

**From:** Castagno, Paula </O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=PCASTAGN>  
**To:** Wetherholt, Michael; Shimokawa, David; Thiem, Michael; Beckman, Alan; Barnes, Ryan; Datin, Joseph; DeWildt, Charles  
**CC:** Mary Kohlmayer; Castagno, Paula  
**Sent:** 12/5/2003 5:17:03 PM  
**Subject:** city selection for 2004 Saturday ACTIQ CME lectures  
**Attachments:** Saturday ACTIQ CME venue suggestions.xls



Dear Regional Sales Directors:

As you know the ACTIQ marketing team is planning on having 350 local CME dinners in 2004 - for which we have asked the reps to suggest possible restaurants/venues. In addition to the 350 local CME dinner meetings, we are planning 30 half-day Saturday CME meetings through MediCom Worldwide - our medical education provider. These are larger meetings than the dinner programs with several lectures and will provide another chance for physicians to attend a CME lecture. Our goal is to host these meetings at premier locations in convenient cities to promote attendance and ensure successful CME lectures.

MediCom will choose the cities in which they feel are best suited for these meetings (based on numbers of prescribers, targets, etc.) however, we did not want to make this decision without your input, so Mary Kohlmayer or one of her associates from MediCom will be calling each of you directly in the next week for your feedback. They may also ask for your assistance in identifying the optimal hotel/restaurant/venue in each of the cities, and MediCom will try to accommodate. The anticipated attendance for each meeting will be anywhere from 40-60 physicians so the venue must be able to accommodate those numbers as well as provide breakfast and lunch.

As with the dinner programs, MediCom will be responsible for setting up and running the Saturday meetings. MediCom will initiate the invitations, however your reps will have the opportunity to supplement the invitation list, and your reps will receive invitations to hand out for the meetings. Please note that the specific CME program information, including agenda and faculty, will be distributed at a later date.

You can refer to the attachment which shows the dates and the areas which we currently have lined up for the Saturday meetings. You do not need to fill out anything on the spreadsheet - MediCom will be calling you for your input.

Again, we thank you for your help and we look forward to a successful 2004!

Paula

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**MediCom Worldwide, Inc.  
2004 Educational Meetings  
Saturday Schedule**

07003.3

Area Mgr	Area	State	Date	Regional Director	Region	Rep
Cornelius Griggs	Baltimore	MD	June 26	Mike Wetherholt	Mid-Atlantic	
Dan Potenza	Delaware Valley	PA	May 22	Mike Wetherholt	Mid-Atlantic	
Brian Horan	North Carolina East	NC	June 26	Mike Wetherholt	Mid-Atlantic	
Michael Morreale	Ohio Valley	OH	June 26	Mike Wetherholt	Mid-Atlantic	
Cornelius Griggs	Washington	DC	May 22	Mike Wetherholt	Mid-Atlantic	
Mike Hemenway/S	Chicago North/South	IL	August 14	David Shimokawa	Mid-West	
Joe Haygood	Detroit	MI	August 14	David Shimokawa	Mid-West	
Robert Myers	Indianapolis	IN	October 2	David Shimokawa	Mid-West	
Phil Tocco	Northern Ohio	OH	October 2	David Shimokawa	Mid-West	
Timothy Carmody	Denver	CO	November 6	Mike Thiem	North Central	
Chris Buchholtz	Minneapolis	MN	October 30	Mike Thiem	North Central	
Shawn Lally	Saint Louis	MO	October 30	Mike Thiem	North Central	
Kelly Martinez	Salt Lake City	UT	November 13	Mike Thiem	North Central	
Jeff File	Southwest (AZ)	AZ	November 6	Mike Thiem	North Central	
Ralph Burns	Boston	MA	April 17	Alan Beckman	NorthEast	
Nadene Salzman	Manhattan	NY	April 17	Alan Beckman	NorthEast	
Jeff Aromando	North Jersey	NJ	August 28	Alan Beckman	NorthEast	
James Stephens	Upstate NY	NY	August 28	Alan Beckman	NorthEast	
Darin Cecil	Alabama	AL	December 11	Ryan Barnes	South Central	
Tatum/Dallas,	Dallas/Ft. Worth	TX	November 20	Ryan Barnes	South Central	
Chris Bracksieck/W	Houston East/West	TX	March 20	Ryan Barnes	South Central	
Scott Stanley	Oklahoma	TN, AR	November 20	Ryan Barnes	South Central	
Haley Wilkinson	Atlanta	GA	October 23	Joe Datin	Southeast	
Stacey Miller	Florida North	FL	October 23	Joe Datin	Southeast	
Brian Pipko	Florida South	FL	March 20	Joe Datin	Southeast	
John Keyser	Florida West	FL	November 13	Joe Datin	Southeast	
Matt Sklamberg/LA	Los Angeles/LA North	CA	December 4	Chuck DeWildt	West	
Courtney Rutkowski	Pacific Northwest	WA	May 22	Chuck DeWildt	West	
Andrea Braun	San Diego	CA	December 11	Chuck DeWildt	West	
Jill Santens	San Francisco	CA	December 4	Chuck DeWildt	West	
			<b>Total 30</b>			