

**Gerry Hanlon**  
CREATIVE MARKETING

## MARYLAND HIGHWAY CENTENNIAL

Project manager, strategist, writer, editor for this statewide celebration. Led team that produced full-length hardcover book, website, museum exhibits, multiple traveling exhibits. Wrote speeches for Maryland Governor O'Malley, others. PRSA Silver Anvil Award winner.

*A century of modern highways.*



Moving *Maryland* forward.



MARYLAND'S HIGHWAY [www.mdhighwaycentennial.com](http://www.mdhighwaycentennial.com)

Maryland Highway Centennial 100 years 1908 • 2008

# Centennial

**LIVE TO BE 100  
LIKE WE ARE.**

Buckle up.  
Slow down.  
Always drive sober.  
Focus.  
Everyone share the road.

**CUSTOMER DRIVEN, NOW MORE THAN EVER.**

SHA State Highway Administration  
Maryland Transportation Authority  
Maryland Department of Transportation  
Department of General Services  
Maryland State Police  
mpt



## ARINC

Creative director, writer, producer for successful worldwide new-product launches (SKYDOC, AviNet) for \$400 million avionics leader. Multiple readership and creativity awards for each campaign. Campaign exceeded goals for stories placed, inquiries generated.



# Save Millions On Plane Fare.

**Help maintenance savings soar with SKYDOC™, the fastest, most comprehensive electronic document distribution and data management system.**

It's probably no surprise that the costs for maintenance and engineering personnel to access and research technical documentation have climbed into the stratosphere.

What may surprise you, however, is that those soaring costs have a simple solution—SKYDOC™ Electronic Document Distribution and Data Management System.

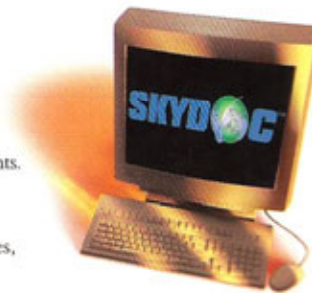
With SKYDOC, potential savings range up to \$50 million and more per year for larger carriers, and proportionally smaller savings for others, depending on the size of the fleet.

### **Less downtime, more airtime.**

Using on-line open system solutions, SKYDOC is designed to eliminate lengthy search times while it maximizes integration for your current or evolving processes. It's the only single source, most up-to-date and conformance reliable repository for all your ATA 2100 documentation requirements.

### **Call 1-888-4-SKYDOC.**

To find out more, call ARINC, industry leader in interoperable information solutions to airlines, manufacturers and suppliers. It's a free call, which is more good news. Because with all you might be spending on maintenance now, you probably want to start saving money right away.



**SKYDOC™ by ARINC**

2551 Riva Road, Annapolis, Maryland 21401-7465, +1-410-266-4180, Fax: +1-410-266-4499, E-Mail: SKYDOC@arinc.com, INTERNET: <http://www.skydoc.com>

Join us for The Second Annual Electronic Document Symposium for the Air Transport Industry, April 7-9, 1997 in Orlando, Florida. Co-sponsored by ARINC & FedEx. Call 1-888-4-SKYDOC or +1-410-266-4187 for details.

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**SKYDOC™ by ARINC**



## This Aircraft Is About To Set A Speed Record.

**Maximize maintenance efficiency with SKYDOC™, the fastest, most comprehensive electronic document distribution system for airlines.**

Today's airline maintenance and engineering personnel spend a substantial amount of time accessing and researching technical documentation. With SKYDOC, ARINC's Electronic Document Distribution System, they won't have to.

**Increase efficiencies dramatically.** Using on-line, open system solutions, SKYDOC is designed to reduce search times significantly while maintaining data accuracy. That means no more manual searching through voluminous libraries and documents. What's more, no paper, microfilm or CD-ROM type system can compare with the time/cost efficiencies and conformities SKYDOC offers. Additions, changes and updates — from the latest service bulletins to entire maintenance manuals — are easily accessible for viewing, printing or transferring to your system.

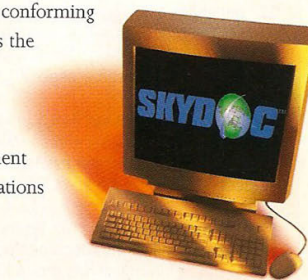
**Cut lost time, increase revenues.** The idea behind SKYDOC is to help airlines spend less time performing maintenance research tasks, resulting in higher fleet utilization.

SKYDOC™ is a trademark of ARINC, Inc.

SKYDOC also provides airline planners, schedulers, mechanics and engineers with conforming information securely and almost instantly. Its user-friendly environment supports the Air Transport Association (ATA) Specification 2100 initiatives and maximizes integration for your current or evolving processes.

**Only one system offers so much.** SKYDOC offers the only single source, most up-to-date and conformance-reliable repository for all your document requirements. That means no more hassles with vendor communications, configurations or coordinations. And it's brought to you by ARINC, industry leader in network connectivity solutions for airlines, manufacturers and suppliers.

**Call 1-888-4-SKYDOC.** Get more information about the future of your documentation.  
(Outside U.S., call 410-266-4180.)



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Indicate No. 58 on Reader Inquiry Card

SKYDOC™ is a trademark of ARINC, Inc.

ARINC's Electronic Document Distribution System

**Cut lost time, increase revenues.** The idea behind SKYDOC is to help airlines spend less time performing maintenance research tasks, resulting in higher fleet utilization.

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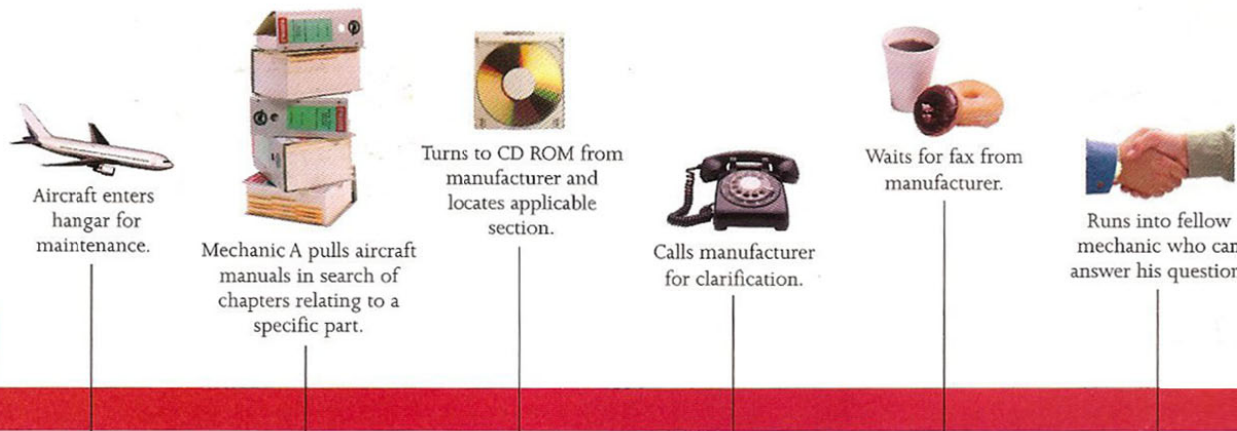
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**Call 1-888-4-SKYDOC.** Get more information about the future of your documentation.

