro

OUTSOURCING, MANUFACTURING & PACKAGING

**NORWICH**  
PHARMACEUTICALS  
Uncommon Value. Everyday Excellence.

6826 State Highway 12 • Norwich, NY

### Postpone a major launch? Not on our watch.

Our customer just received approval for its new drug and we were making the launch quantity when we discovered a problem with one of the raw materials. We knew how important this launch was for our customer, and we took action.

Norwich, working along side its customer, qualified a new supplier that met the USP specification for the ingredient, acquired new raw materials, and remade the launch quantity. That meant weekend work, overtime, and an all-out team effort. The result? The product shipped only seven days after the original target date, and well within our customer's three-week launch window.

Other suppliers may not have been willing to take on the challenge, but Norwich was excited to do so. In fact, it's exactly the kind of responsiveness you can expect from us every day. Call Bob Calabro at 484-237-8925 to find out why a growing number of customers now place their trust in Norwich Pharmaceuticals.

**NORWICH**  
PHARMACEUTICALS

**NORWICH**  
PHARMACEUTICALS  
A LEGACY OF ACHIEVEMENT.  
At your service.

607.335.3080 • Fax: 607.335.3100 • www.norwichpharma.com

# Simply Styling.

We approach hair care development like no one else. Designed for the demanding stylist and used by many high-profile celebrities, our formulations are meant to be seen, and are created with the latest trends in mind. From home

# Simply Bold.

With all-inclusive services, from product development to distribution, it's no wonder top cosmetic brands turn to OSG.

Mindful of the ever-evolving consumer, our expert R&D and manufacturing teams provide access to the latest formulations and delivery systems to advance your brand.

When you're ready to see what simplified outsourcing and new technology can do for you, call OSG.



### Turnkey Outsourced Services

Formulation Development Services • Project Management •  
Technical Support • Manufacturing • Packaging • Distribution  
Product Formulas: lipsticks, creams, roll-on serums, powders, visual designs

**OSG** OUTSOURCING SERVICES GROUP  
Simplify  
www.osghq.com

Corporate Center: 60 Tice Boulevard • Woodcliff Lake, NJ 07677 • Contact Mary Chirino (201) 782-0404 x119

**OSG NORWICH PHARMACEUTICALS**  
Uncommon Value. Everyday Excellence.

**A LEGACY OF ACHIEVEMENT. At your service.**

History • OSG Norwich Today • Key Values • People Profiles

**Services: Clinical Trials Production Support**

Designed specifically for small-scale production to support clinical trials, our self-contained CLESTRA clinical manufacturing facility gives clients the ultimate in product assurance:

- With individually sterilized products can run simultaneous cross-contamination
- Personnel flow is separated cross-contamination
- Temporary walls allow built-up unit operation needs
- Availability of commercial grade customers the opportunity to production and their coming, same building, shortening of

**Welcome to OSG Norwich**

**OSG Norwich Pharmaceuticals** is a full-service outsourcing provider of Rx and OTC pharmaceuticals. Offering comprehensive manufacturing support—from clinical trial through scale-up to commercial launch—we bring 115+ years of experience to the production, packaging and distribution of solid dose, semi-solid and non-sterile liquid pharmaceuticals and hygienic urethane sponges.

**OSG Norwich Pharmaceuticals** is uniquely positioned to provide custom outsourcing solutions to the pharmaceutical industry. We have the experience and capabilities of a large pharmaceutical manufacturer plus the benefits of being independently owned and, at the same time, backed by the resources of a \$500 Million company. This combination makes OSG Norwich Pharmaceuticals an excellent choice as your outsourcing partner.

**OSG OUTSOURCING SERVICES GROUP**

# Simplify

supply chain solutions for top consumer brands

**welcome**

**When Your Needs are Complex, The Solution is Simple...**

From idea to development to manufacturing and distribution, OSG is your partner in bringing your brand to market. As one of the world's largest outsourced providers of contract manufacturing and packaging, we support our clients with flexibility, innovation, and rapid market entry.

OSG is committed to innovative product and packaging development and to being more than a manufacturer — being the source for high-quality, expert supply chain solutions to the cosmetics, household and personal care, after shave/beauty markets.

