

berry ecke associates

employee communication

marketing communication

multimedia

media relations

corporate communication

berry ecke associates

For nearly 30 years, Berry Ecke Associates has successfully partnered with its public relations clients to build market share, overcome crises and produce successful relationships with employees, customers, the financial community and the communities in which they live and work. Since its inception in 1972, our firm has grown to include a multi-talented team of account executives who custom design effective internal and external communication programs geared to provide maximum exposure and positively impact an organization's bottom-line.

What We Do

Berry Ecke Associates provides strategic public relations programs tailored to our clients' needs. We offer a complete range of customized services in both internal and external communications.

For nearly 30 years, we've helped companies large and small fine tune their message. Whether it's straightforward publicity or a multi-layered change management communication program, Berry Ecke Associates has the depth and breadth of experience to be your trusted partner.

berry ecke associates

corporate communication

Sometimes it's not what you say, but how you say it. Sometimes it's not where you stand, but when you take a stand. At Berry Ecke Associates, we are in the business of partnering with our clients to enhance their corporate reputation. We develop and deliver messages for the audiences most likely to impact a company's interests — employees, media, investors, government, customers and shareholders.

Our clients come from a wide variety of industries, but our promise to each is the same: We make it our business to know your business. By understanding your company and its competition, we can help develop the strategic communications which give you a competitive edge.

“ Sometimes it's not what you say, but how you say it.”

berry ecke associates

employee communication

Every employee on your payroll is a spokesperson for the company. And what they say in the marketplace carries more weight than your best annual report, your most creative advertising, or the most aggressive public relations campaign. Yet company after company fails to partner with this incredible asset.

The results of recognition, communication, and win/win partnership programs created by Berry Ecke Associates go directly to the bottom line in terms of increased productivity, lower absenteeism, and the creation of well informed ambassadors to the communities and markets critical to the organization's success. An independent readership survey conducted on behalf of one of our clients revealed 98 percent of employees read the corporate newsletter, edited and produced by Berry Ecke Associates. An impressive 63 percent say it broadened their knowledge of the company. And isn't a well informed employee among a firm's most valuable resources?

Berry Ecke Associates' 30 years as a specialist in this practice area puts it among the top public relations firms in the nation. There is no learning curve.

"Every employee on your payroll is a spokesperson for the company."

berry ecke associates

media relations

We've made several clients a cover story. Our success in media placement has to do with our philosophy. We believe every company has a quality story to tell. We decide on the best medium for the message, then partner with the media most likely to be effective. Because personal follow-up is the secret ingredient in any media relations plan, we make regular contact to ensure our communications reach the right people at the right time.

Our work with State Fair Meadowlands has resulted in coverage that increased public awareness of its event and catapulted the Fair to unprecedented levels.

We try to know the media in all our clients' markets. However, while established relationships are always helpful, connections are far less important than a good story. We pride ourselves on defining the kind of story that will make an editor take notice. That way, we find our calls are always welcome. And that's welcome news for our clients.

**"We believe every company
has a quality story to tell."**

berry ecke associates

marketing communication

Have you ever thought about having a groundhog sell light bulbs? We have. And our client, Philips Lighting, reaped the rewards. Its sales increased 10 percent during the campaign while sales for the rest of the industry dropped 14 percent during the same period. Results like this take careful planning and professional execution, and that's what we promise to all of our clients.

But don't just take our word for it. Take advantage of our module approach to marketing. Module one gives you a complete marketing communication plan that you can execute yourself or with another firm. No further obligation. Of course, we'd like to help you achieve your goals...but the choice is yours.

“Have you ever thought about having a groundhog sell light bulbs?”

berry ecke associates

multimedia

Looking to connect with key audiences through a new, interactive medium?

Berry Ecke Associates has the tools and the touch to keep you at the forefront of technology. From Web sites to social media to DVDs to online publications, Berry Ecke Associates is plugged into the world of technology. And we can take your new media vision from start to finish, tackling creative, editorial and technical tasks.

We've built intranet sites and websites that feature blog technology, flash animation and video. Not to mention multiple online newsletters for Novartis.

Whatever your high-tech vision, we can help you achieve it. Give us a click, or call us for a sample demonstration, and let us help your business benefit from 21st century communication.