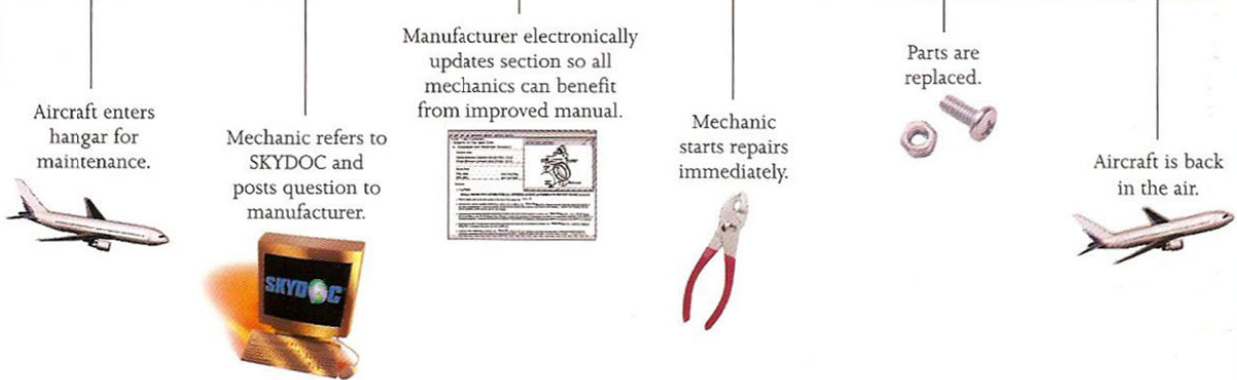
SKYDOC™ is a trademark of ARINC, Inc.

**SKYDOC™ by ARINC**

Without SKYDOC



With SKYDOC



Join us for The Third Annual Electronic Document Symposium for the Air Transport Industry, June 1-4, 1998, in San Francisco, California. Co-sponsored by ARINC & GATX. Call 1-888-4-SKYDOC or +1-410-266-2297 for details.

Circle #50 on Reader Service Card

## Make Repairs Faster. Get Back Into The Air Faster.

### Work flows with SKYDOC® Electronic Document Distribution and Data Management System.

It's about time. And how much your whole organization can save by using it wisely. That's why SKYDOC is becoming the only trusted, on-line document source for the air transport industry. It's designed to eliminate the barriers that slow down repairs and to make your entire process more accurate and efficient.

So, for example, instead of searching through manual after manual or CD after CD, SKYDOC puts the information into your hands in seconds. And data feedback from our secure information exchange solution can help with almost any problem you encounter along the way.

#### Fits right in.

SKYDOC is the most conformance-reliable repository for all your documentation requirements, increasing supportability for the 40-year life cycle of your aircraft. And it's been developed for maximum integration into your current and evolving processes.

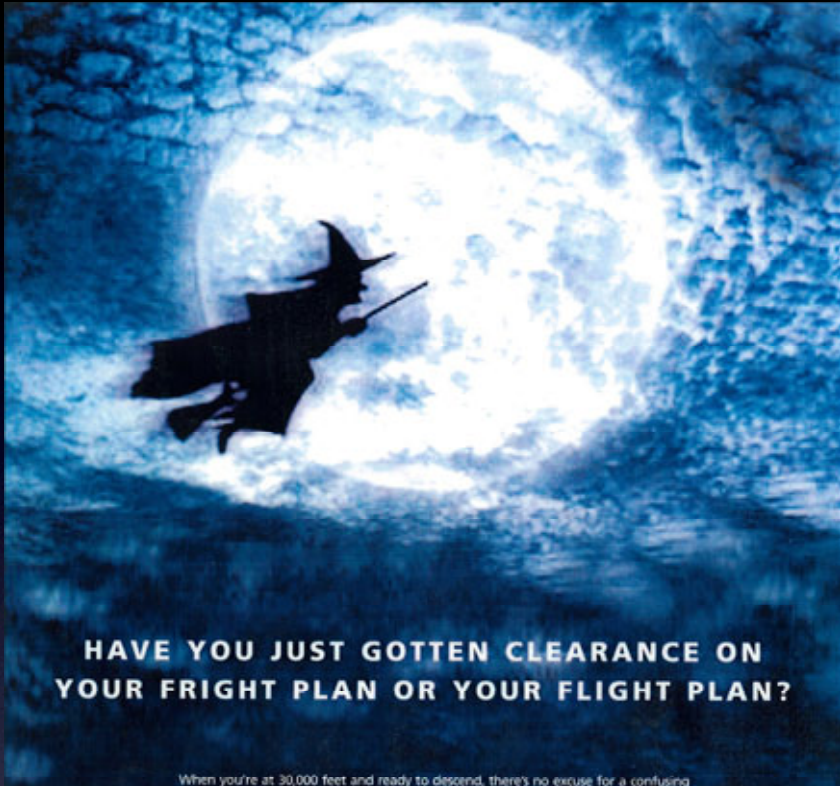
#### Call 1-888-4-SKYDOC.

To find out more, call ARINC, network connectivity leader for airlines, manufacturers, and suppliers. Ask them about SKYDOC. The faster, the better.



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E-Mail: SKYDOC@arinc.com, INTERNET: <http://www.skydoc.com>



**HAVE YOU JUST GOTTEN CLEARANCE ON YOUR FRIGHT PLAN OR YOUR FLIGHT PLAN?**

When you're at 30,000 feet and ready to descend, there's no excuse for a confusing message or one that doesn't arrive at all. That's why airlines rely on AviNet™ for the ultimate in accuracy and reliability. For data communications with your offices, trading partners and service providers, you too can enjoy that same AviNet service. Whether you need TCP/IP, Type B over MQ Series, SLC, X.25, MHS or many other features, we can support you with reliable network service and technological capability that's precisely what you're looking for. Call ARINC and be as certain as you can about the quality of your communications.