**OSG Newsletter**

Sign up to be notified up to the minute about our latest news and offers.

First Name:   
Last Name:   
Email:   
Phone:   
Country:

**Products**

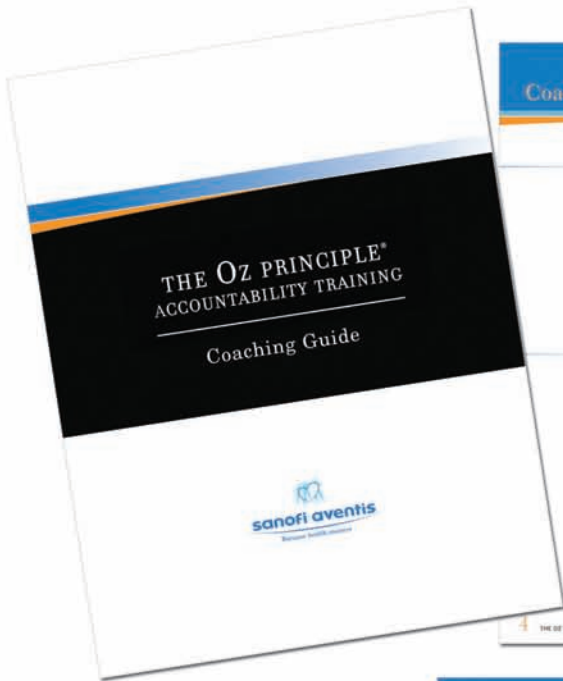
**What's NEW at OSG**

- Overview
- Initiatives
- Products
- Markets
- Facilities

**OSG** OUTSOURCING SERVICES GROUP

**hari design**  
creative graphic solutions

ART DIRECTION, AD DESIGN, PRODUCT PHOTOGRAPHY, BRANDING/IDENTITY,  
PACKAGE DESIGN, WEB DESIGN, PRESENTATIONS  
print ads | powerpoint | tradeshow graphics | websites and templates



## Coaching Guide

### Creating a Culture Of Accountability®

Creating higher levels of accountability in business seems to be a topic on every corporation's agenda. Most companies can draw a line between the results they are achieving and the level of accountability they see manifested throughout their organization. Knowing how to create and sustain a Culture of Accountability for most organizations is the greatest challenge.

Companies that are operating with a high level of accountability are organizations that have been able to:

1. Clearly define their results
2. Create alignment around those results
3. Invest accountability needed to deliver those results
4. Sustain change

### Doing the Job Versus Achieving the Result

Most leaders are fairly capable when it comes to creating accountability for activity results. Less common is a leader who has created accountability around organizational results - a key skill in Creating a Culture of Accountability.

Doing accountability requires that doing the job and delivering the result are one in the same. Creating accountability means the job is not done until the result is achieved.

**What else do we need to do to ensure that people throughout the organization are consistently focused on the place of our performance relative to each of the key results?**

### The Concept of Joint Accountability

The intersection here represents our joint accountability for results. This space represents the results we're not now achieving...but would achieve if we were jointly accountable to achieve them.

This is where leaders see a 200% increase in profit margin.

This is where leaders see results they've never seen but they've often talked about.

THE OZ PRINCIPLE ACCOUNTABILITY TRAINING COACHING GUIDE 5

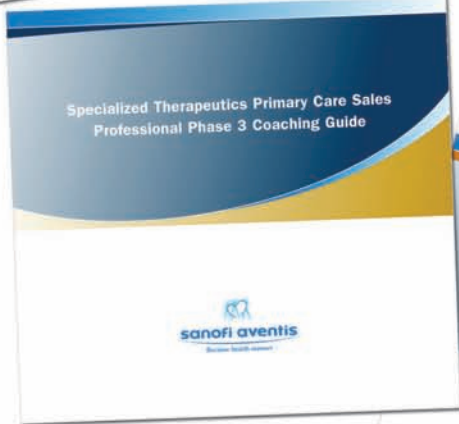


### Phase 3 Coaching Guide

STSP Phase 3 Self Study Reviews:

| STEP                       | MONTH 1 (1 hour)  | MONTH 2 (1 hour)   | MONTH 3 (1 hour)  | MONTH 4 (1 hour)   | MONTH 5 (1 hour)  | MONTH 6 (1 hour)   |
|----------------------------|---|--|---|--|---|--|
| <b>Learning Objectives</b> | A.A.P of Energy MET<br>CIB-60   | Understanding Diabetes<br>Sodium, Sulfamide (S0)   | Understanding Lipids<br>Lipids: Statins (S0), Bile Acid Sequestrants                          | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                        | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                         | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                        |
| <b>Backgrounds</b>         | Key Diabetes Research, May 01<br>Diabetes<br>Unit 1: Lipids Research, and glucose<br>unit       | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit           | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit           | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          |
| <b>Assessment</b>          | Unit 1: Lipids Research, and glucose<br>unit  | Unit 1: Lipids Research, and glucose<br>unit   | Unit 1: Lipids Research, and glucose<br>unit  | Unit 1: Lipids Research, and glucose<br>unit   | Unit 1: Lipids Research, and glucose<br>unit  | Unit 1: Lipids Research, and glucose<br>unit   |
| <b>Modules</b>             | A.A.P of Energy MET<br>CIB-60   | Understanding Diabetes<br>Sodium, Sulfamide (S0)   | Understanding Lipids<br>Lipids: Statins (S0), Bile Acid Sequestrants                          | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                        | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                         | Understanding Insulin<br>Lipids: Statins (S0), Bile Acid Sequestrants                        |
| <b>Other</b>               | Key Diabetes Research, May 01<br>Diabetes<br>Unit 1: Lipids Research, and glucose<br>unit       | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit           | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit           | Specialty Sales System (SSS) Part 1<br>Unit 1: Lipids Research, and glucose<br>unit          |
| <b>Plants</b>              | Module 1: Chapter 1 (The Heart & Diabetes)<br>Diabetes: Fundamentals And The Specialty Customer | Module 2: Chapter 2 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer | Module 3: Chapter 3 (Diabetes & Insulin)<br>Diabetes: Fundamentals And The Specialty Customer | Module 4: Chapter 4 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer | Module 5: Chapter 5 (Diabetes & Insulin)<br>Diabetes: Fundamentals And The Specialty Customer | Module 6: Chapter 6 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer |
| <b>Other</b>               | Module 1: Chapter 1 (The Heart & Diabetes)<br>Diabetes: Fundamentals And The Specialty Customer | Module 2: Chapter 2 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer | Module 3: Chapter 3 (Diabetes & Insulin)<br>Diabetes: Fundamentals And The Specialty Customer | Module 4: Chapter 4 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer | Module 5: Chapter 5 (Diabetes & Insulin)<br>Diabetes: Fundamentals And The Specialty Customer | Module 6: Chapter 6 (Diabetes & Lipids)<br>Diabetes: Fundamentals And The Specialty Customer |

SPECIALIZED THERAPEUTICS SPECIALTY SALES PROFESSIONAL PHASE 3 COACHING GUIDE 13



### Diabetes Fundamentals And The Specialty Customer:

Review "History and Physiology of Energy Metabolism module". Review the Bulk Clinical document in the clinical reference section. Also, read the "Introduction to Specialty". This material will strengthen your foundation of diabetes and help you to better understand the Specialist on which you will be calling.

### Sales Professional Tactics:

**History and Physiology of Energy Metabolism Module**

- Sales Professional will identify and describe clinical study information, a trial site, indication, location, objectives and participants
- Sales Professional will also be able to explain the process for conducting a clinical trial
- Sales Professional will identify appropriate patient type and demonstrate the Bulk Clinical effectively using the ASMC and SDAP models.

### Introduction to Specialist

- Sales professional can discuss the difference between the specialist and the primary care physician.
- Sales professional can describe key attributes of the specific specialist in which they will be calling on.

### STSP Phase 3 Coaching Guide: Apidra

#### Fundamental Knowledge Of Diabetes, Apidra, And The Specialty Customer:

Review "History and Physiology of Energy Metabolism module". Review the Delay and Garg clinical in the clinical reference section. Also, review the Hoang clinical on PDF. Also, read the "Introduction to Specialist" document. This material will strengthen your foundation of diabetes and help you to better understand the Specialist on which you will be calling on.

