

Meet the PAABers



The Pharmaceutical Advertising
Advisory Board

REVIEW

Ray Chepesiuk,
Commissioner

We have a great staff at the PAAB and I have asked them to tell you a little bit about themselves. You will see that we have a fine group of people with a variety of backgrounds and experience. When I became commissioner in 1999 we had a staff of seven people. Today, we have 14 people working in the PAAB office. Things have changed a bit!

John Wong is the Chief Review Officer at the PAAB and leads a team of eight reviewers. He obtained both his Masters and undergraduate pharmacy degrees from Université Laval. Prior to joining PAAB in 1998, John worked as a Clinical Pharmacist at the Toronto General Hospital and has been owner and manager of a community pharmacy. He remains active in the pharmacy profession through his participation in the quality assurance program at the Ontario College of Pharmacists.

Glenn Golaz has been working in the business field as a Trained Accountant for > 20 years. He started working with the PAAB as an Accounting Consultant in 1995 and started full time employment as the Manager of Finance and Administration in 2005. He is pursuing his Certified Association Executive designation.

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PAAB Staff 2007.

Colin Campbell completed his MSc at the University of Guelph in 1989. After a brief stint as a Research and Teaching Assistant, Colin entered the pharmaceutical industry as a Regulatory Affairs Associate with Nu-Pharm Inc. where he remained until 1994. After two years with the Wyeth-Ayerst Regulatory Affairs Department, Colin joined the PAAB. During his 12 years here, Colin has seen a lot of changes. In recent years, the massive increase in volume of reviews has forced the PAAB to reassess internal processes in order to meet review goals. He believes that this issue has been addressed and that the PAAB is moving forward with a renewed focus on excellent customer service.

Estelle Parkin is from Montreal. After completing a business course, she worked for local companies. She moved to Ontario in 1980, where she took computer classes and worked through temporary employment agencies. She completed a Medical Office Administration course and joined the PAAB in 1996 as part of the Administration Support Group. Over the years she had many interests (biking, rollerblading, Spanish lessons), but her best “free” time now is spent with her grandchildren. The PAAB is part of a growing and challenging industry and she is proud to be part of it.

Yin Man is a registered Pharmacist and a graduate of the University of Toronto. She joined PAAB in 1999 bringing with her experience from the community and hospital settings. She continues to be involved in community pharmacy and is also an Assessor for the pharmacy board exams. Through her work at PAAB, she recognizes and appreciates the creativity of pharmaceutical advertisers and their ability to work within the regulatory framework. She hopes to have continued success working with the industry.

Lucia Kim graduated from the University of Toronto, Faculty of Pharmacy. Before joining PAAB in 2000, she had experience in the pharmaceutical industry in Medical Information and Government Affairs. She believes that self-regulation has been effective in upholding high standards for pharmaceutical advertising and she is continually impressed by the creativity of the advertising industry.

Pauline Dong is a graduate of the pharmacy program at the University of Toronto. Before joining the PAAB in 2000, she practiced as a Community Pharmacist. She finds her position as a Reviewer both rewarding and stimulating. She enjoys the contact with the pharmaceutical industry and the advertising agencies. She finds it interesting to play a role in the regulatory, creative and commercial aspects of drug advertising.

Patrick Massad has diverse interests and passions. He is a PAAB Reviewer, Community Pharmacist, Martial Arts teacher and he is in the process of becoming accredited as an Investment Advisor. Prior to joining the PAAB in 2002, he worked as a Clinical Hospital Pharmacist. Among other roles in the hospital, he was a Key Researcher and Educator for the Bioterrorism Preparedness & Response Committee and an integral member of the warfarin dosing team.

Karen Rizwan joined the PAAB as a reviewer in April 2004. She graduated from the Faculty of Pharmacy at the University of Toronto in 2001. Karen continues to stay involved in pharmacy practice by working part time in the community setting and as an Assessor for the Pharmacy Examining Board of Canada. She is also a certified Asthma Educator.