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**DID YOUR INSTRUCTIONS SAY TO BARK LEFT OR BANK LEFT?**

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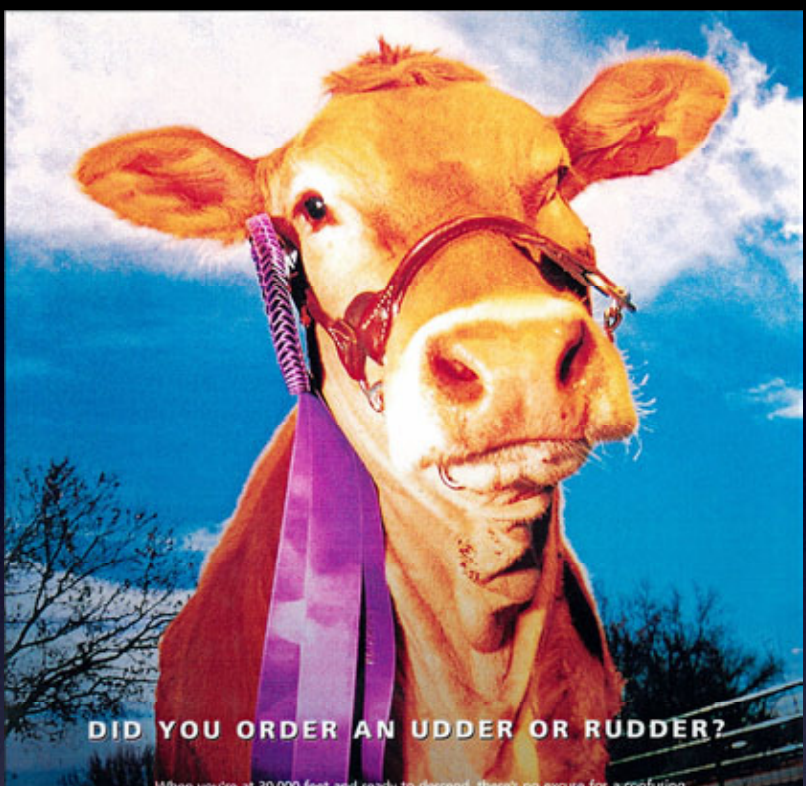


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**DID YOU ORDER AN UDDER OR RUDDER?**

When you're at 30,000 feet and ready to descend, there's no excuse for a confusing message or one that doesn't arrive at all. That's why airlines rely on AviNet™ for the ultimate in accuracy and reliability. For data communications with your offices, trading partners and service providers, you too can enjoy that same AviNet service. Whether you need TCP/IP, Type B over MQ Series, SLC, X.25, MHS or many other features, we can support you with reliable network service and technological capability that's precisely what you're looking for. Call ARINC and be as certain as you can about the quality of your communications.



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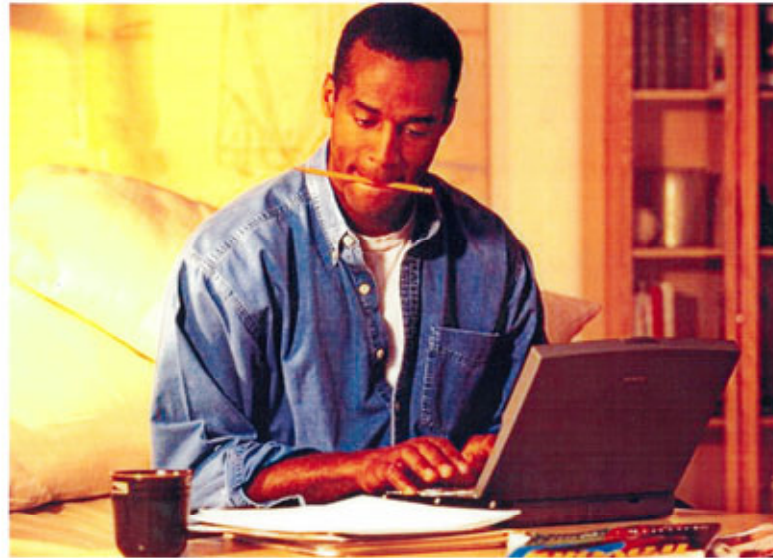


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## COMMUNITY COLLEGE OF BALTIMORE COUNTY

Conceived and developed multimedia ad campaign credited with boosting applications by eight percent while other community colleges faced downturns. Campaign won Gold Award, National Council on Marketing and Public Relations.



**With a schedule like yours, you could use a college like ours.**

On campus, off campus, weekends or online, CCBC offers all kinds of career enhancing programs you can take to the bank. Computer programming, software development, nursing and emergency medical services, internet and multimedia technology, biotechnology, teacher education and more.

**Watch for CCBC's fall class schedule.**

Call CCBC at 410-869-1212, or visit us online at [www.ccbc.cc.md.us](http://www.ccbc.cc.md.us) and see how easily we can fit into your life.



**CCBC**  
The Community College of Baltimore County

**Give yourself more options.**

CATONSVILLE DUNDALK ESSEX HUNT VALLEY OWINGS MILLS TOWSON WHITE MARSH



**With a schedule like yours, you could use a college like ours.**

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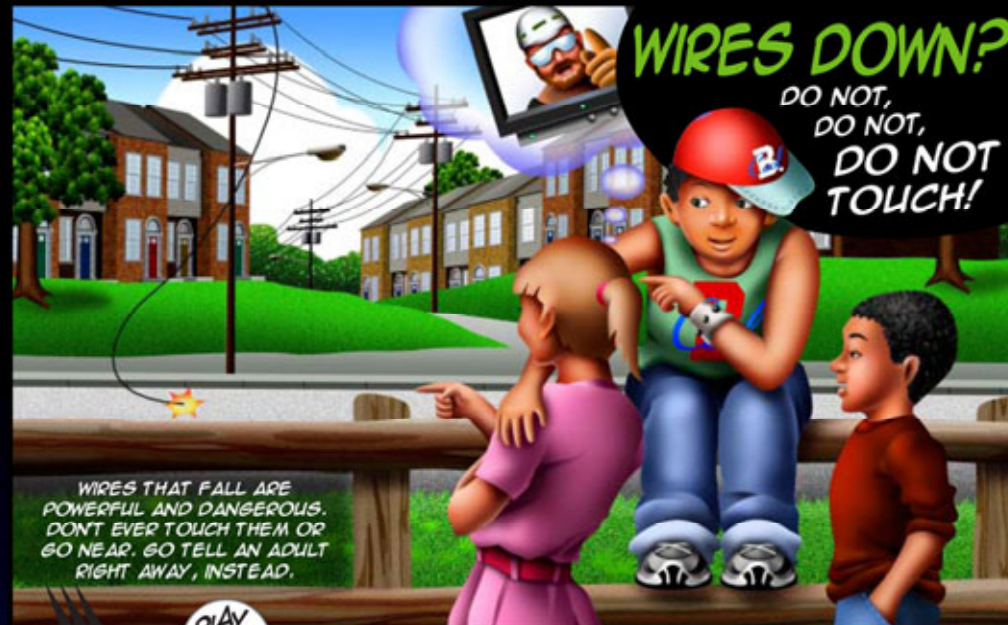
## BALTIMORE GAS AND ELECTRIC

Wrote and produced “Do Not Touch” kids’ print campaign that appeared in elementary schools region-wide.