### Sales Professional Tactics:

**History and Physiology of Energy Metabolism Module**

- The nature of food and the digestive process.
- Managing the body's energy and the role of glucose and insulin
- Understanding Anatomy and Physiology will help with confidence and credibility as the SP begins to engage their customers in meaningful dialogue.

SPECIALIZED THERAPEUTICS SPECIALTY SALES PROFESSIONAL PHASE 3 COACHING GUIDE 7



PROGRAM IDENTITY, BROCHURES, TRAINING MANUALS, CHART ILLUSTRATION

# DO SOMETHING BRAND NEW



## REFRESH WITH ALUMINUM

Consumers love the WOW graphics, premium image and chill effect of the aluminum bottle. That's why major marketers have partnered with CCL Container to give their products a new image via the "full metal jacket" of the aluminum bottle. Call today to learn how CCL's latest designs and innovations can help your business grow.

To refresh your brand with aluminum bottles by CCL, call us at (724) 981-4420.



Performance is our Passion.

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When A Hair Care Marketer Wanted Sleek And Curvy,



We Got Them In Shape.



When Sexy Hair Concepts needed high intensity packaging to launch their top performing Big Sexy Hair brand, they turned to CCL Container. Appearing in shaped containers with built-in surface graphics, Big Sexy Hair is a big market hit. When you need to make a grand first impression, CCL's innovative technology and market savvy design capabilities get your message across fast.

Sophisticated and versatile, these hard working containers come in a wide range of shapes and designs. Call and find out how CCL's systems and durable aluminum packaging can put a sparkle in your bottom line.



Performance Is Our Passion.

One Liodo Drive, Hermitage, PA 16148-9015  
Tel: (724) 981-4420 • Fax: (724) 981-4420  
E-mail: sales@cclcontainer.com



## Great Shapes



## Flaunt It!



creative graphic solutions

AD DESIGN, PHOTOGRAPHY, BRANDING/IDENTITY, PACKAGE DESIGN, WEB DESIGN, PROGRAMING, 3-D RENDERING, RETOUCHING  
print ads | prototype bottles | tradeshow graphics | websites and templates

### BOTTLECAN

HOME | COMMERCIAL DESIGN | COMMERCIAL PRINTING | ALUMINUM | BOTTLES | AEROSOL BOTTLES | BEVERAGE BOTTLES | BEER BOTTLES | BOTTLE LABELS | BOTTLE CAPS | BOTTLE NECKS | BOTTLE CLOSURES | BOTTLE DECALS

**WELCOME TO CCL BOTTLECAN**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus convallis, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilis. Nulla libero. Vivamus pharetra est. Nam conestantur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim velit eget ipsum. Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat. libero curvato venenatis. Nam magna enim, pellit eget ipsum accumsan eu, blandit sed, blandit a, eros.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus convallis, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilis. Nulla libero. Vivamus pharetra est. Nam conestantur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim velit eget ipsum. Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat. libero curvato venenatis. Nam magna enim, pellit eget ipsum accumsan eu, blandit sed, blandit a, eros.

• CCL CONTAINER  
• BOTTLECAN  
• CCL BOV  
• CCL SHAPES  
• MEDIA CENTER

**PACKAGING EXPERIENCE**



The Stick Pack Authority

**NEW IMAGE AND IDENTITY THROUGH BRANDING - T.H.E.M.**

Marlton, NJ - based T.H.E.M. had a multifaceted business in the packaging industry that offered a variety of services - engineering, consulting, machinery sourcing, and small volume contract packaging. But, the company was lacking an overall brand strategy and a simple, yet all-encompassing message that succinctly summed up its primary strengths. T.H.E.M.'s core strength across all of its services was its ability to identify emerging packaging technologies in foreign markets, and successfully transfer that know-how to North America. Delia developed the brand's various corporate skill sets under a central and differentiated idea. Through a branding message, "Gateway to Global Packaging" under which its multi-faceted campaign that included direct mail, trade show presence, trade advertising, aggressive public relations, and heightened Web presence, Delia applied this message to promote T.H.E.M.'s flexible stick packaging.