Laurie Johns, our Submissions Coordinator, is in her fourth year at the PAAB. She has a public health and science background and > 20 years of office/Customer Service experience. In winter, she is a hockey mom and convenor and in summer she is her boys’ baseball coach. She enjoys working at PAAB and is thankful for the opportunity to contribute to its mission and to work with everyone who reaches PAAB.

Sabrina Hack is a graduate of Ryerson with a degree in Administration. She spent seven years working for a national non-profit organization. She then decided to leave the pressures of the workforce behind and focus on raising her family. Sabrina became very involved in her children’s school and is especially proud of establishing a Healthy Snack Program for the students. Much to her children’s relief, Sabrina redirected her organizational and multi-tasking skills when she joined PAAB in the Fall of 2005. Sabrina enjoys the varied duties in her administrative role.



Chris Seto graduated from the University of Toronto with a Pharmacy degree in 2001. Before joining PAAB, he had experience in the community setting as a Staff Pharmacist and Pharmacy Manager. He has served as mentor and preceptor to a number of pharmacy students and interns. Chris is also active in academia in his role as Teaching Assistant at the International Pharmacy Graduate Program.

Ellen Fan graduated from the Faculty of Pharmacy at the University in Toronto. Her background includes community pharmacy in addition to extensive experience as a Drug Information Pharmacist at a provincial drug information centre. On a professional level, she enjoys medical writing and is a regular contributor to pharmacy publications such as *Pharmacy Practice*, *Canadian Pharmaceutical Journal* and *Pharmacist's Letter*. She joined the PAAB team in 2006 and enjoys working in collaboration with the pharmaceutical industry. She is also a registered Pharmacist who

supports the government funded Telehealth line on a part-time basis.

Ray Chepesiuk has been Commissioner of the PAAB since 1999. He has held management positions in community, hospital and government pharmacy. Ray achieved a Pharmacy degree from the University of Toronto and a Masters in International Business (Marketing) from the University of South Carolina. He is a Certified Association Executive. He has received a United Nations medal for peacekeeping in the Middle East and is an inductee of the Northwestern Ontario Sports Hall of Fame. He dreams of being on the PGA Champions tour some day.

There you have it. I hope you know them a little better than you did before. These are the people that help you to understand the application of the PAAB Code on a daily basis. Try to match the names with faces in the photo and see how many people you know. **CPM**

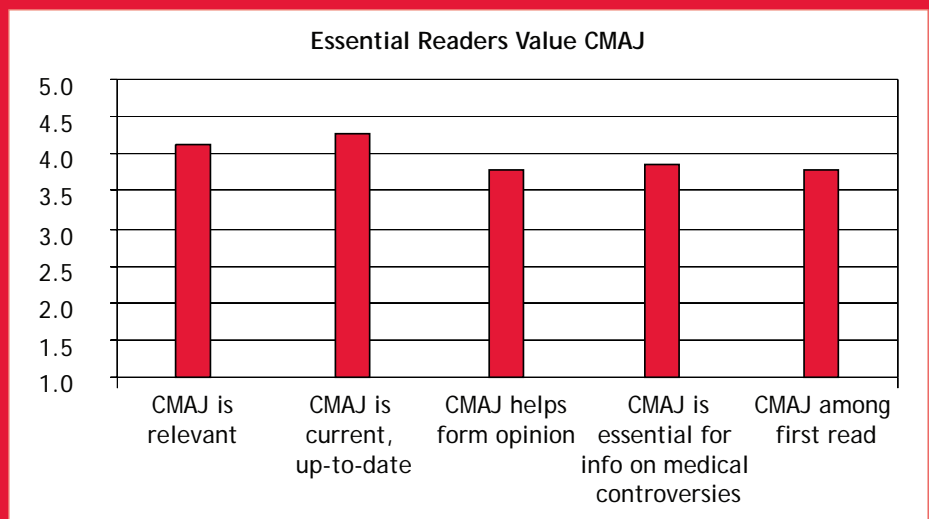
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