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December 15th, 2023

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Hope everyone had a good Thanksgiving. There are more holidays coming up and you are probably over inundated with emails, so I will leave you with some fun and interesting facts on "Why There Are Three Holidays in December." These facts will be great for Trivia. To read more, go to the Table of Content and click on the link. Enjoy!

If you missed last month's newsletter on "Scientists find new autoimmune disease mechanism that explains why B cells self-react" click [here](#) to read the article.

If you want to take a break from all the festive activities and interested in my presentation on "Lessons Learned From the COVID-19 Vaccine and What is Needed

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If you need a little inspiration or something to make us laugh to get us through this difficult time, click on the "[Inspiration](#)" link to give yourself a few minutes to relax and enjoy the music from the Berklee School of Music in their song "What the World Needs Now," and ending with Celine Dion and Josh Groban with "The Prayer".

Please read on for other current news in the Table of Content below. The next newsletter will be January 15, 2024.

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.

Hope everyone has a wonderful holiday whether you celebrate one or more occasions. Visit my closing thoughts for more inspirational thoughts from all three holidays.

Merry Christmas, Happy Hanukkah and Happy Kwanzaa!

Best regards,
Regina



Sincerely,
Regina Au
CEO, New Product Planning/Strategic Planning
[BioMarketing Insight](#)

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commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

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[Scenario Planning](#) - for more information, email [me](#).

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3rd Annual International Vaccine Congress (IVC 2023) Conference on October 23-25, 2023 in Woburn, MA

I am pleased to announce that I spoke at the IVC 2023 Conference in Woburn, MA on October 23 - 25, 2023. The title of my presentation is "Lessons Learned from the Covid - 19 Vaccine and What is Needed When Developing a Vaccine for a Successful Rollout".

For more information on my presentation, click [here](#). For more information on the conference, click [here](#).

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Recap of the AAPI Heritage Festival - Saturday, May 20th, 2023

The Asian American Pacific Islander (AAPI) Heritage Festival was a success in celebrating AAPI Heritage Month with both the Asian and nonAsian communities. This celebration was to build awareness and educate our community on the various cultures and contributions the different Asian and Pacific Islanders ethnic groups have brought to enrich our American History.

Our Festival made the front page of the Daily Times Chronicle. See the article and pictures of our speakers, musicians and performers. In addition, we had our "Contributions AAPI Have Made to American History" Exhibit on display in the lobby and continued on into the program room. More pictures will be revealed next month.

Guest Speakers: Massachusetts State Representative Vanna Howard
Mayor Scott Galvin of Woburn

Special Guest Musician: Kevin So

Guest Musician: Entian Lee, Chinese Zither

Guest Performers: Swasti Bhargava & Aanvi Bhargava, Ekam Boston
Anvee Gudipati, Sreshta Mahavadi, Ekam Boston

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City Council seeks more info on fill

By PATRICK BLAIS

WOBURN - The City Council wants to consult with the city engineer's office and other department head managers before allowing a Lowell Street landowner to spread out fill in a low-lying depression.

During the elected officials' latest gathering in City

Hall, Boxford resident Valentino Tocci Jr. explained that he is looking to bring in more than 100 cubic yards of fill to the back yard of a two-family property at 2 Lowell St., which sits in the city's Central Square area by Main Street.

The council, looking for additional details about the total volume of soil and rocks being brought in and

Lowell St

how the work will impact the site, ultimately a 6 meeting.

According to Town nearby professional engineers, the proximate .61-acre site towards that corner towards Cummings reportedly does not have the topography of the significant storm event.

"This is mostly an unsightly area. Other work in that area and explained.

"We would then still accept rainwater runoff," he continued, likely also be planned.

Since the special meeting, both Assistant City Engineer and Planning Director the council cited the water storage volume situation on abutting

In order to be safe, the project doesn't create a safety hazard, experts recommended hiring a firm to consult.