**Results**

Today, T.H.E.M. has a hand in virtually every stick pack found on the shelves of North American supermarkets and convenience stores. The branding program regularly attracts the attention of top powdered beverage brands that are "getting on the stick" with the help of T.H.E.M.



www.deliapackaging.com

# The Sun Never Sets ...



Gateway To Global Packaging Solutions



**The Last Word in Flexible Stick Pack Technology.**

T.H.E.M. has been identifying innovative technologies and adapting them to the needs of American marketers since 1973. As a result, we have become recognized as the foremost authority in the area of global packaging trends bringing to the American public innovative packaging solutions from around the world. It is a role we are proud to play, and one we look forward to fulfilling for decades to come.

**Kenneth Bottaardt**  
Senior Vice President  
World Engineering  
kbotta@them.net

54 Shaw Rd. • Marlton, NJ 08053 • USA • www.them.net • 800-322-8436

Gateway To Global Packaging Solutions

**The Stick Pack Authority**

If you encounter a product in a stick pack today, T.H.E.M. most likely we supplied the packaging machinery, the engineering expertise, the technical support, or served as a small-volume contract packager to get the operation going.

As the leading provider of flexible, single-serve stick packaging in North America, we are looked upon as the authority in this area. We have become the go-to source for dozens of marketers - offering quantities from one to one million and helping our clients adapt stick packaging for powders, liquids, pastes, creams, agglomerations, lotions and gels. All of our facilities meet the industry's highest standards for quality and consistency, and include comprehensive laboratory support to evaluate, test, and launch products in flexible stick packaging.

Gateway To Global Packaging Solutions

**Find Out Why All Over The World...SLIM is in.**

T.H.E.M. Your Stick Pack® Authority

800-322-8436

54 Shaw Rd. • Marlton, NJ 08053 • www.them.net

Gateway To Global Packaging Solutions

Technical Help in Engineering & Marketing (T.H.E.M.), your gateway to global packaging solutions.

http://www.them.net

**THE CHALLENGE... THE SOLUTION**

Welcome to T.H.E.M.

Founded in 1973 as one of the nation's first innovative packaging solutions organizations, T.H.E.M. (Technical Help in Engineering and Marketing) is best known for commercializing Sanko Stick Packaging in the USA. The Stick Pack Authority has helped put America's leading beverage brands in the form of single-serve packaging - a perfect complement to bottled water for "on-the-go" consumers of all ages. Working in conjunction with Power Packaging, an East Company, T.H.E.M. offers a comprehensive array of services capable of taking your brand from initial concept to full-scale national or global stick pack production.

South 5-950  
October 15-17, 2007  
Las Vegas  
Convention Center,  
Las Vegas, NV 89168

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ART DIRECTION, AD DESIGN, PHOTOGRAPHY AND PHOTO SHOTS, BRANDING/IDENTITY, PACKAGE DESIGN, WEB DESIGN, PROGRAMING, 3-D RENDERING, RETOUCHING, PRESENTATIONS  
print ads | prototype packaging | tradeshow graphics | websites and templates | brochures | corporate identity | media kit

Volume 9, No. 4 Third Quarter 2007

# FORUM

For Consumer Products and Retail Leadership




**A Bias for Action**  
 Jim Kill: The Vital Importance of Forward Action  
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GMA FPA

Volume 10, No. 1 GMA Centennial Special Issue 2008

# FORUM

For Consumer Products and Retail Leadership




**The Next 100 Weeks**  
 Thought Leaders on Meeting Today's Top Challenges  
 Celebrating 100 Years of CPG Innovation  
 Time to Rewrite the CPG Company for 'Retailing 3.0':  
 CPG Marketing: Righting the Funnel  
 Phase Gate: A Wasteful Approach to New Products?  
 Beyond Incremental Innovation: Getting to 'Wow!'

