



Apollo's Voice

{ HEAR THE WISDOM }

For Immediate Release

Contact: Steve Busalacchi, (608) 698-5298
info@apollosvoice.com

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Professional Fulfillment Physician Style

*Madison author speaks to Downtown Rotary
Wednesday Noon, Inn on the Park, Madison*

July 21, 2009 (Madison) Stephen J. Busalacchi, author of *White Coat Wisdom*, will speak to the Rotary Club of Madison, the eighth largest rotary club in the world, on Wednesday, July 22, noon at the Inn on the Park. The title of Busalacchi presentation is: Finding Fulfillment: Just what the doctor ordered.

“If there’s anything that stood out from 56 hours of physician interviews, it’s that leaders in medicine absolutely love what they do,” said Busalacchi. “But you don’t have to go to medical school find fulfillment,” he added.

White Coat Wisdom, endorsed by former U.S. Surgeon **General C. Everett Koop, MD**, is about the grit necessary to overcome substantial obstacles and ultimately discover true fulfillment in one’s personal and professional life. And in the process of hearing how these doctors came to be, readers learn insights about medicine that will help them better their own lives. This hardcover book earned three national literary honors this spring. For more information, see www.whitecoatwisdom.com.

Busalacchi has more than 25 years of experience in medical journalism. He has reported for National Public Radio and Wisconsin Public Radio, and has received more than two dozen journalism awards, in addition to other honors.

“Doctors' lives are always interesting, especially when the reader is allowed behind the curtain. *White Coat Wisdom* is a good read for anyone, but of course, of special interest to the growing number involved in health and medicine.”—**C. Everett Koop, MD, U.S. Surgeon General, 1981-1989.**

White Coat Wisdom: Extraordinary doctors talk about what they do, how they got there and why medicine is so much more than a job by Stephen J. Busalacchi. Original edition, 6 x 9 hardcover,

608 pages, 48 illustrations. ISBN-13: 978-0-9794222-01; ISBN-10: 9794222-0-5, \$34.95. See www.whitecoatwisdom.com for a 300 dpi TIF of the cover and other information.