"Whatever your high-tech vision,
we can help you achieve it."

berry ecke associates

Our Clients Past & Present

From small to mid-sized businesses and non-profit organizations to Fortune 500 companies, Berry Associates has helped increase visibility and open lines of communication.

- AlliedSignal, Inc.
- ARAMARK
- Arthritis Foundation
- BASF
- Borg-Warner Protective Services
- C.R. Bard, Inc.
- Council of Sales Promotion Agencies
- Dugan Valva Contess
- Environmental Defense
- Federal Paper Board Company, Inc.
- HJM Consulting
- Hoffmann-La Roche Pharmaceuticals Corporation
- James Finlay & Co, Inc.
- J.M. Huber Corp.
- Merck
- Monsen Engineering Company
- Mycybershrink.com
- NECA
- Niagara Conservation
- Novartis
- PharmaKinnex
- Philips Lighting Company
- Quest International
- Rhone-Poulenc, Inc.
- Rubberecycle
- Sprint/United Telephone
- Schering-Plough
- State Fair Meadowlands
- Solix, Inc.
- The BOC Group
- The CIT Group
- The New Jersey Laborers International Union of North America (LIUNA)
- The Valerie Fund
- The Sussex County Democratic Party
- Thermoplastic Processes
- Tillit Group LLC
- William Mercer
- Wyeth

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Learning about Diversity

Published for the
 Pharmaceutical
 Division

The Business Case for Diversity

Market Insights Reveals a Diversity Strategy

The world is becoming a much smaller place and our global company is rapidly becoming a community of employees. Like many companies, we are experiencing an organizational transformation that is ongoing and challenging, but that will ultimately bring us to a position of prominence long into the future.

To continue to "think what's possible," we must attract and retain the most talented employees by making Novartis a best-in-class employer. But to do this, we must leverage our talent to build an inclusive organization that values each employee for his or her unique ability to contribute to the company's mission. On an individual level, motivation is enhanced when each employee is respected and when each employee's contributions are recognized.

On a team level, when all employees are acting as a community, with common goals, relationships are stronger and trust is firmly established. As a result, we will experience an improved quality of work life and a more positive work environment, allowing us to better recruit and retain the most talented people from all walks of life. Perhaps most importantly, diversity brings together different experiences and perspectives that serve as catalysts for the innovation and productivity that will surely drive our success, especially in a competitive industry like ours.

If Novartis' diversity mirrors the diversity of our world, we will be more representative of the populations and customers that we serve. And, in turn, we will be better able to gain the commitment of all of our diverse stakeholders in supporting our mission. We are pursuing diversity and inclusion with our business interests at heart, namely to:

- **Be ready and set for quality talent**
 Attracting and keeping good people is a challenge for our business. By consistently seeking and valuing diverse talent, we'll stand a better chance of attracting, developing and retaining the best talent. This, in turn, will strengthen employee commitment.
- **Enhance business performance with well-managed diverse teams**
 Studies show that diverse teams, when well managed, have the potential to deliver a higher degree of creativity and innovation, and make sounder decisions, from making use of several perspectives.
- **Serve our customers with excellence**
 In order to connect effectively with a diverse marketplace, gaining its insights and serving it well, the broadest perspective needs to reflect the market demographics.

In a global organization such as ours, the core values of respect, teamwork, and integrity are a catalyst for collaboration and innovation. Creating a climate that respects and values diversity reflects our core values. It is a business imperative — one that is critical to the continued success of our enterprise. Novartis has a strong image as a modern and progressive global company. Increased diversity will reinforce that valuable reputation.



Discovering Diversity at Novartis

The Diversity Council
 The Novartis Pharma Diversity Council is made up of a cross-section of employees from throughout the organization. It makes recommendations to the Executive Committee and helps ensure wide-ranging resource programs to reaching a more diverse workplace. The Diversity Council works to improve and strengthen our recruiting and placement efforts, as well as create awareness about the benefits of diversity. They help celebrate our successes and advise our employees. They are keenly aware that we must increase the number of people of color, women and other diverse groups in our leadership and throughout our company. This continues to create continuous learning to diversity for all employees and managers.