Volume 9, No. 2 Second Quarter/Summer 2007

# FORUM

For Consumer Products and Retail Leadership



**Eye on Supply**  
 New Strategies for Food/IBG Safety and Security  
 Master Data Management: Key to Tracking and Tracing  
 Retail Product Authority: Turning Brand Marketing Upside Down?  
 Common Sense on Key CPG/Retail Issues  
 Kraft CEO Irene Rosenfeld and Campbell USA President Denise Morrison  
 The \$1.7-Billion Kraft/EDS Outsourcing Deal: One Year In  
 Global Retailing: Eight Key Challenges for Operators and Suppliers

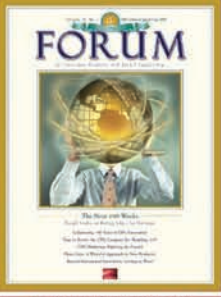
GMA FPA

Welcome to the New e-GMA Forum



FORUM  
 The Next 100 Weeks  
 Thought Leaders on Meeting Today's Top Challenges  
 Celebrating 100 Years of CPG Innovation  
 Time to Rewrite the CPG Company for 'Retailing 3.0':  
 CPG Marketing: Righting the Funnel  
 Phase Gate: A Wasteful Approach to New Products?  
 Beyond Incremental Innovation: Getting to 'Wow!'

**THE FIRST E-EDITION OF THE GMA FORUM!**



**COMING THIS MONTH!**  
 A special issue of the GMA Forum marking the 100th anniversary of the Grocery Manufacturers Association (1908 - 2008) — a proud organization of CPG industry players formed a century ago, now the pre-eminent advocate for the \$500-billion CPG industry.

**NEW!** With this issue, the CPG industry's premier print magazine for CPG executives and their retail customer counterparts becomes an e-magazine — a new format for the next 100 years!

This e-format reflects the GMA's own sustainability strategy eliminating the "carbon footprint" of prepress, printing, paper and postal system transportation.

View this issue at [www.gmaforum.com](http://www.gmaforum.com)

A Special Thank You to Our Centennial Issue e-Edition Sponsors

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FORUM  
 Tuesday, July 3, 2008

**Welcome to the e-GMA Forum!**  
 Recognized as the CPG and retail industry's premier magazine, the Washington, DC-based organization representing the world's largest food, beverage and consumer products manufacturers.

**GMA's Official Magazine**  
 Founded in 1999 and now in its 10th volume year, the GMA Forum is the official publication of the Grocery Manufacturers Association, the Washington, DC-based organization representing the world's largest food, beverage and consumer products manufacturers.

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For more information, please contact Cindy Baker at [cbaker@gmaforum.com](mailto:cbaker@gmaforum.com) or [www.gmaforum.com](http://www.gmaforum.com)