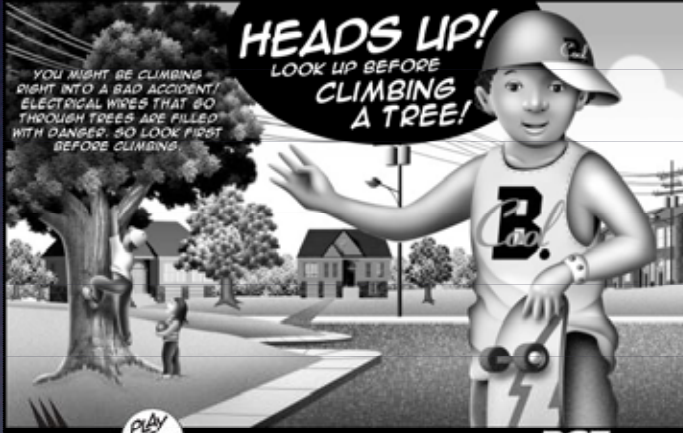
CANDLES AND MATCHES CAN BE DANGEROUS! NEVER USE ONE WITHOUT AN ADULT AROUND. AND DON'T LEAVE A ROOM WITH A BURNING CANDLE IN IT.

FOR MORE **PLAY IT SAFE!** TIPS, GO TO [WWW.BGE.COM](http://WWW.BGE.COM) **BGE** A Constellation Energy Company



WIRES THAT FALL ARE POWERFUL AND DANGEROUS. DON'T EVER TOUCH THEM OR GO NEAR. GO TELL AN ADULT RIGHT AWAY, INSTEAD.

FOR MORE **PLAY IT SAFE!** TIPS, GO TO [WWW.BGE.COM](http://WWW.BGE.COM) **BGE** A Constellation Energy Company



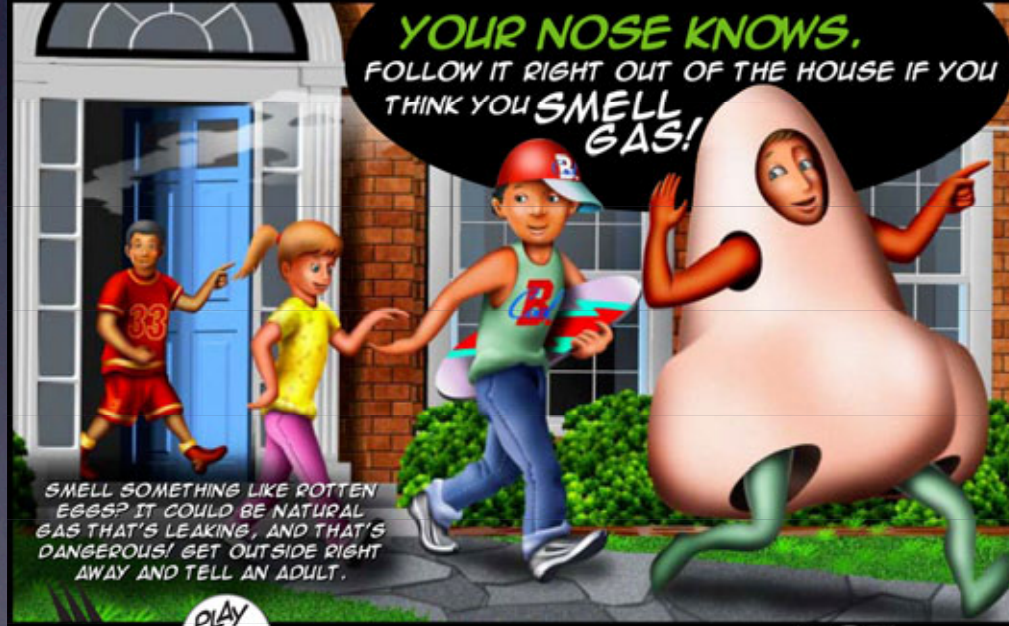
YOU MIGHT BE CLIMBING RIGHT INTO A BAD ACCIDENT! ELECTRICAL WIRES THAT GO THROUGH TREES ARE FILLED WITH DANGER. SO LOOK FIRST BEFORE CLIMBING.

FOR MORE **PLAY IT SAFE!** TIPS, GO TO [WWW.BGE.COM](http://WWW.BGE.COM) **BGE** A Constellation Energy Company



THAT BIG BOX ON THE GROUND LOOKS SAFE, BUT IT HAS THE POWER TO BURN YOU OR SHOCK YOU! NEVER PLAY ON IT OR NEAR IT AND TELL AN ADULT IF YOU SEE ONE THAT'S UNLOCKED.

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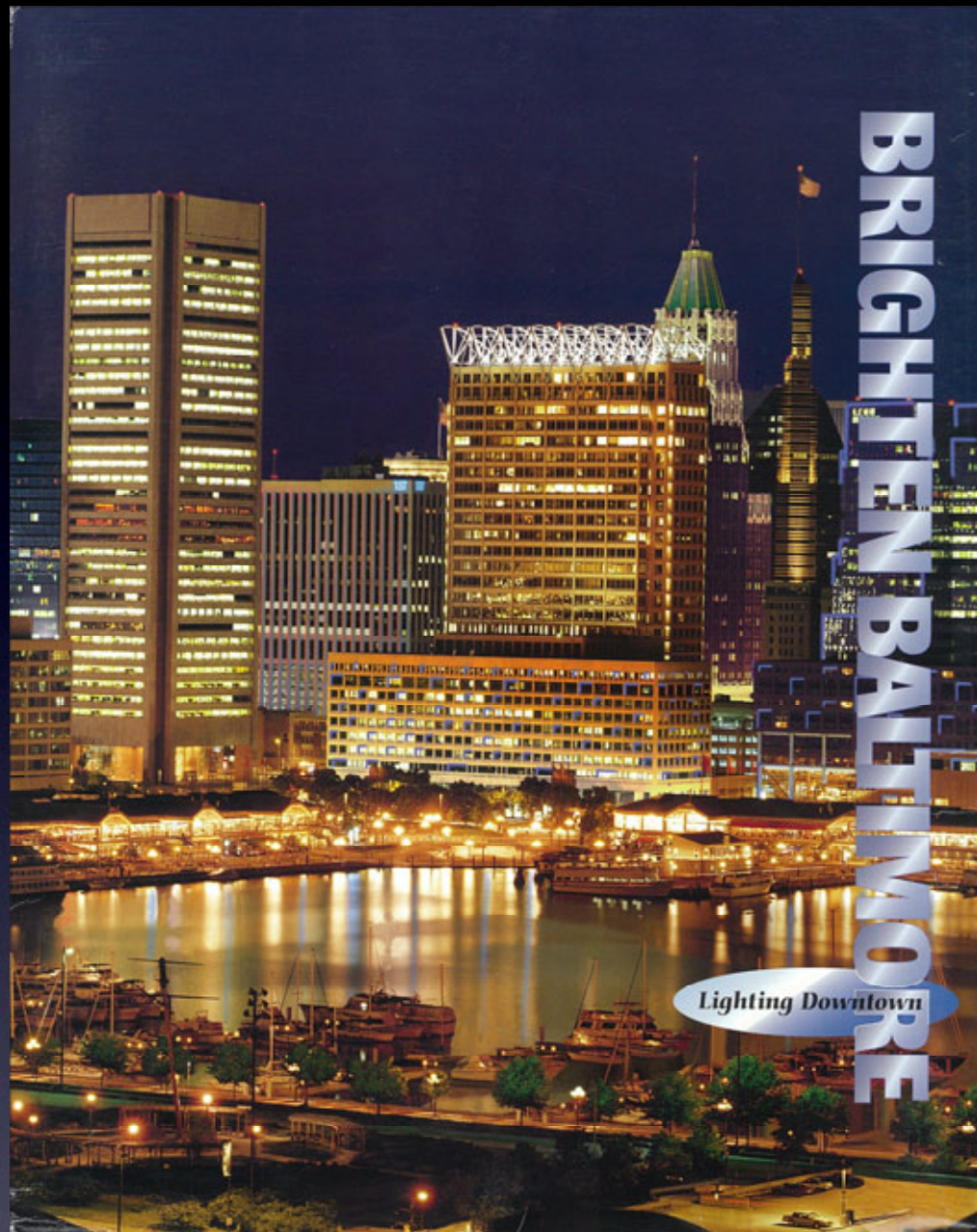