Purpose:

- To facilitate and drive needed changes in the organization.
- To influence and drive inclusion of diverse perspectives.
- To provide feedback on the diversity strategy and identify obstacles to implementation.
- To provide recommendations and feedback to senior leadership on the current state of diversity, critical gaps, diversity priority areas and leadership alignment.

Affinity Groups
 While Novartis supports the volunteer efforts of the Diversity Council members, members in the company should do their part to create an organization that truly embraces diversity. Becoming involved in an affinity group is an important step.

Affinity groups attract all employees but they share a common goal. They do all resources designed to meet the needs, to address the interests of various groups such as women, parents of school children or other backgrounds, and more.

Some of the Novartis affinity groups are:

- African American Leaders (AAL)
- Asian American Network (AAN)
- Hispanic Leadership Network (HLN)
- Minority affinity groups (MAG)
- Women in Leadership (WIL)
- Executive Women Inspiring Novartis (EWI)
- Gay, Lesbian, Bisexual and Transgender (GLBT)
- Novartis Diverse Culture Club

Case in Point...

Novartis works to hire or promote for diversity each year, tapping the list for roles in Pfizer Biotech, Lilly and all other.

The involvement of 1300 Medical Affairs has allowed that Pfizer Biotech has made a considerable, strong effort to make hiring, promoting and retaining women of color a high priority. Cheryl, who also is chairman of the National Inclusion League, says: "I have personal experience with the status of diversity initiatives at the business technology company, based in Stamford, Conn. The major effort to establish comprehensive plan to diversity (women, women and ethnic groups), and primarily involve the progress of diversity events and programs.

Novartis works hard to increase diversity and actively recruit — in present African American, to present Latin and a present Asian American.

Novartis is a major partner for this company, as evidenced by its strong relationships with professional organizations.

Novartis also looks to the future, including diversity as a factor in its overall succession planning and featuring diversity performance in determining progression in leadership positions.

The number one company for diversity places a major emphasis on recruitment, training and reducing bias on recruitment, promotion, retention and retention of people of color and women, plus data on supplier diversity, advertising spending with national and local media, employee focus groups and industry benchmarking.

Novartis has extensive information on diversity at Novartis.com. It is a good source of information on diversity at Novartis.com. It is a good source of information on diversity at Novartis.com. It is a good source of information on diversity at Novartis.com.

Diversity at Novartis

The Vision
 Understanding and using the power of diversity is a core value and a great source of our culture. We consistently demonstrate the ability to work consistently effectively with the diversity of our customers and employees. As a result, more outstanding people want to work here and are inspired to bring their best ideas forward and more customers seek our products and services.

The Mission
 Diversity is an important element of our culture and our business success. It is a core value and an integral part of how we operate on a daily basis. As a company of high principles, we are committed to building a workplace that respects each individual, seeks out and uses different perspectives and ensures each employee can contribute to the business and reach their full potential. We strive to be an employer of choice through the many ways that we value people and ideas, that capacity to leverage all our talents talents will drive increased business performance.

What is Diversity?

What's Diversity? What's Diversity? What's Diversity?
 Multiplicity of differences; multicultural variety.

Actually, there are many ways to define diversity. It is...

- An approach that helps each employee contribute to the business and reach their full potential?
- A strategy to effectively serve the needs of diverse customers through different cultures, beliefs and perspectives?
- A broad concept, which includes the many elements of our individuality — age, race, gender, heritage, ethnic ethnicity, experience, thinking styles, culture, geographic job function level, physical ability, marital status, socio-economic level, sexual orientation and more?
- A way to leverage our diverse talents to drive improved business performance?

In truth, it's all of these. But most of all, diversity and inclusion are relevant to your job — and it is good business because teams of individuals with different perspectives, experiences, backgrounds and skills generate the most powerful and effective solutions.