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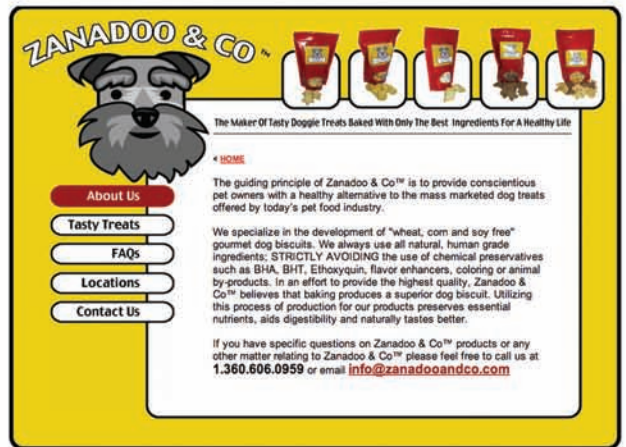
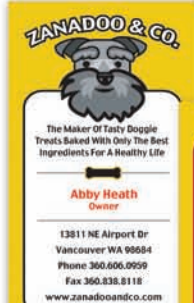
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- SPRING 2007 - The Cheyenne Report: Our Company Newsletter
- April 2008 - Charles Stultz Appointed President and CEO for Consumer Source, Inc. - a Privateco company
- February 2008 - Marka Chovning Named Senior Vice President/General Manager for BASE Entertainment
- Frank Gugley Named General Manager, North America - CFO Group, The Economist Group
- Janis Cymer Appointed President, Rentals.com (Privateco, Consumer Source Inc.)
- Phyllis LaLonde Named Senior Vice President, ClientCare - Ad Sales Group, MTR Network
- December 2007 - Sureshdeep Ramak, MD Named Senior Vice President, Strategy & Development for Etosha
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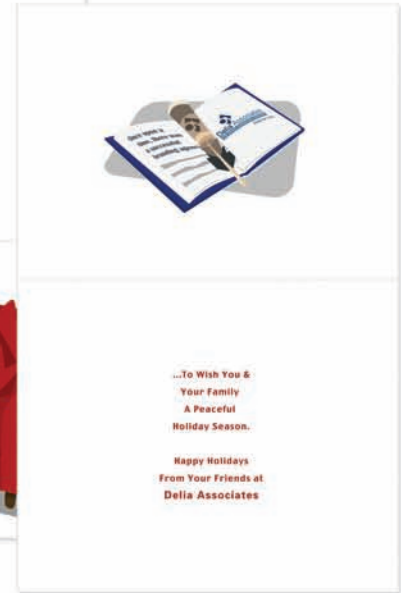
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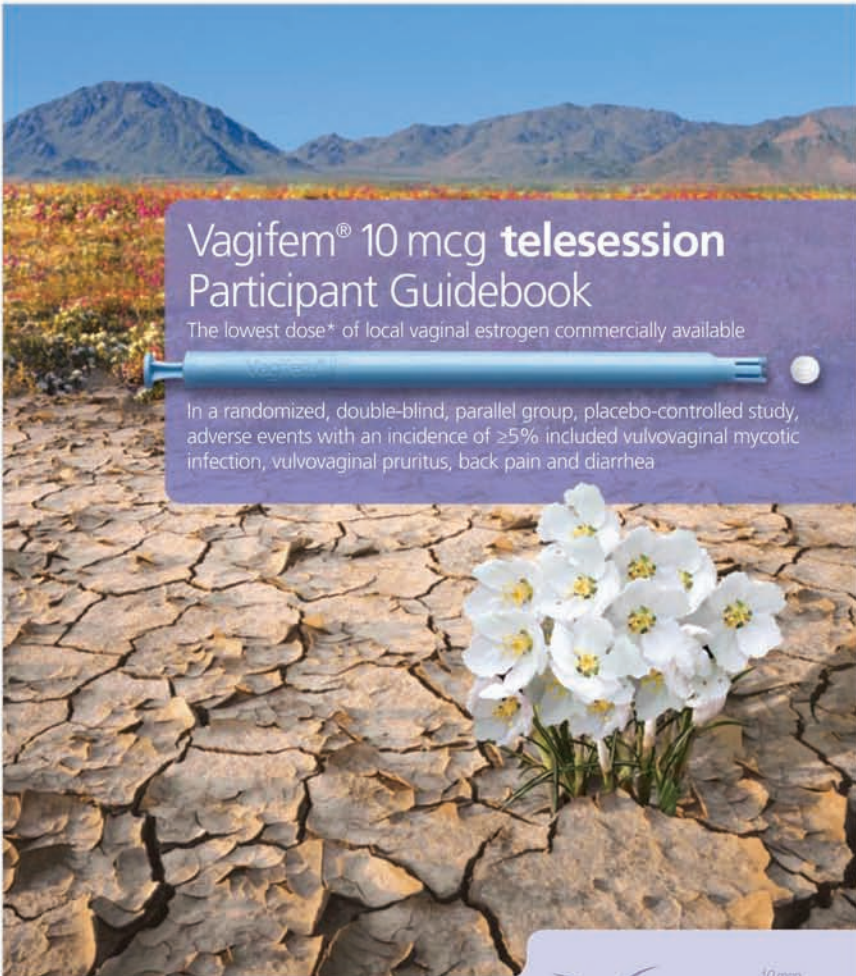
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The lowest dose\* of local vaginal estrogen commercially available

In a randomized, double-blind, parallel group, placebo-controlled study, adverse events with an incidence of ≥5% included vulvovaginal mycotic infection, vulvovaginal pruritus, back pain and diarrhea



Please see important safety information, including boxed Warning, on pages 11-14. Please see accompanying Prescribing Information.  
\*Based on a 12-week dosing schedule according to Vagifem® Prescribing Information.  
Reference: 1. Vagifem® (estradiol vaginal tablets) prescribing information, Princeton, NJ: Novo Nordisk Inc.; 2009.