SMELL SOMETHING LIKE ROTTEN EGGS? IT COULD BE NATURAL GAS THAT'S LEAKING. AND THAT'S DANGEROUS! GET OUTSIDE RIGHT AWAY AND TELL AN ADULT.

FOR MORE **PLAY IT SAFE!** TIPS, GO TO [WWW.BGE.COM](http://WWW.BGE.COM) **BGE** A Constellation Energy Company

## BRIGHTEN BALTIMORE

Led Brighten Baltimore coalition of BGE, Downtown Partnership and Building Owners and Managers Association in promoting a brighter, safer Baltimore and more inviting skyline. Reached 40% of goal within first three months.



BRIGHTEEN BALTIMORE

Lighting Downtown

# BALTIMORE MADE EASY

1996

your guide to:

- real estate
- arts
- entertainment
- recreation
- education
- transportation
- dining
- shopping
- hospitals
- banking
- government
- hotels

presented by:

**Baltimore**  
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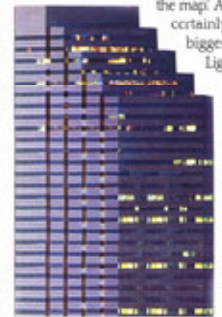
## Light News

January, 1996

### 250 W. Pratt St. Enjoying New Prominence On Night Skyline.

There's a new glow to Bob Rothe these days. He credits at least part of it to the excitement that new lighting has brought to the 250 West Pratt Street building, where he's the building manager. Unveiled the same night that the Baltimore Arts Tower (also known as the Bromo Seltzer Tower) was officially lighted by Mayor Schmoke, Rothe said that "tenants have received it well. Not only does it put the building on the skyline, but it also brightens things up around the base of the building itself. I think it gives tenants and prospective tenants a sense of pride. And for the impact it's

had, I think it was inexpensive. "In fact, we've certainly spent far more than that [on other improvements] and gotten far less of a reaction from the tenants. "We wanted to put the building 'on the map.' And building ownership certainly wanted to get the biggest bang for the buck. Lighting the building just made the most sense for us and as a way to help the downtown area in general. "Everyone I've spoken to has been very pleased with it." Bob also deserves thanks for helping to sponsor the press event celebrating the lighting of the Bromo Tower.



### The Power Of Great Lighting Design. (And How To Get It For Your Building.)

Making a smart investment in lighting means getting the most impact for your budget. An experienced lighting designer can help you determine the best approach for your building, taking into account initial cost, operating expense, ease of maintenance, appropriateness of techniques and

treatment of adjacent buildings and spaces. For results you'll love for a long time to come, please consider getting in touch with one of the lighting designers listed on the next page. Or find one you can work with that has some experience with your type of building. You'll find the long term benefits to be substantial.

### Have Plans For Your Building? Let Us Know!

With so many buildings joining the Brighten Baltimore program, we want to be sure you get the help you need. As your plans develop, please call Kathy Proctor at BGE for financial and technical assistance that can make your job easier and more economical. She can also help direct you to the people who can make the process of lighting your building as pleasant and trouble-free as possible. Her number is 410-265-4232.

410-265-4232

## MIGLIARA/KAPLAN

Concept developer and copywriter for research firm seeking to break out in a hotly competitive field.

# The Difference Between Research And Research That Works.



The numbers look comprehensive, as far as you can tell. But just having the information isn't enough; what you really need to get the complete picture is a synthesis of all that data so you can draw some meaningful conclusions.

That's where we come in.

Marketing research at Migliara/Kaplan Associates doesn't end with getting the numbers correct. It begins there.

Then we put those numbers to work, drawing on a wealth of marketing experience to develop a complete and practical analysis that points out the best ways to take action.

We call it marketing research that works.

For most of the big corporations in the healthcare industry, that approach has made an extraordinary difference in the success of almost 1000 projects, including 300 new product launches.

If you can use that kind of insight, call Migliara/Kaplan Associates. We think you'll hear something worth smiling about.

**Migliara/Kaplan**  
Marketing Research That Works.

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New Jersey Office • 13 Trestle Way • Dayton, New Jersey 08810 • 201/329-3315

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New Jersey Office • 13 Trestle Way • Dayton, New Jersey 08810 • 201/329-3315



## HALL'S WHEELS

Branded Bob Hall as the leader in the racing wheelchair market in specialty pubs.  
Multiple readership awards. Credited by client with sales far in excess of goals.



*Hall On Wheels.*

“If you want to win,  
only two things can  
slow you down. Your attitude  
and your equipment.  
We guarantee it  
won't be your equipment.”

As the first wheelchair athlete to win the Boston Marathon, Bob Hall hates to compromise.

His racing chairs are designed the same way.

For economy of design. Purity of form. State of the art function.

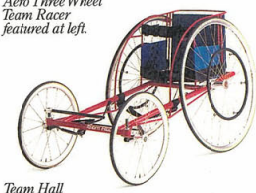
That's why the Museum of Modern Art in New York has honored them as part of its "Designs for Independent Living" exhibit.

But for you there's probably only one reason to select a Team Hall chair.

There's nothing like winning.

Get in touch with Bob Hall at 617/628-7955, P.O. Box 784, Cambridge, Massachusetts, 02238. And get ready for the lightest, fastest ride you've ever experienced.

*Aero Three Wheel Team Racer featured at left.*



*Team Hall Racer*



*Bob Hall Racer*

**Hall's Wheels**  
*Get your rear in gear.*

CSA 2000, MADE IN U.S.A.  
**Hall's Wheels**



## JAMES MYERS COMPANY

Developed the “Above all, it’s a James Myers Roof” campaign that was credited by its owner for pulling the company back from the precipice of bankruptcy. One mailing of this brochure garnered four new multimillion-dollar contracts for the company.