Using Innovation to Power Efficiency

Tom Woodward
 The benefits of CONECT are huge for Merck. The scope of CONECT reaches the vast majority of the manufacturing operations activities that currently consume so much time. Coupling customer end-to-end business processes with real-time data and a global SAP platform...
 Tom Woodward, Vice President of Global Service, Merck

Dave Langendonk
 In essence, CONECT takes care of the major transactions from manufacturing operations all the way to Merck's customer base. Currently, we have dozens of end users, thousands of people managing those types of activities. The...
 Dave Langendonk, Vice President, Merck

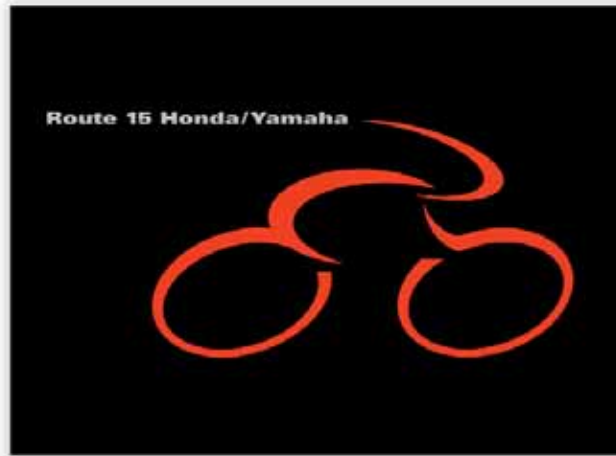
Monica Lima
 In the past, every Merck site had its own system... CONECT, on the other hand, brings all of this together. It doesn't matter what report is being generated...
 Monica Lima, Director of the Supply Chain Management, Merck

Coming Together to Form One Integrated Picture

Jim Wenzel
 CONECT will streamline and consolidate our processes and systems, creating an information backbone for the company...
 Jim Wenzel, Vice President of Global Service, Merck

Pam Ghent
 CONECT brings information transparency and visibility to the entire Merck organization. Once the system is fully in place, the physical and information...
 Pam Ghent, Director of Supply Chain, Merck

Scott Chapp
 With CONECT we are seeing an exponential amount of new collaboration across the globe...
 Scott Chapp, Director of Supply Chain, Merck



Welcome

At Route 15 Honda/Yamaha, we're committed to offering our customers the best sales and service through our in-depth knowledge of Honda and Yamaha motorcycles and ATVs. Our team of experts takes pride in knowing the ins and outs of the Honda and Yamaha brands and in understanding the technology, design and performance of these manufacturers better than any shop in the region.

Buying a motorcycle or ATV should be fun, so we go the extra mile to make your buying experience pleasurable. We're not a high pressure dealer, but we are attentive. That means a salesperson will be on hand to assist you just minutes after you walk through the door. At Route 15 Honda/Yamaha we don't just want to get you on a vehicle, we want to get you on the right vehicle. So, ask questions — you'll learn about us and we'll learn about you.

Beyond selling vehicles, Route 15 Honda/Yamaha offers a wide selection of parts and accessories, as well as top-notch service. Whether you're looking to keep your new motorcycle or ATV in tip-top shape, or for the latest in safe and fashionable attire, or that "just right" accessory to complete the package, we're here to help.

Just as Honda and Yamaha offer a superior product, we at Route 15 Honda/Yamaha strive to offer our customers a buying experience to match. Whether you're shopping for a new vehicle, buying parts or accessories, or visiting our service department, if we have not exceeded your expectations, ask to see one of our managers.

So step by and check us out, see our showman, learn about our motorcycles and ATVs, and get to know us. We're confident that when you do, you'll choose us to meet all of your riding needs.

Happy riding.
 — Bob Kuznetsov, owner



At Your Service

If it's broke, we'll fix it. If it ain't, it's probably because you've been servicing it regularly at our expert shop. Whether you're in for a routine check-up or to make a repair, we're here to help. Our experienced service team is second to none.

At Route 15 Honda/Yamaha, all of our service people are trained and certified by the manufacturers. You can rest assured they know everything there is to know about your motorcycle or ATV, as well as the latest techniques and equipment to keep your machine operating at peak performance. From adjusting carbs to adding after-market items to setting you up for race day, our expert mechanics have the know-how to get and keep your machine running right!

To learn more about service, or to arrange an estimate or make an appointment, please call (973) 863-3000, Ext. 2.



All the Right Parts

Half the fun of owning a motorcycle or an ATV is treating yourself to "good stuff" to go along with your ride. That's why at Route 15 Honda/Yamaha we maintain a large inventory of parts and accessories. We can find nearly any after-market motorcycle accessory out there — if we don't have what you need in stock, we'll get it for you fast.