VAGIFEM<sup>®</sup> 10mcg  
estradiol vaginal tablets

VAGIFEM<sup>®</sup>  
estradiol vaginal tablets



Dear Health Care Professional,

Prescription benefit coverage is important to your patients. Therefore, Your Novo Nordisk Connection™ wants to keep you up to date on the current coverage status for Vagifem® 10 mcg so you can continue to help your patients without worrying about their coverage.

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We've also enclosed a form for ordering product samples, so you can give your patients a head start on their treatment with Vagifem® 10 mcg, the lowest dose\* of local vaginal estrogen commercially available.

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In a randomized, double-blind, parallel group, placebo-controlled study, adverse events with an incidence of ≥5% included vulvovaginal mycotic infection, vulvovaginal pruritus, back pain and diarrhea.

Please see important safety information below.

Please see accompanying Prescribing Information.

Vagifem® is an estrogen (estradiol) indicated for the treatment of atrophic vaginitis due to menopause.

#### Important Safety Information

#### WARNING: CARDIOVASCULAR DISORDERS, ENDOMETRIAL CANCER, BREAST CANCER and PROBABLE DEMENTIA

##### Estrogen-Alone Therapy

##### Endometrial Cancer

There is an increased risk of endometrial cancer in a woman with a uterus who uses unopposed estrogens. Adding a progestin to estrogen therapy has been shown to reduce the risk of endometrial hyperplasia, which may be a precursor to endometrial cancer. Adequate diagnostic measures, including directed or random endometrial sampling when indicated, should be undertaken to rule out malignancy in postmenopausal women with undiagnosed persistent or recurring abnormal genital bleeding.

##### Cardiovascular Disorders and Probable Dementia

Estrogen-alone therapy should not be used for the prevention of cardiovascular disease or dementia.

The Women's Health Initiative (WHI) estrogen-alone substudy reported increased risks of stroke and deep vein thrombosis (DVT) in postmenopausal women (50 to 79 years of age) during 7.1 years of treatment with daily oral conjugated estrogens (CE) (0.625 mg), relative to placebo.

The WHI Memory Study (WHIMS) estrogen-alone ancillary study of WHI reported an increased risk of developing probable dementia in postmenopausal women 65 years of age or older during 5.2 years of treatment with daily CE (0.625 mg) alone, relative to placebo. It is unknown whether this finding applies to younger postmenopausal women.

In the absence of comparable data, these risks should be assumed to be similar for other doses of CE and other dosage forms of estrogens. Estrogens with or without progestins should be prescribed at the lowest effective doses and for the shortest duration consistent with treatment goals and risks for the individual woman.

\*Based on a 12-week dosing schedule according to Vagifem® Prescribing Information.

Novo Nordisk Inc.  
Customer Relations  
Humana Therapy

100 College Road West  
Princeton, NJ 08540


Telephone  
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**Novo Nordisk made the decision to discontinue Vagifem® 25 mcg because medical societies have recommended that the lowest effective dose of estrogen for the individual woman should be the therapeutic goal.**

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**Full List of Specs**

**Full List of Prices**

**GLOBAL SOURCING - NATIONAL COMPLIANCE - LOCAL SERVICE**

**THE LEADING SUPPLIER OF GLOBALLY SOURCED, CODE-COMPLIANT PLUMBING & PVP PRODUCTS FOR USE IN RESIDENTIAL, COMMERCIAL AND INDUSTRIAL APPLICATIONS.**

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum erat wisi, condimentum sed, commodo vitae, ornare sit amet, wisi. Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis. Ut felis. Ultricies eget, tempor sit amet, ante.

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**OUR PRODUCTS**

- Fittings & Nipples
- Valves & Specialties
- Faucets
- No-Hub Products

**KBIS Kitchen / Bath Industry Show & Conference**

Show: May 1-3, 2009  
Conference: April 30 - May 1, 2009  
Georgia World Congress Center  
Atlanta, GA

**COME VISIT US AT THE SHOW!**  
For more information visit: [www.kbis.com/kbisheshow](http://www.kbis.com/kbisheshow)

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**LATEST NEWS**

- 02/18/2008 - New List Price Sheets effective 04/01/08
- 02/01/2008 - New List Price Sheets effective 03/04/08
- 12/14/2007 - New Cast Iron Fitting price list now available

**VIEW ALL ARTICLES**

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**FISCAL 2009**