"There is no other shape, other than the soil. Depending on what remains in this lot, Rheume noted it



THE ASIAN AMERICAN PACIFIC ISLANDERS HERITAGE FESTIVAL was held at the Woburn Public Library with many posters describing the contributions made to American history. Volunteers and participants in the AAPI Heritage Festival included (l-r) Katherine Jiao, Vicky Wu, AAPIEC Inc. President Regina Au, and Ekam USA-Boston Chapter Director Nagasree Chakka. Some of the entertainment were dancers and musicians inside the library along with food vendors set up outside in the library's parking lot. (KAPAndrewsPhotos)

LOWE

Board adopts - Burlington middle school ...

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General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine.

I am pleased to announce that I was a speaker at the Westchester Biotech Project for Consortium on Translational Research in the Microbiome on November 11th, 2021. The Topic: General Guidelines to launch and build a clinical trial using microbiome products in an era of personalized medicine. My presentation was on "How to Launch and Market a Successful Microbiome Product: Five Major Considerations".

For more information on Westchester Biotech Project and future webinars, click [here](#).

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Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.

The Pandemic is NOT Over, But We Will Get Through It Together By Taking COVID Precautions: Masking, Regular Testing, Updated Vaccinations and Practice Good Hygiene Every Day.



Let's End with Celine Dion & Josh Groban Singing "The Prayer"

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One Biotech Executive's View on the COVID-19 Vaccine

I am pleased to announce that my article on the COVID-19 Vaccine was published in Lioness Magazine. To read my article click on the link [here](#).

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Why There Are Three Holidays in December

December is a time of celebration for three holidays: Christmas, Hanukkah, and Kwanzaa. Find out why we celebrate them as each one is very different yet they all have a lot of common.



Christmas, a Christian Faith is celebrated on December 25th. Does anyone know why it is celebrated on December 25th? There are a number of beliefs:

The holiday, which commemorates the birth of Jesus, son of God is observed on Dec. 25 in the Gregorian calendar, but no one knows which date Jesus was actually born. The selection of [Dec. 25](#) seems to have been that it is exactly nine months after March 25, the traditional date of Jesus' crucifixion. As Christians developed the theological idea that Jesus was conceived and crucified on the same date, they set the date of his birth nine months later.”

The Roman Christian historian Sextus [Julius Africanus](#) dated Jesus' conception to March 25 (the same date upon which he held that the world was created), which, after nine months in his mother's womb, would result in a December 25 birth.

Another possible theory? The Roman Empire, before it recognized Christianity, celebrated the [rebirth](#) of Sol Invictus (Roman god of the sun) on Dec. 25, a date which coincided with the Roman festival Saturnalia, when people feasted and exchanged gifts.



Hanukkah is always on the [25th day of Kislev](#) in the Hebrew lunisolar calendar, unlike the Gregorian calendar. The Hebrew calendar is based on both the Sun and the Moon. This year Hanukkah starts on December 7th and ends on December 15th.

Hanukkah is celebrated for 8 days with the lighting of one candle for each day. "You would assume Hanukkah is the Jewish Christmas, but it's not," said [Mackenzie Sherman](#).

Hanukkah started with a [revolt](#) in 166 B.C.E the land of Israel, then known as Judea which came under attack. The Syrian-Greek soldiers who occupied the land outlawed Judaism and mandated they worship their Greek Gods within two years. The Syrian-Greeks destroyed the city's holy second temple, and put in its place an altar to Zeus. The Jewish Maccabees, a Hebrew term rooted in the word for hammer, were outnumbered — yet mighty.

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knowledge — but time was not on their side.

The menorah's branches were meant to burn night after night, but the Maccabees only had enough oil to keep it lit for one day after the Syrians destroyed their temple.

Then came a miracle — the flame stayed alive and lasted for eight days and eight nights. It gave the Maccabees time to find more oil and preserve the temple. Nine candles on the menorah with one in the middle as the, honoring the eight-night miracle.