Want to look just as hot as your bike or ATV? Check out our extensive selection of jackets and clothing. We carry a huge selection of leathers, not to mention apparel for sport bikers and specialty jackets for Gold Wings. We have gloves, helmets and clothing for every rider and every season, as well as a full line of Kikkanshiro gear.

And remember, it looks great, but "chrome won't get you home" — lives will. At Route 15 Honda/Yamaha, we're proud to say we have some of the best, most competitive prices on tires in the region. Just ask our friendly sales associates, they're always happy to help.

For information or orders, call (973) 863-3000, Ext. 3.



<i>Healthcare Professionals Marketing</i>	<i>Direct-to-Patient Marketing</i>	<i>Analytics and Reporting</i>	<i>Business and Tactical Planning</i>
 <p>Our Healthcare Professionals (HCP) programs and services engage physicians, pharmacists, nurses and other health care professionals to feel confident in recommending and prescribing our clients' brands.</p> <p>PharmaKinnex develops strategies for clients that supplement sales force interaction. These have been some of the team's most impressive "wins" for biotech and smaller pharma, who are often under resourced and work against the top of voice that physicians must deal with every day.</p> <p>From maintaining prescription volume and share, to creating awareness quickly about a new product or indication, in communication around a recent managed care formulary approval, PharmaKinnex has the solution.</p>	<p>PharmaKinnex's Direct-to-Patient (DTP) programs and services reach, motivate and educate consumers, patients and caregivers to request specific brands, as well as inspire trial, compliance and persistency for these brands.</p> <p>PharmaKinnex's programs focus on the consumer and meeting his or her needs for information, education and community. Patient compliance and rebate programs are other key ways clients can build the kind of customer relationship that lasts.</p> <p>We have worked with clients to tailor strategic approaches that combine these programs with their own sales and marketing baseline activities.</p> <p>Ask us about our TeleKinnex™, DocKinnex™ and KinnexScripts™ services.</p> 	 <p>As a brand team leader, you might look to tactical players for product support, thinking that you only need more "arms and legs" to effect real change in your brand performance. At PharmaKinnex, you would be impressed at how we can deliver a whole lot more than tactical programs "to go" – for the same investment.</p> <p>We begin with a commitment to understanding your brand's situation in the marketplace, your customers and competition. We have significant industry knowledge that you plug into right away, including new approaches you might not have thought of yourself. And each of our programs includes success metrics, ensuring alignment with business goals. Get started and brainstorm strategies with us: After all, everyone knows that "two heads are better than one."</p>	<p>Sometimes it seems next to impossible to plan the right approach for a new or even strengthening brand. You are under intense pressure to act and react during an already busy day. But whether you are planning one year or five years ahead, you know that strategic brand planning is the only way to reach your goals. PharmaKinnex can help you with this overwhelming and daunting task. We have worked in a variety of therapeutic areas, and with professional, as well as consumer audiences.</p> <p>Regardless of the lifecycle stage of your brand, we deliver both strategic planning support and solid tactical programs that drive brand revenue. PharmaKinnex has a vast amount of experience in planning, developing and implementing single projects to complex programs. We're poised for your challenge.</p> 



Discover Novartis Political Action Committee



Verbatim: What Novartis Associates Are Saying

"I find there is a real sense of great energy that comes about in the office here. The thing that makes me feel like an owner is that our employees are here to share ideas and help us improve our company's performance. And just simply, we have become a lot of fun to work for." — **Michael Palmer, President, Global Director, Novartis**

"I'm a Novartis associate and I'm proud of the company. We've made the pharmaceutical industry a better place to work in. We've made it a better place to work in. We've made it a better place to work in." — **John J. Smith, Director of Public Affairs, Novartis**

"I'm proud to be a Novartis associate. I'm proud to be a Novartis associate. I'm proud to be a Novartis associate." — **John J. Smith, Director of Public Affairs, Novartis**

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Who We Support, and Why

Novartis PAC continues to be committed to the support of the public good. The organization is committed to supporting the public good through the support of the public good.

