

Reply to: Julie Munden
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Get the agency perspective from one of the most respected ad gurus in the industry...

Please join us for an AMWA-DVC dinner meeting on Tuesday, February 16, 2010, when Harry A. Sweeney, Managing Partner of SouthPennSquare Associates, presents “*Medicine, Money, Marketing & Morality – 20 Years Later*”. A 2009 Medical Advertising Hall of Famer, Mr. Sweeney is indeed a legend in the Philadelphia health communications arena with "rock-star" status. We are delighted to have him speak to us about the world of big pharma from a MedComm agency point of view.

Harry Sweeney’s career spans over 40 years in medical marketing and health communications, both domestically and internationally. As the recently retired Chairman, CEO & Chief Creative Officer of Dorland Global Corporation, a Huntsworth Health Company, Harry oversaw the growth of Dorland from a 6-person travel and tourism agency in Atlantic City, NJ, into a 150-person, health communications agency with offices in Philadelphia and San Francisco.

Mr. Sweeney is a Fellow of the American Medical Writers Association, served as president of two chapters and was a member of the AMWA Board of Directors and the Executive Committee. He was elected and inducted into the Medical Advertising Hall of Fame in February 2009.

DINNER MEETING DATE

Tuesday, February 16, 2010

LOCATION

The Radnor Hotel
591 E. Lancaster Avenue
St. Davids, PA 19087
(610) 688-5800
http://www.radnorhotel.com/360_virtualtour.htm

DIRECTIONS

From the East (New York, New Jersey, Connecticut, Boston):

Travel West on I-276 to Exit 20 Mid County (Philadelphia, Chester). Bear left for I-476 South to Exit 13 (St. Davids/Villanova, Route 30). At the bottom of the exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the West (Western PA, Ohio):

Travel East on I-76 to Exit 326 (Valley Forge). Continue East on I-76 (Schuylkill Expressway/ Philadelphia) to Exit 331A (Chester, I-476 South). Take I-476 South to Exit 13 (St. Davids/Villanova, Route 30). At the bottom of the Exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the North (Northeast Extension):

Travel South I-476 to Mid County Exit 20 (Philadelphia). Take I-476 South to Exit 13 (St. Davids/Villanova, Route 30). At the bottom of the Exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the East (Philadelphia, City Line Ave.):

Travel West on I-76 to Exit 331A (Chester, I-476 South) LEFT HAND EXIT. Take I-476 South to Exit 13 (St. Davids/Villanova/Route 30). At the bottom of the Exit ramp, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the West (King of Prussia):

Travel East on I-76 to Exit 331A (Chester, I-476 South). Take I-476 South to Exit 13 (St. Davids/Villanova/Route 30). At the bottom of the Exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the North (Philadelphia International Airport):

Travel South on I-95 to Exit 7 (I-476 North, Plymouth Meeting). Take I-476 North to Exit 13 (St. Davids/Villanova/Route 30). At the bottom of the Exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

From the South (Wilmington, Baltimore, Washington D.C.):

Travel North on I-95 into Pennsylvania; take Exit 7 (I-476 North, Plymouth Meeting). Continue North on I-476 to Exit 13 (St. Davids/ Villanova/Route 30). At the bottom of the Exit, turn left onto Route 30 West. The Radnor Hotel is a quarter mile on the right side.

REGISTRATION DETAILS

5:30 p.m. — Registration and networking; cash bar

6:00 p.m. to 8:00 p.m. — Dinner and speaker

COST

Members: \$30.00; Non-members: \$38.00; Full-time students: \$15.00

Please note that part of the meeting cost has been subsidized by AMWA-DVC. Door registration is possible, if space permits.

Payment by check is required for advance registration. AMWA-DVC cannot accept credit cards.

To register, kindly print out and mail the following registration form, along with a check made payable to AMWA-DVC, to committee member Julie Munden.

Julie Munden
220 Montgomery Avenue
Souderton, PA 18964

Cancellations must be received by Thursday, February 11, 2010. After this date, AMWA-DVC must insist that you remit payment whether or not you attend the program, as we incur costs based upon advance registration.

A confirmation e-mail will be sent to all registrants a few days prior to the meeting.

REGISTRATION FORM

"Dinner Meeting With Harry Sweeney" — Tuesday, February 16, 2010. Please print or include a business card.

Name: _____

Company or freelance: _____

Address: _____

Phone: _____

E-mail: _____

Kindly include your e-mail address so we may send you a confirmation. Thank you.

\$30.00 AMWA Member _____

\$38.00 Non-member _____

\$15.00 Full-time student _____

Please check here if this is your first AMWA-DVC event. _____

Check one (1) entree:

Herb Grilled Breast of Chicken

Served w/three peppercorn sauce _____

Penne with Romano Cheese

Garlic, cream, sliced mushrooms, artichokes, and leeks _____

Deadline for advance registrations is Sunday, February 14, 2010.

If you have any questions about this meeting, you can contact committee member Julie Munden at: juliemunden@comcast.net. Thanks so much!

We hope to see you soon.