



**FOR IMMEDIATE RELEASE**

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## **Toscano to be Honored with Public Relations Award**

Michael Toscano of Holland will receive the Michigan Pharmacists Association (MPA) Fred W. Arnold Public Relations Award during the Association's Annual Convention & Exposition, held Feb. 26-28 at the Detroit Marriott at the Renaissance Center.

The Fred W. Arnold Public Relations Award, sponsored by the Michigan Pharmacy Foundation, recognizes an MPA member showing outstanding achievement and dedication to the pharmacy profession through community education and awareness.

Toscano has 35 years of pharmaceutical experience, holding various positions focused on sales and account management. In addition, throughout his career, he has supported the pharmacy profession and advocated for pharmacy professionals to seize leadership opportunities.

In 1999, Toscano was invited to attend a meeting of the Michigan Pharmaceutical Representative Society, an affiliated chapter of MPA. He later served as president of the chapter as well as a delegate to the MPA House of Delegates. From that experience, Toscano pursued a House officer position and became the first nonpharmacist elected to the MPA Executive Board in 2005. He also served as Speaker of the House from 2009-2010. In addition, he was a member of the MPA Building Committee in 2009-2010 that guided the Association through the process of renovating the new headquarters for its operations.

An advocate for connecting people to improve patient care, Toscano has been a member of the MPA/Michigan Society of Health-System Pharmacists (MSHP) Public Affairs Committee for 11 years, including three years as chair. He was also chairman of the Local Association Development Committee for four years, supporting community involvement of pharmacy professionals throughout the state and encouraging them to become engaged in their local association.

Beyond his experience serving as a leader within MPA, Toscano has presented lectures on various leadership topics to the regional societies of MSHP and as a guest speaker for Wayne State University Eugene Applebaum College of Pharmacy and Health Sciences. He is also engaged in his community as a trustee for Park Township, collaborating with other Board members to pass ordinances, adopt the annual budget, and appoint members of other Boards and Committees.

Toscano received his Bachelor of Arts degree from Hope College in 1975. He is currently a regional account executive for Bristol Myers Squibb. Toscano has previously held positions with Genentech, Roche, Eli Lilly and Co. and Vitas Healthcare. He has received many professional awards and honors from companies he has worked for, recognizing best practices, innovation and customer service. Toscano was inducted into the MPA Hall of Honor in 2009.

Michigan Pharmacists Association, representing the nearly 9,000 pharmacists and 15,000 pharmacy technicians in Michigan, strives to serve members by providing support, advocacy and resources that ultimately improve patient care, safety, health and the practice of pharmacy. For more information, visit [www.MichiganPharmacists.org](http://www.MichiganPharmacists.org).

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