Three exceptional technologies have  
 been brought together to create a  
 superior quality roofing system.  
 Fully committed for performance  
 and durability.

The technology and engineering history  
 of Johnson's Chlor butyl is the  
 choice of architects and contractors  
 nationwide for a great variety  
 of applications.

With only the highest quality  
 materials used in their manufacturing,  
 Johnson's Chlor butyl roofing systems  
 have the technology to give you a roof of  
 exceptional performance.

Johnson's Chlor butyl roofing systems  
 are known for the way they reflect  
 advanced technology to give  
 exceptional results in extreme  
 environmental conditions.

Our membership in the National  
 Roofing Contractors Association  
 is just another assurance that  
 the James Myers Company is  
 committed to excellence.

**Johnson's Chlor** **Petrolmax** **Johnson's Chlor**

**Johnson's Chlor** **Johnson's Chlor** **Johnson's Chlor**



### APPROXIMATELY THE BEST



The time to repair the roof  
 is when the sun is shining.

*John F. Kennedy*

Like the building it protects, everything  
 about a roof should inspire confidence. At the  
 James Myers Company, we're proud to be  
 recognized as one of the premier leaders in  
 the nation's capital. Our experience with  
 all types of roofing materials and architectural  
 details is unsurpassed.

### MEMORABLE




The sound  
 of roofing and blue  
 skies have done it  
 all over again.

*Thomas Jefferson*

When you require superior performance and reliability  
 from a James Myers roof, Johnson's Chlor butyl  
 roofing and experience guarantee them. Since  
 we are committed to craftsmanship and  
 long-term dependability, we invest in superior  
 training and thorough study of the latest  
 roofing technology. Continuously.

### ABOVE & BEYOND



The biggest challenge  
 is the weather in California.  
*James P. Smith*

We've worked on one of the most  
 iconic commercial buildings. Our shipping  
 methods are what people really see and  
 work. With the James Myers Company, you  
 can be confident that no matter how  
 complex or experienced with us, every  
 task of roofing challenges.




### THE ART OF ROOFING



When we do the best there is,  
 we never know what we're  
 doing until we're  
 done. *John Deere*

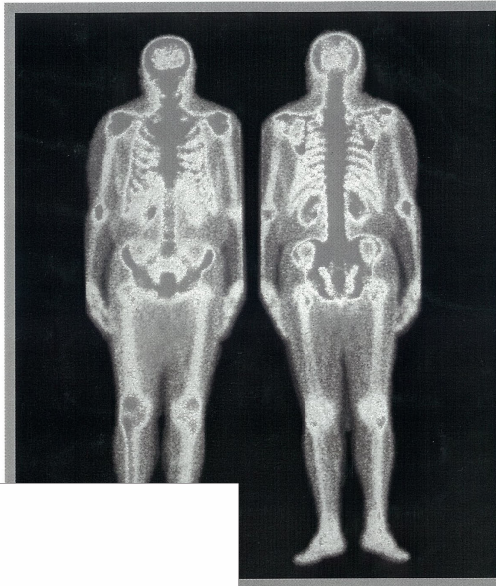
Our highly accomplished craftsmen have  
 devoted years to the perfection of their skills.  
 When every roof presents its own special  
 challenges, we consider their experience and  
 judgment to be an invaluable element of  
 each project. Their contribution enables the  
 James Myers Company to handle even the  
 largest, most complex jobs in the country.

### ABOVE ALL, IT'S A JAMES MYERS ROOF



## UPPER CHESAPEAKE HEALTH SYSTEM

Led creative team in branding campaign for Upper Chesapeake Health that exceeded prospect-inquiry goals, necessitating cutbacks in planned media schedule.



**From appearances, you'd never know that most men lack the gene for having a health check.**

**Here's how to treat it.**

Men are smart about a lot of things. Except when it comes to taking care of themselves.

That's why it's up to the women they love to find ways to help them.

Our new series of free guides can help you keep track of your family's health. Our free 30-minute computerized health risk analysis can help you and him know how to improve it dramatically. And we can even help you find the physician that's perfect for you.

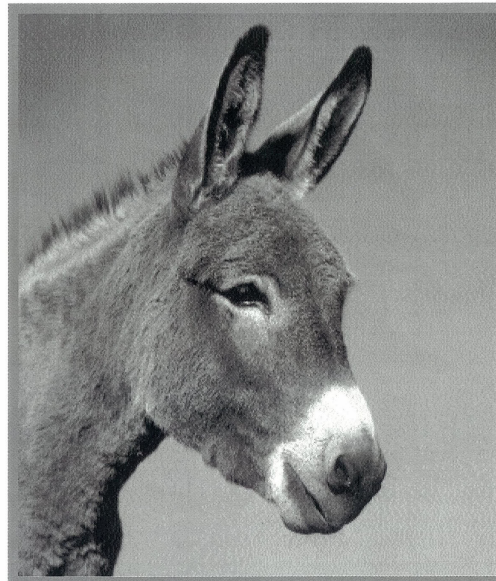
Call right now, while you're thinking about it. It'll cost you nothing. But doing nothing could cost more than you can imagine.

Call 1-800-515-0044 to arrange your free 30-minute health check, physician referral or free fitness package.

**Upper Chesapeake Health**  
Creating the healthiest community in Maryland,



Fallston General Hospital



**How frustrating is it to get your husband in for a health check?**

**We just made it easier.**

Despite advances in modern medicine, getting your man of the house in for a health check could be your toughest medical challenge.

Upper Chesapeake Health understands. So we're doing everything we can to give you the information, choices and convenient options you need to help you give your loved ones a kick start toward a healthier future.

From a free 30-minute computerized health risk analysis to physician referrals and more, we can make it easy for you.

Call for your free fitness package. Because like it or not, helping your family stay healthy is up to you.

Call 1-800-515-0044 to arrange your free 30-minute health check, physician referral or free fitness package.

**Upper Chesapeake Health**  
Creating the healthiest community in Maryland,  
one person at a time.



Harford Memorial Hospital

Fallston General Hospital

(Coming Soon) Upper Chesapeake Medical Center



**Introducing the 30-minute health check for every woman who could use a hug instead of a squeeze.**

Meetings here, appointments there, responsibilities everywhere you look. Could it get any tougher on the family nurturer?

Upper Chesapeake Health invites you to take a half hour to pamper yourself. Because you deserve it.

With a free 30-minute computerized health risk analysis, you'll have a more complete idea of exactly where you stand with critical health benchmarks, and how to improve the way you feel.

Call today, and schedule a health check at your convenience. It could be one of the best things you ever did for yourself.

Call 1-800-515-0044 to arrange your free 30-minute health check, physician referral or free fitness package.