- A coalition of public good organizations that support the public good.
- A coalition of public good organizations that support the public good.
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- A coalition of public good organizations that support the public good.

Public good organizations play a key role in creating a better world for all. Novartis PAC supports the public good through the support of the public good.



December 2007/January 2008

Oncology Global Development Bulletin

Passion. Quality. Speed.

OGD News

A Message from Alessandro Riva
At the end of a year that has been perhaps the most challenging that Novartis Oncology Global Development has faced, Alessandro Riva looks back at 2007 and ahead to 2008. [Read More >](#)

OGD Line Function Update
The latest news, events, updates, and happenings from Oncology Global Development line functions throughout the world. [Read More >](#)

A Success Story: Tasigna's Road to Approval
The recent regulatory approval of Tasigna in the US, Europe and numerous countries in other regions has created a lifetime for Chronic Myeloid Leukemia (CML) patients. For Novartis, bringing Tasigna to market has been an achievement on many levels, and provides a useful case study of how teamwork and perseverance can turn difficult odds into a success story. [Read More >](#)

Fine-Tuning the Oncology Global Monitoring Team
The Oncology monitoring organization recently reorganized. We learn about the benefits of bringing oncology monitoring closer to OGD, and hear from several country monitors who participated in the first Oncology monitoring training session. [Read More >](#)

OGD Quiz
Once you've read this issue, test your knowledge in our OGD Bulletin Quiz. [Click here](#) to enter.

OGD Survey in Action
An update on the Survey action planning process, and highlights of what is being done in line functions and across Oncology Global Development. [Read More >](#)

Congratulations to the Newest OGD Vision Award Winners
Learn about the latest Vision Award winners and what you can do to win top honors next time. [Read More >](#)

Gearing Up for RAD001



December 2007/January 2008

Oncology Global Development Bulletin

Passion. Quality. Speed.

RAD001 — Successfully Meeting Challenges with Innovation

Message from Alessandro Riva

OGD Line Function Update

A Success Story: Tasigna's Road to Approval

Fine-Tuning the Oncology Global Monitoring Team

Gearing Up for RAD001

Getting Global in Step with... Mike Sharma

OGD Quiz

OGD Survey in Action

Congratulations to the Newest OGD Vision Award Winners

Gearing Up for RAD001

This is the first in a series of articles about the RAD001 development team's efforts to file the compound for regulatory approval in 2008 for two indications. This article focuses on the roles of DRA and AS&S.

The Wall Street Journal reported in its December 5, 2007 issue that Novartis has one of the "pharmaceutical industry's more ambitious plans to develop cancer treatments... [and] is hoping to start selling four new cancer drugs by 2011."

Leading the charge for Novartis Oncology is RAD001, which has the potential to be an important new therapeutic option for patients with several forms of cancer.

RAD001 is an oral kinase inhibitor that specifically blocks the mTOR protein. Marketed in Europe since 2003 as Cetrorelix for the prevention of organ rejection, RAD001 is now in Phase III trials for the treatment of pancreatic islet cell tumors, sarcomatous tumors and renal cell carcinoma. The Oncology Development teams are now working hard on preparation of the dossiers for both submissions, and plan to file two simultaneous submissions to health authorities in mid 2008.

Novartis has taken a unique approach to developing RAD001. By establishing concepts about new indications early in the development process, creating roles in key functions that cut across the program, and by gathering input and resources from across the various development groups, the RAD001 development team will quite possibly provide a model for oncology development for years to come.

Preparing for 2008 submissions

There are currently three major Phase III trials underway for RAD001. Two randomized trials — RADIANT-2 and RADIANT-3 — are investigating the treatment of sarcomatous tumors and pancreatic islet cell tumors, respectively. The RECORD-3 trial, the largest trial underway to study RAD001, is looking at RAD001 as an oral second line treatment for patients with renal cell carcinoma (RCC).

According to Myra Herth, US Drug Regulatory Affairs (DRA) representative for RAD001 from August 2005 until December 1 this year, it has been an enormous development effort in a very short period of time. "We had our first meeting to discuss the NET development strategy with the FDA in January 2006 — and now we are working on filing two NDAs in two indications in 2008. This timeline is especially impressive considering the development has taken place in oncology, and in rare diseases at that."