Hanukkah means dedication in Hebrew and it became a holiday for that reason, and the menorah became its symbol of faith and strength.



[Kwanzaa](#) is an annual holiday celebrated primarily in the United States from December 26 to January 1. It emphasizes the importance of the pan-African family and corresponding social values.

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Kwanzaa as a way of uniting and empowering the African American community in the aftermath of the deadly [Watts Rebellion](#), a large series of riots that broke out in 1965, in predominantly Black neighborhood of Watts in Los Angeles.

Stepbrothers Marquette and Ronald Frye were pulled over by a white California Highway Patrol officer while driving their mother's car in the Watts neighborhood. Marquette failed a sobriety test and panicked as he was arrested. This was the spark that led to the many riots that followed for six days, resulting in 34 deaths, 1,032 injuries and 4,000 arrests, involving 34,000 people and ending in the destruction of 1,000 buildings, totaling \$40 million in damages.

Having modeled his holiday on traditional African harvest festivals, he took the name "[Kwanzaa](#)" from the Swahili phrase, "matunda ya kwanza," which means "first fruits." The extra "a" was added, Karenga has said, simply to accommodate seven children at the first-ever Kwanzaa celebration in 1966, each of whom wanted to represent a letter.

"Kwanzaa is not a religious holiday, but a cultural one with an inherent spiritual quality," writes [Karenga](#).

The seven principles of Kwanzaa or the 7 values of African Culture is represented by 7 candles determined by Karenga. They are umoja (unity), kujichagulia (self-determination), ujima (collective work and responsibility), ujamaa (cooperative economics), nia (purpose), kuumba (creativity) and imani (faith). Kwanzaa also has seven symbols—mazao (crops), mkeka (mat), kinara (candleholder), muhindi (corn), kikombe cha umoja (unity cup), zawadi (gifts) and mishumaa saba (seven candles)—that are traditionally arranged on a table.

Three of the seven candles are red, representing the struggle; three of the candles are green, representing the land and hope for the future; and one of the candles is black, representing people of African descent. Some families who celebrate Kwanzaa dress up or decorate their homes in those colors.

Three different celebrations for three different reasons:

- 1) Christmas, a religious holiday to celebrate the birth of Jesus, the son of God
- 2) Hanukkah, is not a religious holiday but the triumph of freedom from the Syrian-Greek and a 7-branch candelabra symbolizing life and knowledge
- 3) Kwanzaa, a cultural holiday with an inherent spiritual quality, a way of uniting and empowering the African American community.

What do the three celebrations have in common?

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Hanukkah - the miracle that the flame stayed alive and lasted for eight days and eight nights when there was only enough oil for one day to preserve the temple. The menorah is a symbol of faith and strength.

Kwanzaa - Faith is one of the seven principles and the three green candles represents the land and hope for the future.

2) They all have struggled

3) Hanukkah and Kwanzaa both celebrate for several days, 8 day and 7 days respectively with lighting one candle each day. They both have a main or middle candle. For Hanukkah, a dedicated lighter to ignite a new flame each night and Kwanzaa, a black candle representing African American and their inherent spiritual quality.

4) Christmas and Kwanzaa both use the colors red and green. Throughout the [Bible](#), red and green symbolize the life of Jesus. Red is the blood of Jesus Christ, and green is the evergreen tree, representing eternal life as it stays this hue throughout the winter. For Kwanzaa, red represents the struggles and green represents the land and hope for the future.

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Closing Thoughts

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family, friends, loved one, and community to feast and celebrate one's good fortune and to share that good fortune usually presents with others.

I'll leave you with some thoughts for each holiday which I hope you will enjoy.



"We light candles
in testament that faith
makes miracles possible."

NACHUM BRAVERMAN

Source: <https://rebekahlowin.com/hanukkah-quotes/>

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 508-846-9094 or regina@biomarketinginsight.com.

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