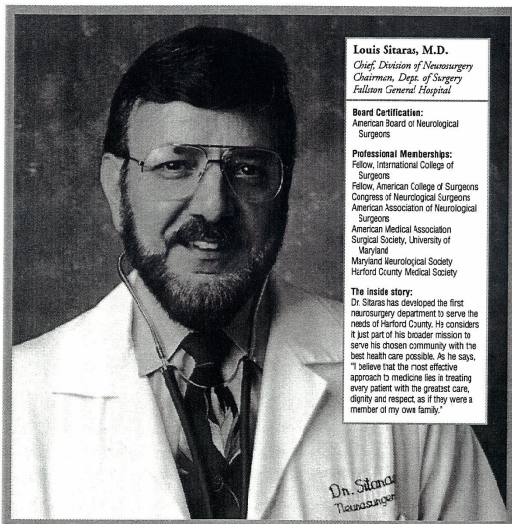
**Upper Chesapeake Health**  
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one person at a time.



Harford Memorial Hospital

Fallston General Hospital

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**Louis Staras, M.D.**  
 Chief, Division of Neurosurgery  
 Chairman, Dept. of Surgery  
 Fallston General Hospital

**Board Certification:**  
 American Board of Neurological  
 Surgeons

**Professional Memberships:**  
 Fellow, International College of  
 Surgeons  
 Fellow, American College of Surgeons  
 Congress of Neurological Surgeons  
 American Association of Neurological  
 Surgeons  
 American Medical Association  
 Surgical Society, University of  
 Maryland  
 Maryland Neurological Society  
 Harford County Medical Society

**The inside story:**  
 Dr. Staras has developed the first  
 neurosurgery department to serve the  
 needs of Harford County. He considers  
 it just part of his broader mission to  
 serve his chosen community with the  
 best health care possible. As he says,  
 "I believe that the most effective  
 approach to medicine lies in treating  
 every patient with the greatest care,  
 dignity and respect, as if they were a  
 member of my own family."

Dr. Louis  
 Staras

**Far and away the best doctors  
 don't have to be far and away.**

It's never been easier to find a doctor that's right for you, right here in Harford County. With a physician referral from Upper Chesapeake Health, you'll have your pick of over 450 doctors who are committed to making this the healthiest community possible.

They're some of the most highly trained and skilled of any community hospital. And they're board certified in over 40 medical specialties, from general medicine to the most advanced areas of practice.

But there's more to choosing a physician than training and education. It's important to know that our doctors are close to home. So you know they'll be there when you need them.

Make the right call. Call on Upper Chesapeake Health.

**For a physician referral,  
 call 1-800-515-0044.**

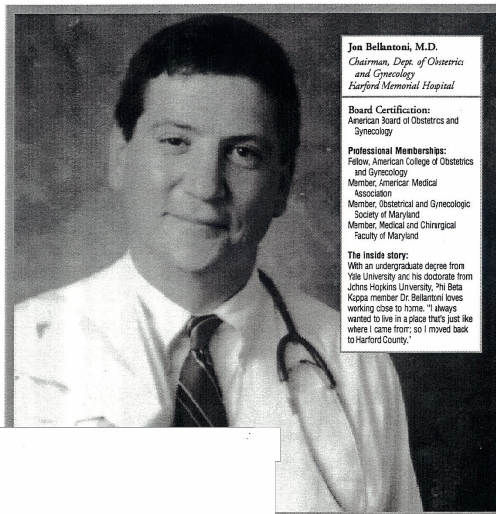
**Upper Chesapeake Health**  
 Creating the healthiest community in Maryland,  
 one person at a time.

www.uchs.org

Harford Memorial Hospital

Fallston General Hospital

(Coming Soon) Upper Chesapeake Medical Center



**Jon Bellaromi, M.D.**  
 Chairman, Dept. of Obstetric  
 and Gynecology  
 Harford Memorial Hospital

**Board Certification:**  
 American Board of Obstetrics and  
 Gynecology

**Professional Memberships:**  
 Fellow, American College of Obstetrics  
 and Gynecology  
 Member, American Medical  
 Association  
 Member, Obstetrical and Gynecologic  
 Society of Maryland  
 Member, Medical and Chirurgical  
 Faculty of Maryland

**The inside story:**  
 With an undergraduate degree from  
 Yale University and his doctorate from  
 Johns Hopkins University, Dr. Beta  
 Kappa member Dr. Bellaromi loves  
 working close to home. "I always  
 wanted to live in a place that's just like  
 where I came from; so I moved back  
 to Harford County."

**Your best choice in doctors is so  
 close to home, it's close to perfect.**

If you could choose a physician that's just right for you, what would you look for? Training? Credentials? Board certification? Of course.

And we're happy to say that the doctors of Upper Chesapeake Health are some of the most highly trained and skilled of any community hospital, and that they're board certified in over 40 medical specialties, including general practice and OB/GYN to orthopedics and endocrinology.

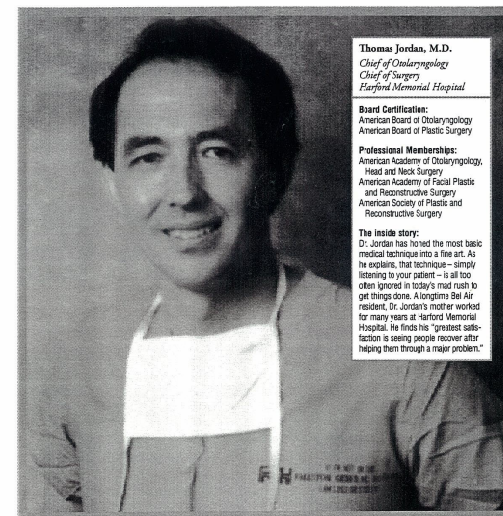
But there's more to finding the right doctor for you. How about finding one who's committed to your community, so you know your doctor will be there? In other words, you don't have to go far to find a doctor who's willing to go the distance to get you the best care.

We're not saying our doctors are perfect. Just that, once you've called for a physician referral, we think you'll find one that could be perfect for you.

**For a physician referral,  
 call 1-800-515-0044.**

**Upper Chesapeake Health**  
 Creating the healthiest community in Maryland,  
 one person at a time.

Fallston General



**Thomas Jordan, M.D.**  
 Chief of Otolaryngology  
 Chief of Surgery  
 Harford Memorial Hospital

**Board Certification:**  
 American Board of Otolaryngology  
 American Board of Plastic Surgery

**Professional Memberships:**  
 American Academy of Otolaryngology,  
 Head and Neck Surgery  
 American Academy of Facial Plastic  
 and Reconstructive Surgery  
 American Society of Plastic and  
 Reconstructive Surgery

**The inside story:**  
 Dr. Jordan has honed the most basic  
 medical technique into a fine art. As  
 he explains, that technique—simply  
 listening to your patient—is all too  
 often ignored in today's mad rush to  
 get things done. A Longfems Bel Air  
 resident, Dr. Jordan's mother worked  
 for many years at Harford Memorial  
 Hospital. He finds his "greatest satis-  
 faction is seeing people recover after  
 helping them through a major problem."

**To find the right doctor,  
 make the right call.**

Choosing the doctor that's right for you doesn't have to be difficult, confusing or unnerving. Just call Upper Chesapeake Health.

We offer one of the highest percentages of board certified doctors of any community hospital. Our specialists are experts in everything from general medicine to the most advanced areas of practice. And we can help make your decision easier, with a choice of physicians whose expertise and style match your needs completely.

That's because attracting the most talented doctors is more than a goal with us. It's our obsession. And we're proud of it. Almost as proud as we are of the doctors you'll find at Upper Chesapeake Health.

**For a physician referral,  
 call 1-800-515-0044.**

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 one person at a time.

www.uchs.org

Harford Memorial Hospital

Fallston General Hospital

(Coming Soon) Upper Chesapeake Medical Center

# Men and Women: Take this test as if your life depended on it.

When you've finished circling and adding up your results, call 1-800-515-0044 to arrange your free 30-minute health check, physician referral or free fitness package.

1. **Anyone in your immediate family had a heart attack or heart bypass surgery?**  
a. Yes, before the age of 59  
b. Yes, at age 60 or after  
c. No, or don't know
2. **How long ago did you have your last physical?**  
a. More than 3 years ago  
b. More than 18 months ago  
c. A year or less
3. **Do you use tobacco?**  
a. Daily, regularly  
b. Occasionally - less than twice weekly  
c. Never
4. **Had your blood pressure monitored lately?**  
a. It was high  
b. It was borderline high  
c. Blood pressure was lower than 130/85
5. **How about your serum cholesterol levels?**  
a. Elevated, high or don't know  
b. About average  
c. Low
6. **How often do you eat fatty cuts of beef, pork or lunch meats?**  
a. At least twice daily  
b. Once a day  
c. Fewer than three times a week
7. **How many eggs do you eat a week?**  
a. 7 or more  
b. 4-6  
c. 3 or less
8. **How often do you eat fried foods?**  
a. Daily  
b. 3 to 6 times a week  
c. Twice a week or less
9. **How often do you participate in vigorous endurance exercise such as brisk walking, running, swimming, cycling or aerobic dancing for 15 to 30 minutes?**  
a. Less than once a week  
b. Once or twice a week  
c. 3 or more times a week
10. **How is your weight?**  
a. I'm more than ten pounds overweight  
b. I'm a few pounds overweight, but not more than 10  
c. I'm in fighting trim or slightly under my ideal weight
11. **Do you currently drink alcoholic beverages?**  
a. Yes, daily  
b. 3 times a week but less than 7  
c. Never
12. **How much do you drink?**  
a. More than 7 shots, beers or glasses of wine weekly  
b. 3 to 6 shots, beers or glasses of wine weekly  
c. Under 3 shots, beers or glasses of wine weekly
13. **How often do you use drugs or medication which affect your mood or help you to relax?**  
a. Almost every day  
b. Sometimes  
c. Rarely or never
14. **When in the sun for an hour or more, do you wear protective clothing or use a sunscreen?**  
a. Almost never  
b. About half the time  
c. Nearly always
15. **When was your last rectal and/or colon exam?**  
a. Rarely or never  
b. Up to three years ago  
c. A year ago or less
16. **Of the 7 warning signals of cancer (change in bowel or bladder habits, a sore that does not heal, unusual bleeding or discharge, thickening or lump in the breast or elsewhere, indigestion or difficulty in swallowing, an obvious change in a wart or mole, a nagging cough or hoarseness) what is your experience?**  
a. I have one of these symptoms but have not discussed it with my doctor  
b. I have made an appointment to discuss this with my doctor  
c. I do not have any of the above symptoms
17. **(Men only age 50 and older) How often do you have prostate exams?**  
a. Rarely or never  
b. Up to three years ago  
c. Yearly
18. **(Women only) How often do you examine your breasts for lumps?**  
a. Rarely or never  
b. Once every few months  
c. Monthly
19. **(Women only) How often do you have a Pap test performed?**  
a. Rarely or never  
b. Once every three years  
c. At least once a year
20. **Describe your state of mind.**  
a. I have concerns about my health that I should address with a medical professional but haven't  
b. I am in generally good health but have not had a checkup in a while  
c. I am in good health and a recent checkup confirms it



Call 1-800-515-0044 to arrange your free 30-minute health check, physician referral or free fitness package.

**Upper Chesapeake Health System**

Harford Memorial Hospital    Fallston General Hospital  
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**Please send me a free fitness package.**

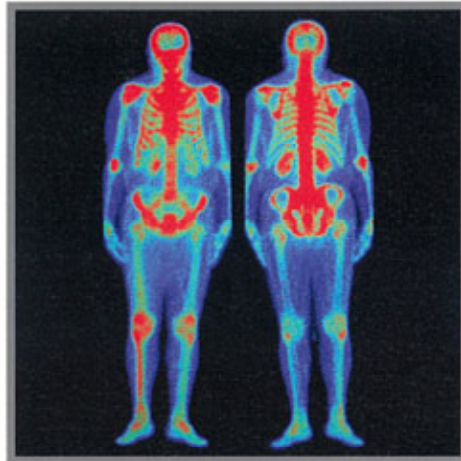
Name (last) \_\_\_\_\_ (first) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_

How to rate yourself: For each question with an "a" answer, give yourself 6 points. For "b" answers, 3 points. "c" answers, 1 point. If you scored 80 points or more, chances are that you could benefit from a more comprehensive health and lifestyle analysis, and some changes in your daily routine. If you scored between 40 and 80, a checkup could point the way to feeling better now and a longer life. If you scored 40 or under, congratulations. You could be among Harford County's healthiest citizens!

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**From appearances, you'd never know that some men lack the gene for having a health check. Here's how to treat it.**



Men are smart about a lot of things. Except sometimes when it comes to taking care of themselves. That's why it's up to the women they love to find ways to help them. Our new series of free guides can help you keep track of your family's health. Our free 30-minute computerized health risk analysis can help you and him know how to improve it dramatically. And we can even help you find the physician that's perfect for you. Call right now, while you're thinking about it. It'll cost you nothing. But doing nothing could cost more than you can imagine.

Call to schedule your appointment		
April 23	4pm - 8pm	Fallston General Hospital
May 8	9am - 1pm	Fallston General Hospital
May 21	4pm - 8pm	Fallston General Hospital
June 12	9am - 1pm	Fallston General Hospital
June 25	4pm - 8pm	Harford Memorial Hospital

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**Upper Chesapeake Health System**  
1916 Redler Road  
Fallston, Maryland 21047



**Upper Chesapeake Health System**  
Creating the healthiest community in Maryland, one person at a time.

**Please send me a free fitness package.**

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